

Green Marketing and Brand Image: Strengthen Consumers' Purchase Decisions Through Brand Trust on Mineral Water Aqua Consumers in Pekanbaru City

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ABSTRACT

This study aims to find out the effect of Green Marketing and Brand Image on the purchase decisions of Mineral Water AQUA consumers in Pekanbaru City through the moderation of Brand Trust. The population in this study is the residents of Pekanbaru who purchase and consume AQUA Mineral Water. Sampling was done using purposive sampling technique with a total of 226 respondents. Data analysis used was SMART PLS 3.2.9. The results research: 1) Green Marketing has a positive and significant effect on the Brand Trust of AQUA Mineral Water consumers in Pekanbaru City. 2) Brand Image has positive and significant effect on the Brand Trust of AQUA Mineral Water consumers in Pekanbaru City. 3) Green Marketing has a positive and significant effect on Purchase Decisions 4) Brand Image has positive effect on Purchase Decisions is positive but insignificant. 5) Green Marketing has a positive and significant effect on Purchase Decisions through Brand Trust as a moderating variable for AQUA Mineral Water consumers in Pekanbaru City. 6) Brand Image has a positive and significant influence on Purchase Decisions through Brand Trust as a moderating variable on AQUA Mineral Water consumers in Pekanbaru City. 7) Brand Trust has positive and significant impact on the Purchase Decisions on AQUA Mineral Water consumers in Pekanbaru City.

Keywords: Green Marketing, Brand Image, Purchase Decision, Brand Trust

1. INTRODUCTION

Consumers are becoming more aware of the damage caused by conventional products and prefer to choose green products. People are concerned about the planet's resources, health, and environment and are more conscious of the products they use. Companies are shifting their priorities to promote sustainability in response to the growing demand for eco-friendly products. As the industrial world continues to evolve, people's perceptions of the industrial revolution also change. Green marketing can contribute to achieve several SDGs, such as goal 12 (responsible consumption and production) and goal 13 (climate action). Facing these challenges, AQUA Mineral Water emerges as the environmentally conscious choice for consumers prioritizing sustainability. AQUA, leading the market in Indonesia with the highest sales volume among various mineral water companies, actively engages in numerous eco-friendly campaigns. Notably, their #bijakberplastik (be careful with plastic) campaign has gained widespread recognition. AQUA offers eco-friendly options like Aqualife, crafted from 100% recycled and fully recyclable plastic, and Aqua Reflection, premium mineral water presented in a glass bottle. Employing a reuse business model, AQUA ensures the recovery and decontamination of its packaging for hygiene maintenance before refilling at their factory. Consequently, through these initiatives, AQUA indirectly contributes to the reduction of carbon emissions associated with packaging production. (Danone-AQUA Sustainable Development Report, 2020).

Table 1. List of Top 5 Brand Index (TBI) 2019-2023

No.	Brand	TBI 2019	TBI 2020	TBI 2021	TBI 2022	TBI 2023
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1	AQUA	61,00%	61,50%	62,50%	57,20%	55,10%
2	Le Minerale	5,00%	6,10%	4,60%	12,50%	14,50%
3	Ades	6,00%	7,80%	7,50%	6,40%	5,30%
4	Cleo	4,70%	3,70%	3,70%	4,20%	4,20%
5	Club	5,10%	6,60%	5,80%	3,80%	3,50%

Source: Developed by Researchers, From Top Brand Award (2019-2023)

Referring to the table above, AQUA has been recognized through The Top Brand Award, an accolade bestowed upon exceptional brands demonstrating outstanding performance in the Indonesian market. Among the top five brands in Indonesia, Mineral Water is prominently represented by AQUA, Le Minerale, Ades, Cleo, and Club. AQUA, as a key player in the Mineral Water industry, competes rigorously to secure the leading market share in Indonesia. This commitment to excellence is ingrained in the organizational ethos, ensuring that AQUA remains the preferred choice for Mineral Water consumers. Despite a slight decline in the Index data from TBI for 2022-2023, AQUA continues to hold the position of the foremost Mineral Water brand.

