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The Influence of Green Marketing, Brand Image, and Price Perception on Consumers' Purchasing Decisions of Le Minerale Products

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ABSTRACT

This study aims to examine the effects of green marketing, brand image, and price perception on consumers' purchasing decisions of bottled drinking water products. A quantitative research approach was employed using purposive sampling, resulting in 103 respondents. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression with the assistance of IBM SPSS Statistics 27. The results show that, partially, green marketing and brand image have a positive but insignificant effect on purchasing decisions, while price perception has a positive and significant effect and emerges as the most dominant variable. Simultaneously, green marketing, brand image, and price perception significantly influence purchasing decisions. These findings imply that consumers tend to prioritize price considerations over environmental attributes and brand image when making purchasing decisions. Therefore, companies should maintain competitive pricing strategies while integrating green marketing initiatives and strengthening brand image to enhance overall purchasing appeal and market competitiveness.

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INTRODUCTION

In the era of rapid globalization, business competition has intensified, compelling companies to develop marketing strategies that are not only efficient but also sustainable in the long term. Modern consumers increasingly evaluate products not merely based on functional benefits, but also on the extent to which companies demonstrate social responsibility and environmental concern. This behavioral shift reflects growing public awareness of environmental degradation caused by unsustainable production and consumption patterns (Ataman et al., 2024; Sanjani & Safitri, 2024). Evidence from global sustainability reports indicates that environmentally responsible brands tend to gain stronger

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consumer trust and long-term loyalty (Fauzi et al., 2025; Zaini, 2024). Consequently, companies are encouraged to integrate sustainability principles into their marketing strategies. In this context, understanding how green marketing, brand image, and price perception influence purchasing decisions becomes crucial, particularly for fast-moving consumer goods closely associated with environmental issues, such as bottled drinking water (Mustafa & Maulana, 2024; Sholehah & Ichsan, 2025). This study is therefore important for society, as it contributes to evaluating whether sustainability-oriented marketing truly aligns with consumer decision-making processes in contemporary markets (Rachmawaty & Hasbi, 2020).

One of the major challenges faced by modern industries is environmental degradation resulting from non-environmentally friendly production activities (Ma'isyah et al., 2024; Rahmatillah & Andayani, 2025). Issues such as plastic waste accumulation, water pollution, and global warming have become pressing global concerns. In Indonesia, plastic waste has emerged as a serious environmental problem, with millions of tons generated annually, posing significant threats to ecosystems and public health. In response, governments have introduced various regulations aimed at reducing plastic consumption and encouraging sustainable lifestyles, including restrictions on single-use plastic products (Hadi & Masuwd, 2025; Jamil & Sanusi, 2024). While such policies reflect increasing environmental awareness at the societal level, they also create pressure on businesses to adapt their strategies accordingly. However, the effectiveness of these strategies largely depends on consumer acceptance. A critical problem arises when environmentally friendly initiatives fail to translate into actual purchasing decisions. This gap highlights the need to examine whether green marketing initiatives are genuinely valued by consumers or whether traditional considerations such as brand image and price perception remain dominant determinants of purchasing behavior.

In practice, the bottled drinking water industry illustrates a complex interaction between environmental concerns and consumer purchasing behavior. As a fast-moving consumer goods sector, bottled water products are characterized by high purchase frequency and strong price sensitivity. Although companies increasingly promote eco-friendly packaging, recycling programs, and sustainability campaigns, consumers often prioritize practical attributes such as product availability, safety, convenience, and price. This phenomenon suggests that green marketing may function more as a symbolic value rather than a decisive purchasing factor. At the same time, brand image continues to play a strategic role in shaping consumer trust and perceived product quality. Positive brand associations related to health, safety, and reliability can significantly influence consumer choices. Moreover, price perception remains a pragmatic and

rational consideration, especially for products consumed daily. These field conditions indicate that the relationship between green marketing, brand image, price perception, and purchasing decisions is not straightforward, warranting empirical investigation to understand their relative influence within real market dynamics.

Previous studies have examined the influence of green marketing on consumer behavior, with mixed findings. Rachmawaty and Hasbi (2020) argue that green marketing can positively influence purchasing decisions by enhancing consumers' environmental awareness and ethical considerations. Similarly, Kotler and Armstrong (2016) define green marketing as marketing activities aimed at satisfying human needs while minimizing environmental harm. However, other studies suggest that while green marketing improves corporate image, its direct impact on purchasing decisions is often insignificant due to higher perceived costs and limited consumer knowledge (Tusyaidah, 2023). Research by Purnamasari and Wulandari (2025a) indicates that green marketing contributes more to long-term brand equity rather than immediate purchase behavior. These findings suggest an inconsistency in the empirical evidence regarding the effectiveness of green marketing, highlighting a research gap that necessitates further investigation, particularly when combined with other influential variables such as brand image and price perception.