The reason why the author choose this topics because the author recognize the importance of aligning green marketing effort with the SDGs. The objective of this study is to examine how green marketing and brand image affect purchase decisions among consumers of Mineral Water, with brand trust acting as a moderating variable. Past research suggests that both green marketing and brand image have a positive impact on purchase decisions. Brand trust is increasingly acknowledged as a moderating factor, mediating the relationship between green marketing, brand image, and purchase decisions. Although some studies have delved into these associations, there remain gaps in the existing literature. The author acknowledges the role of environmental awareness in shaping consumer behavior towards eco-friendly products, by understanding consumer preferences and purchase decisions, company can contribute to SDGs 12 (responsible consumption and production) by promoting sustainable consumption pattern. The author emphasizes the impact of brand image and brand trust in influencing consumer purchase decisions. company can contribute to SDGs 12 (responsible consumption and production) by promoting sustainable consumption pattern. The author emphasizes the significance of brand image and brand trust in influencing consumer purchase decisions. In conclusion, the relationship between green marketing, Brand image, Brand Trust, and Purchase Decisions for Mineral Water AQUA is complex. Based on the phenomena, differences in previous research, and the data described above, the authors are interested in researching with the title "Green Marketing and Brand Image: Strengthen Consumers' Purchase Decisions Through Brand Trust Mineral Water Aqua Consumers in Pekanbaru City".

2. LITERATURE REVIEW

2.1 Green Marketing

Amoako et al. (2022) stated green marketing as a sustainable marketing evaluation, emphasizing the integration and promotion of eco-friendly practices while minimizing adverse environmental impacts. Based on (Genoveva & Levina, 2019), green marketing is also part of the overall corporate strategy because it must implement conventional marketing.

Indicators of Green Marketing:

1. Eco-label

An essential tool in green marketing for environmentally friendly products is the eco-label. Serving as a decision-making aid for consumers, the eco-label provides insights into the production processes of products, assisting in the selection of environmentally conscious choices. Employed in marketing, eco-labels, ranging from simple tags to intricate designs, form a component of a product's packaging. They may be exclusive to branded items or encompass a mix of information (Fui Yeng & Yazdanifard, 2015). The eco-label plays a crucial role in promoting the identification of green products by offering information on their environmental performance. This environmental claim, appearing on product packaging, simplifies the consideration of environmental factors for customers during the purchase decision-making process (Mokha, 2018).

2. Eco Brand

According to American Marketing Associations, Eco brand defines a brand as "a name, term, sign, symbol, or design, or a combination thereof, used to identify the services or goods of one seller or group of sellers and to distinguish them from competitors". This could be concluded for eco-brands. An eco-brand is the name, symbol, or image of an environmentally friendly product (FuiYeng & Yazdanifard, 2015). Eco brand help consumers distinguish these products from other non-green products. This is a form of corporate social responsibility by becoming environmentally friendly (Mokha, 2018).

3. Environmental Advertisement

Environmental Advertisement is advertising the products in the most eco-friendly manner (FuiYeng & Yazdanifard, 2015). Most of companies choose environmental advertising through the media or newspapers as a method to introduce their products to the environment responsible consumers. The main goal of green advertising is intended to persuade consumers to purchase by encouraging them to buy the eco friendly products that harmless to the environment and instructive to them to pay attention to their positive results of buying behavior (Mokha, 2018).

Each quote from the book is cited in the text, and cite the source in the bibliography. In-text citations are written like this: (Author's last name, year: page) or (Author's last name, year) for the source of the book. While citations for online sources are written like this: (Last name of author/ editor/ institution, year of posting).

2.2 Brand Image

According to (Kotler, P., 2016), Brand image is the perception that consumers form upon hearing a slogan for the first time, and it becomes deeply ingrained in their minds. (Kotler, P., 2016) emphasizes that brand image constitutes consumer perceptions and beliefs, manifested through associations embedded in consumer memory. It is regarded as attitudes in the form of beliefs and preferences towards the brand. And (Kotler and Armstrong., 2012) characterized brand image as the unique positioning of a brand, distinct from its competitors. Meanwhile, (Kotler and Keller., 2009) described brand image as the perception or impression of a brand formed by a collection of associations linking customers to the brand in memory.

Indicators of Brand Image:

1. Easy to recognize; Has special characteristics or special design. This indicator refers to how easily consumers can identify a brand among its competitors. Brands with special characteristics or a unique design stand out more in the minds of consumers. Special characteristics could be anything from a distinct

logo, color scheme, packaging, or even a slogan. This means the brand stands out visually and has unique features that make it easily identifiable among competitors. For example, Aqua mineral water has a uniquely shaped bottle with a sleek design and a distinctive blue color. Its logo featuring a mountain spring adds to its recognizability, making it stand out on store shelves compared to other mineral water brands. (Avrinella Silaban et al., 2021)

2. Good reputation; Quality products and satisfying service. This means A strong brand image includes a positive reputation built on delivering high-quality products and excellent customer service. A brand's reputation is crucial for its success. It's built on the quality of its products and the satisfaction customers derive from using them. Brands that consistently deliver high-quality products and provide excellent service tend to have a positive reputation. For AQUA, its reputation is built on providing clean, refreshing mineral water sourced from natural springs and ensuring consistent quality in every bottle. Additionally, Aqua prioritizes customer satisfaction by offering prompt delivery, responsive customer support, and transparent communication about its product offerings (Avrinella Silaban et al., 2021).
3. Always Remembered; Products are easy to recognize and Logo is easy to remember. This indicator emphasizes the importance of brand recall, where consumers can easily remember a brand and its logo. Brands achieve this by creating memorable logos and ensuring their products are easily identifiable. AQUA achieves this by maintaining a simple yet memorable logo featuring its name in bold, capitalized letters accompanied by the image of a mountain spring. This logo is prominently displayed on its packaging, advertising materials, and digital platforms, reinforcing brand recall among consumers whenever they see the distinctive AQUA logo (Avrinella Silaban et al., 2021).

2.3 Brand Trust

As Ferrinadewi (2018:147), cited in Syamsuddinnor et al. (2021), notes, brand trust is the consumer's perception of reliability, influenced by experiences or a series of transactions marked by the fulfillment of expectations regarding product performance and satisfaction. There are four Indicators to measure Brand Trust, indicators are used (Chauduri and Holbrook in Anjani, 2017) in (Syamsuddinnor et al., 2021):

1. Reliable is defined as a level of trust in a product or service that can be relied upon through the characteristics of a brand. This refers to the confidence consumers have in a product or service to consistently perform as expected, based on the established characteristics and track record of the brand. A reliable brand is one that consistently delivers on its promises, maintains consistent quality standards, and fulfills customer expectations over time. For example, when consumers purchase mineral water from the brand Aqua, they trust that it will consistently provide clean, safe drinking water, as it has demonstrated reliability through its quality control measures and consistent sourcing of natural spring water (Chauduri and Holbrook in Anjani, 2017) in (Syamsuddinnor et al., 2021).
2. Honest is defined as a level of trust in a brand that a product or service is an honest product or service (brand). This denotes the level of trust consumers have in a brand's integrity and transparency regarding its products or services. An honest brand is one that communicates truthfully about its offerings, ingredients, pricing, and any potential limitations or risks associated with its products or services. Consumers trust honest brands because they believe the

brand acts with integrity and does not deceive or mislead them. For instance, when consumers buy Aqua mineral water, they trust that the brand honestly represents the quality and purity of its water without any misleading claims or hidden information about its sourcing or production processes (Chauduri and Holbrook in Anjani, 2017) in (Syamsuddinnor et al., 2021).

3. Safe is defined as the level of security that consumers trust a brand, product or service. This denotes the level of trust consumers have in a brand's integrity and transparency regarding its products or services. An honest brand is one that communicates truthfully about its offerings, ingredients, pricing, and any potential limitations or risks associated with its products or services. Consumers trust honest brands because they believe the brand acts with integrity and does not deceive or mislead them. For instance, when consumers buy Aqua mineral water, they trust that the brand honestly represents the quality and purity of its water without any misleading claims or hidden information about its sourcing or production processes (Chauduri and Holbrook in Anjani, 2017) in (Syamsuddinnor et al., 2021).