Brand image has consistently been identified as a critical determinant of consumer purchasing decisions. Kotler and Keller (2016) describe brand image as a set of beliefs and impressions held by consumers toward a brand, formed through experience and marketing communication. Purnamasari and Wulandari (2025b) emphasize that strong brand associations enhance consumer trust and reduce perceived risk. Meanwhile, price perception remains one of the most dominant factors influencing purchasing behavior. According to Kotler and Armstrong (2016), consumers evaluate price based on perceived value, affordability, and consistency with product quality. Although numerous studies have examined these variables individually, limited research has integrated green marketing, brand image, and price perception within a single empirical model, particularly in the context of bottled drinking water products. This study positions itself to fill this gap by examining the simultaneous and partial effects of these variables, thereby contributing to a more comprehensive understanding of consumer decision-making.

The novelty of this study lies in its integrated approach to analyzing purchasing decisions by combining environmental, psychological, and economic perspectives. Unlike previous studies that primarily focused on the direct effects of green marketing, this research evaluates its relative importance compared to brand image and price perception within a highly competitive FMCG market.

Moreover, this study highlights the pragmatic nature of consumer behavior, questioning whether sustainability-oriented marketing truly drives purchasing decisions or merely enhances perceived brand value. By empirically identifying the dominant variable influencing purchasing decisions, this research advances the current literature on sustainable marketing and consumer behavior. Addressing this issue is crucial, as it provides insights into whether environmental strategies should be positioned as core decision drivers or as complementary value propositions within marketing frameworks.

Based on the above discussion, this study seeks to address the following research problem: how do green marketing, brand image, and price perception influence consumers' purchasing decisions? The study proposes that while green marketing and brand image positively influence purchasing decisions, price perception is expected to exert a more dominant and significant effect due to the utilitarian nature of bottled drinking water consumption. This argument is grounded in consumer behavior theory, which suggests that rational and economic considerations often outweigh ethical values in routine purchase decisions. The contribution of this research is twofold. Academically, it enriches the literature by clarifying the relative influence of sustainability-oriented marketing within FMCG contexts. Practically, it provides strategic insights for companies in designing effective marketing strategies that balance environmental responsibility, brand positioning, and competitive pricing to better align with actual consumer behavior.

Literature Review

Green Marketing (X1)

Green marketing refers to marketing activities aimed at fulfilling consumer needs while minimizing negative environmental impacts. Armstrong and Kotler (2017) define green marketing as an approach that integrates environmental responsibility into product development and marketing strategies to ensure sustainability. This concept emphasizes the alignment between consumer satisfaction and environmental preservation.

Green marketing is reflected through four main dimensions. Green products are designed to reduce environmental harm and prevent pollution. Green pricing represents the value of environmentally responsible products, where prices are perceived as fair relative to their ecological benefits. Green promotion involves communicating sustainability through environmentally friendly messages and actions. Green place focuses on environmentally responsible production and distribution processes, including clean facilities, efficient logistics, and waste reduction practices that support environmental conservation (Armstrong & Kotler, 2017).

Brand Image (X2)

Brand image refers to the set of beliefs, ideas, and impressions that consumers hold toward a brand (Kotler & Keller, 2016). It reflects how a brand is perceived based on consumers' experiences and accumulated information. Tjiptono (2015) further explains that brand image represents the trust and image embedded in consumers' memory as a result of the company's consistent performance. A strong brand image helps differentiate a product from competitors, reduces perceived risk, and enhances consumer confidence in purchasing decisions.

According to Kotler and Keller (2016), brand image is measured through five indicators: brand identity, brand personality, brand associations, brand attitudes and behaviors, and brand benefits and advantages.

Price Perception (X3)

Price perception is defined as consumers' evaluation of a product's price in relation to the benefits received (Armstrong & Kotler, 2017). Price represents the amount of money exchanged to obtain ownership or use of a product or service. Consumers tend to assess price based on affordability, perceived value, and competitiveness. A positive price perception increases the likelihood of purchase, particularly for frequently consumed products.

Armstrong and Kotler (2017) identify four indicators of price perception: price affordability, price suitability with product quality, price suitability with perceived benefits, and price competitiveness.