2.4 Purchase Decisions

Based on (Kotler, P., 2016), purchase decisions are defined as what to buy, whether to buy or not, when to buy, where to buy, and how to pay for it. And other definition of Purchase decisions is Consumers complete the decision-making process by purchasing the chosen products. Furthermore, other references described by Wibowo & Karimah (2012: 6) in (Foster, 2016) stated that purchase decisions were the process by which consumers made the decisions to purchase the products and brands which began with the introduction of needs, information research, evaluation of information, making purchase and then evaluate the decisions after purchasing. According to (Kotler, P., 2016) emphasizes that when making a final purchase decision, a buyer actually makes five sub-decisions: selecting a brand, choosing a retailer or dealer, deciding on quantity, determining the timing of the purchase, and selecting the payment method. Based on (Kotler, P., 2016) there are indicators to measure purchase decisions below:

1. Brand Decision: This refers to consumers' selection of a specific brand from among several available options. Consumers base their choice on various factors such as brand reputation, trustworthiness, perceived value, and personal preferences. For example, when purchasing mineral water, consumers may choose Aqua over other brands because they trust its quality, perceive it to be more reliable, or simply prefer its taste. Consumers make a choice among different brands based on their preferences, trust, and perceived value. This could involve selecting a preferred brand of products such as mineral water (Kotler, P., 2016).
2. Outlet Decision: Outlet decision involves choosing where to make the purchase, whether it's a physical store, online platform, or a specific retailer or dealer. Consumers consider factors like convenience, accessibility, reputation of the outlet, and product availability. For instance, consumers may choose to buy Aqua mineral water from a nearby supermarket because it offers competitive pricing, a convenient location, and consistently stocks the brand. Consumers select a outlet or retailer or dealer from whom to make the purchase, considering factors such as convenience, reputation, and product availability. For instance, they might choose a specific store or online platform based on past experiences and perceived quality (Kotler, P., 2016).

3. **Quantity Decision:** This refers to the decision-making process regarding the amount or quantity of the product to purchase. Consumers consider factors such as their personal needs, budget constraints, anticipated usage, and storage capacity. For instance, consumers may buy a larger quantity of Aqua mineral water if they have a larger household or anticipate increased water consumption during hot weather or physical activities. Consumers decide on the amount or quantity of the product they purchase, taking into account factors such as personal needs, budget, and anticipated usage. For example, they might decide to buy one or more items based on their needs, requirements and financial situation (Kotler, P., 2016).
4. **Payment Decisions:** Payment decision entails choosing the preferred method of payment for the purchase. Consumers consider factors such as convenience, cost, security, and their own financial situation. Payment options may include cash, credit/debit card, digital wallets, or installment plans. Although not included in this particular research on Aqua mineral water, payment decisions are significant in overall purchase behavior, influencing consumer preferences and purchasing patterns. Consumers choose the payment method they use to make the purchase, considering factors such as convenience, cost, and security. For example, they might opt to use cash, credit, or a digital payment method based on their preferences and financial situation. In this research, because the object of study Mineral Water AQUA, therefore the researchers do not put payment decisions as indicators in this research (Kotler, P., 2016).

Hypothesis Development

The Effect of Green Marketing towards Brand Trust

Based on previous research conducted, green marketing could help build consumer trust in environmentally friendly products. This finding supported the idea that green marketing could have a positive impact on consumer trust. Collectively, these studies (Khan et al., 2022). According to (Wu & Liu, 2022) The impact of green marketing on brand trust is significantly positive.

H1: Green Marketing has effect on Brand Trust on Mineral Water AQUA Consumers in Pekanbaru City.

The Effect of Brand Image towards Brand Trust

According to previous research conducted, a study by (Khan et al., 2022) found a strong correlation between green brand image and consumer trust. A positive brand image associated with environmental responsibility and sustainability can increase consumers' trust in a brand's environmental commitment.

H2: Brand Image has effect on Brand Trust on Mineral Water AQUA Consumers in Pekanbaru City.

The Effect Green Marketing towards Purchase Decisions

Based on several previous research conducted, green marketing has a significant influence toward purchase decisions of Ades mineral water (Genoveva & Samukti, 2020). According to analysis of the influence of green marketing on customer purchasing decisions and brand image as an intervening variable at PT. Sari Coffee Indonesia Starbucks Medan City Focal Point showed that green marketing directly had a positive influence on purchasing decisions (Avrinella Silaban et al., 2021). Green Marketing aims to create a positive image and attract customers. Another study showed the relationship between green marketing on brand image and consumer decisions towards Aqua Reflection (Page et al., 2023).

H3: Green Marketing has effect towards Purchase Decisions on Mineral Water AQUA Consumers in Pekanbaru City.

The Effect Brand Image towards Purchase Decisions

In a prior study by Foster (2016), titled "Impact of Brand Image on Purchasing Decisions on Mineral Water Product Amidis," it was found that the brand image of mineral water "Amidis" positively influences the purchasing decisions of both existing customers and potential customers. The research underscores the significance of brand image in shaping consumer choices during the purchasing process, as brand selection is a crucial element in decision-making. However, contrasting findings are presented in a study conducted by Ley (2021), indicating that the impact of brand image on purchase decisions is statistically insignificant. This variation in results is attributed to the diverse perceptions among customers. Not every consumer holds the same view of a product, and some may be familiar with the brand without necessarily being aware of the impression or image it conveys in the customer's mind.

H4: Brand Image affects Purchase Decisions on Mineral Water AQUA consumers in Pekanbaru City.

The Effect Green Marketing towards Purchase Decisions with Brand Trust as Moderating Variable

The results of this study provide evidence that effect consumer purchasing decisions if the level of consumer awareness that purchasing environmentally friendly products will benefit the consumer and improve the environment (Asyhari & Yuwalliatin, 2021). Based on other research conducted (Syamsuddinnor et al., 2021) brand trust affected a partially positive and significant effect on purchase decisions for Cleo Bottled Drinking Water in North Banjarmasin and West Banjarmasin. Brand trust has a positive and significant influence on purchase decisions (Fauzan et al., 2015).

H5: Green Marketing has effect on Purchase Decisions through Brand Trust as Moderating Variable on Mineral Water AQUA Consumers in Pekanbaru City.

The Effect Brand Image towards Purchase Decisions with Brand Trust as Moderating Variable

According to research conducted (Borneo et al., 2021), Brand Image and Brand Trust had a positive and significant effect on purchase decisions. A good brand image is an asset for a company because the brand has a positive impression on the industry. Apart from brand image, consumer trust in brands. Brand trust also influences purchasing decisions. Where brand trust is able to make consumers believe that the brand, they use is a quality brand, thus influencing their purchasing decisions. Where consumers believe that the product can always be used providing trust and ensuring that the product is quality, this also influences consumers in the purchasing decisions process (Borneo et al., 2021).

H6: Brand Image has effect towards Purchase Decisions through Brand Trust as Moderating Variable on Mineral Water AQUA Consumers in Pekanbaru City.

The Effect Brand Image towards Purchase Decisions

According to (Borneo et al., 2021) that Brand Trust have a significant and positive impact on purchase decisions. And based on (Fauzan et al., 2015) stated that Brand Trust has a significant and positive impact on purchase decisions.

H7: Brand Trust has effect towards Purchase Decisions on Mineral Water AQUA Consumers in Pekanbaru City.

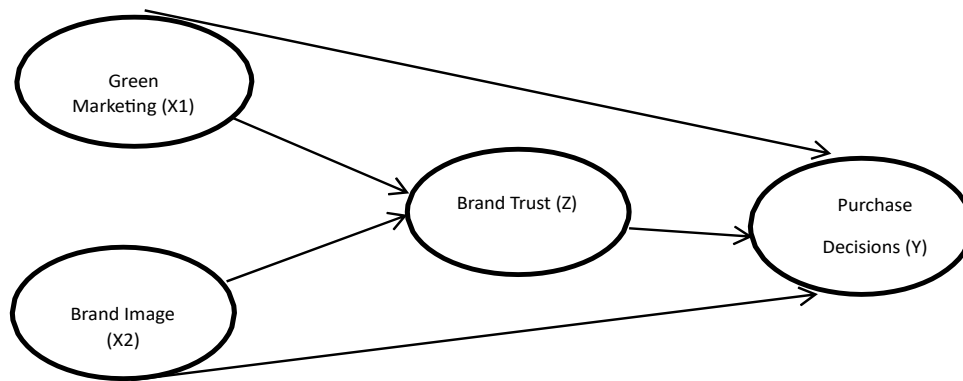


Figure 1. Research Framework

Source: Data Processed, 2023

3. METHODS

This research utilized Google Forms for online research, with survey participation links online shared through the social media and processed using SMART PLS 3.2.9 software. The research focused on Consumers who purchase and consume Mineral Water AQUA. in Pekanbaru, Riau which is an unknown population and sample size for this study using the formula of Hair et al. (2017), The non-probability sampling technique, which is a purposive sampling technique with the following criteria, is used to select the sample: Minimum age 17 years old and People who have already purchased and consumed Mineral Water in the last 3 months.

4. RESULTS AND DISCUSSION

The following outcomes provided herein offer a comprehensive overview of the data distribution derived from empirical investigations within the specified domain, The number of questionnaires received from respondents is 226 and all of them meet the sample criteria, therefore the total number of samples used in the study is 226 respondents. selected through a non-probability sampling technique, specifically purposive sampling, with the criteria stipulating respondents who have previously purchased and consumed Mineral Water in Pekanbaru City in the last 3 months, and the respondents are at least 17 years old. Data collection between the 2nd to the 16th of December 2023, by distributing online Google-Form questionnaires through Media Social such as WhatsApp, Instagram, Facebook, Telegram, and also Line.

Table 1. Loading Factor

Variable	Indicator	Loading Factor	Rule of Thumb	Conclusion
Green Marketing	GM.1	0.863	0.700	Valid
	GM.2	0.898	0.700	Valid
	GM.3	0.777	0.700	Valid
Brand Image	BI.1	0.763	0.700	Valid
	BI.2	0.822	0.700	Valid
	BI.3	0.804	0.700	Valid
Brand Trust	BT.1	0.898	0.700	Valid
	BT.2	0.843	0.700	Valid
	BT.3	0.859	0.700	Valid
Purchase Decision	PD.1	0.747	0.700	Valid
	PD.2	0.801	0.700	Valid
	PD.3	0.807	0.700	Valid
	PD.4	0.740	0.700	Valid

Source: Output of Data Processing Using SMART PLS, 2023

According to the table above, the Loading Factor for each variable and indicator is >0.700, it can be conclude that all indicator is valid. The correlation between item/instrument and construct scores can be used to determine the convergent validity (loading factor) of the measurement model. Loadings Factors is the outer absolute standard loading with a value > 0.700.

Table 2. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)	Rule of Thumb	Conclusion
Green Marketing	0.718	0.500	Valid
Brand Image	0.634	0.500	Valid
Brand Trust	0.752	0.500	Valid

Source: Output of Data Processing Using SMART PLS, 2023

The Average Variance Extracted (AVE), with a value > 0.500, serves as a determinant of convergent validity. Based on the results of the conducted data processing, the AVE values of the variables are as follows: Green Marketing (0.718 > 0.500), Brand Image (0.634 > 0.500), Brand Trust (0.752 > 0.500), and Purchase Decisions (0.600 > 0.500). Consequently, all variables in the study meet the criteria for convergent validity, as they have obtained AVE values greater than 0.500.

Table 2. Hypothesis Testing Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
GREEN MARKETING -> BRAND TRUST	0.31	0.31	0.06	5.14	0.000
BRAND IMAGE -> BRAND TRUST	0.48	0.48	0.05	9.25	0.000
GREEN MARKETING -> PURCHASE DECISIONS	0.34	0.35	0.08	4.23	0.000
BRAND IMAGE-> PURCHASE DECISIONS	0.134	0.131	0.08	1.54	0.124
GREEN MARKETING -> BRAND TRUST -> PURCHASE DECISIONS	0.08	0.07	0.03	2.35	0.010
BRAND IMAGE -> BRAND TRUST -> PURCHASE DECISIONS	0.12	0.12	0.04	2.59	0.010
BRAND TRUST -> PURCHASE DECISIONS	0.25	0.25	0.09	2.73	0.007

Source: Output of Data Processing Using SMART PLS, 2023

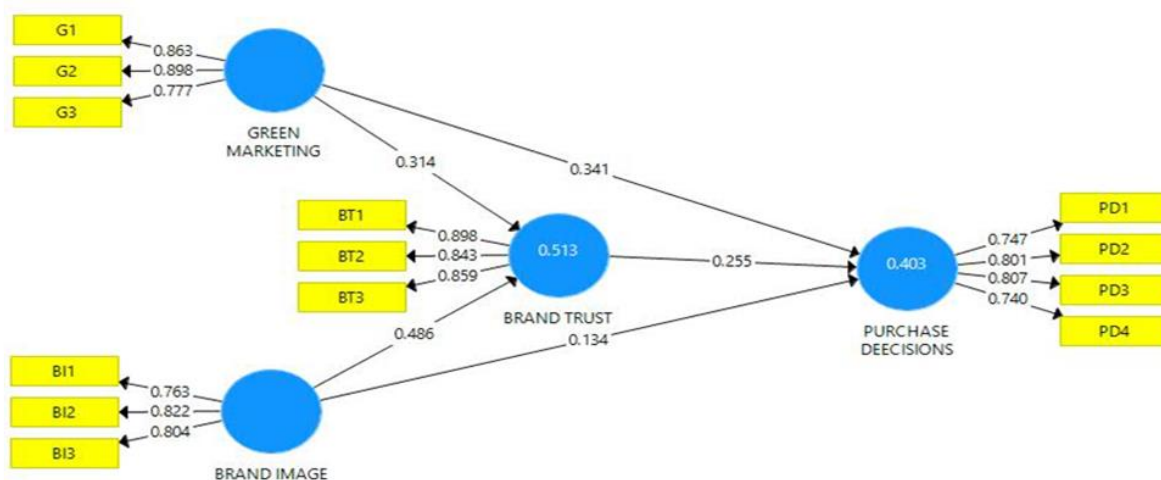


Figure 2. Hypothesis Testing Result

The results of the bootstrapping test presented in Table 5.21 are interpreted as follows:

1. The initial hypothesis test reveals a significant impact of Green Marketing on Brand Trust, evidenced by a t-statistic of 5.14 (>1.96) and a p-value of 0.00 ($p < 0.05$). With an original sample value of 0.31, indicating a positive effect of Green Marketing on Brand Trust, it is concluded that Green Marketing significantly influences Brand Trust, thus accepting the first hypothesis.
2. The subsequent hypothesis test demonstrates a significant effect of Brand Image on Brand Trust, with a t-statistic of 9.25 (>1.96) and a p-value of 0.00 ($p < 0.05$). The original sample value of 0.48 confirms the positive impact of Brand Image on Brand Trust. Hence, it is concluded that Brand Image significantly influences Brand Trust, affirming acceptance of the second hypothesis.
3. The results of the third hypothesis test exhibit a notable influence of Green Marketing on Purchase Decisions, evident from a t-statistic of 4.23 (>1.96) and a p-value of 0.00 ($p < 0.05$). With an original sample value of 0.34, indicating a positive effect of Green Marketing on Purchase Decisions, it is concluded that Green Marketing significantly affects Purchase Decisions, thereby accepting the third hypothesis.
4. While the fourth hypothesis test reveals an influence of Brand Image on purchase decisions, the effect is not significant, as indicated by a t-statistic of 1.54 (>1.96) and a p-value of 0.124 ($p > 0.05$). The original sample value of 0.134 suggests that while Brand Image affects purchase decisions, the impact is not significant. Therefore, the fourth hypothesis is still accepted, albeit with a non-significant effect.
5. The fifth hypothesis test demonstrates that Green Marketing affects Purchase Decisions with Brand Trust as a moderating variable, with a t-statistic of 2.35 (t-statistic > 1.96) and a p-value of 0.01 (p-value < 0.05). The original sample value of 0.08 confirms the positive impact of Green Marketing on Purchase Decisions with Brand Trust as a moderating variable. Hence, it is concluded that Brand Trust significantly mediates the influence of Green Marketing on Purchase Decisions, thereby accepting the fifth hypothesis.
6. Similarly, the sixth hypothesis test indicates that Brand Image affects Purchase Decisions with Brand Trust as a moderating variable, with a t-statistic of 2.59 (t-statistic > 1.96) and a p-value of 0.01 (p-value < 0.05). The original sample value of 0.12 affirms the positive impact of Brand Image on Purchase Decisions with Brand Trust as a moderating variable. Therefore, it is concluded that Brand Trust significantly mediates the influence of Brand Image on Purchase Decisions, thus accepting the sixth hypothesis.
7. Lastly, the seventh hypothesis test highlights a significant influence of Brand Trust on Purchase Decisions, with a t-statistic of 2.73 (>1.96) and a p-value of 0.007 ($p < 0.05$). The original sample value of 0.25 confirms the positive effect of Brand Trust on Purchase Decisions. Consequently, it is concluded that Brand Trust significantly influences Purchase Decisions, leading to acceptance of the seventh hypothesis.

CONCLUSION

In this research the Green Marketing variable has a positive and significant effect to Brand Trust on consumers' Mineral Water AQUA in Pekanbaru City. This indicates when green marketing is high, the level of Brand Trust will also increase. Brand Image variable has a positive and significant effect on Brand Trust on consumers' Mineral Water AQUA in Pekanbaru City. When Brand Image is elevated, the level of Brand Trust will also increase. Green Marketing variable has a positive and significant effect on Purchase Decisions on consumers' Mineral Water AQUA in Pekanbaru City. When green marketing efforts are elevated, there is a corresponding rise in consumer purchase decisions. Brand Image variable has a positive and insignificant effect to Purchase Decisions on consumers' Mineral Water AQUA in Pekanbaru City. Positive and insignificant meaning that even

though the Brand Image variable increase, it does not lead to a corresponding increase in purchase decisions, indicating a relatively small effect in the relationship between Brand Image and Purchase Decisions. Green Marketing variable has a positive and significant effect to Purchase Decisions with Brand Trust as moderating variable consumers' Mineral Water AQUA in Pekanbaru City. It indicates Brand Trust can mediate successfully the impact of Green Marketing on Purchase Decisions consumers' Mineral Water AQUA in Pekanbaru City. Brand Image variable has a positive and significant effect to Purchase Decisions with Brand Trust as a moderating variable consumers' Mineral Water AQUA in Pekanbaru City. This suggests that Brand Trust success plays a mediating role in how Brand Image influences on purchase decisions consumers' Mineral Water AQUA in Pekanbaru City. Brand Trust variable has a positive and significant effect to Purchase Decisions on consumers' Mineral Water AQUA in Pekanbaru City. It means that when Brand Trust are elevated, there is a corresponding rise in consumers' Purchase Decisions.

SUGGESTIONS

1. The Theoretical Suggestions for further research could explore additional variables that might influence purchase decisions, for example Marketing Mix variables (product, price, place, and promotion), Perceived Value, etc., and explore how promotional activities, such as advertising campaigns or endorsements by environmental organizations, affect consumer attitudes towards green products can be an intriguing area of study. Then, theoretical suggestions for this research expanding the scope of research to cover a more extensive geographical area are also advised. This approach acknowledges that consumer behavior and preferences can vary significantly across different regions, and a more geographically diverse sample would provide a more nuanced understanding of how green marketing, brand image, and purchase decisions interact across various contexts.
2. The Practical AQUA should improve the good image of their company, by enhancing the company's image, the aim is to positively impact consumer behavior to make purchase decisions, leading to more people choosing AQUA over competing brands or products. This suggests that the company behind AQUA needs to enhance its positive reputation or perception among consumers and the public. It implies that there might be areas where the company's image is lacking or could be enhanced.

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