Purchasing Decision (Y)

Purchasing decision refers to consumers' final choice to buy a product after evaluating available alternatives (Kotler & Keller, 2016). It is the result of cognitive and behavioral processes in which consumers assess products to satisfy their needs and preferences.

According to Kotler and Keller (2016), purchasing decisions are reflected in six indicators: product choice, brand choice, distributor choice, purchase timing, purchase quantity, and payment method.

The Effect of Green Marketing on Purchasing Decision

Green marketing is implemented by companies to offer environmentally friendly alternatives that address environmental challenges through the use of renewable resources, waste management, and sustainable raw materials. As a competitive strategy, green marketing emphasizes environmental protection while delivering healthier products and long-term value to consumers. Effective green marketing not only enhances corporate responsibility but also has the

potential to influence consumer purchasing decisions by aligning products with consumers' environmental values (Rahayu, Abdillah, & Mawardi, n.d.). Empirical evidence supports this relationship, as Suryawan, Wimba, and Dewi (2022) found that green marketing has a significant effect on purchasing decisions.

H1: Green marketing has a positive and significant effect on purchasing decisions.

The Effect of Brand Image on Purchasing Decision

A strong brand image provides a competitive advantage by increasing consumer acceptance and preference. Products with a positive brand image are more likely to be trusted and chosen, as brand image reflects consumers' beliefs, attitudes, and perceptions toward a product. A well-managed brand image enhances consumer confidence, reduces perceived risk, and strengthens emotional attachment, thereby increasing the likelihood of purchase. Moreover, brand image contributes to sustainable competitive advantage, as symbolic and emotional values are more difficult to imitate than functional product attributes (Albion & Ahmadi, 2025). Previous research by Ronitua, Brida, and Barry (2018) confirms that brand image significantly influences purchasing decisions.

H2: Brand image has a positive and significant effect on purchasing decisions.

The Effect of Price Perception on Purchasing Decision

Price perception is a critical factor in consumer purchasing behavior, as consumers tend to evaluate prices in relation to affordability and perceived value. According to Kotler and Keller (2016), consumers are more likely to purchase products that are perceived as fairly priced and aligned with their financial capability. A favorable price perception encourages purchase by reducing cost-related concerns and increasing perceived value (Paludi & Juwita, 2021). Empirical findings by Satriawan and Muniir (2024) demonstrate that price perception has a positive and significant effect on purchasing decisions.

H3: Price perception has a positive and significant effect on purchasing decisions.

RESEARCH METHODS

The unit of analysis in this study is individual consumers who have purchased and consumed bottled drinking water products. The research focuses on consumers as the primary subjects within the context of purchasing decision behavior. The study adopts a quantitative approach with a survey research design, which is appropriate for examining causal relationships and measuring the effects of green marketing, brand image, and price perception on purchasing decisions. The survey design enables systematic data collection from respondents using standardized instruments, allowing for statistical testing of the proposed relationships among variables.

Primary data were obtained from research respondents through an online questionnaire distributed using Google Forms. The instrument was developed based on a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Respondents were selected using a non-probability sampling technique, specifically purposive sampling, to ensure that only individuals meeting predefined criteria were included in the study. Secondary data were collected through a desk review of relevant academic literature, official reports, and supporting documents to strengthen the theoretical foundation and contextual understanding of the research.

The sample consisted of 103 respondents who met the established criteria and were therefore included as a saturated sample. The collected data were analyzed using descriptive and inferential statistical techniques. Multiple linear regression analysis was employed to examine the effects of green marketing, brand image, and price perception on purchasing decisions. All statistical analyses were conducted using SPSS software version 26.0 to ensure accuracy and reliability in testing the proposed research model.

RESULTS AND DISCUSSION

Results

Validity Test

Validity testing aims to determine the extent to which each questionnaire item accurately measures the target construct or variable. A questionnaire item is considered valid if the Pearson correlation coefficient (calculated r) is greater than the table correlation coefficient value (r-table value). In this study, the r-table value was calculated based on the sample size (n = 30) and degrees of freedom (df = n – 2 = 28), resulting in 0.361 (Ghozali). The results of the validity verification for all questionnaire items used in this study are presented in Table 2 below:

Table 2: Validity Test Results

Variables	Question Items	R Table Value	R-value calculation	Information
Green Marketing	X1-1	0.361	0.653	VALID
	X1-2	0.361	0.706	VALID
	X1-3	0.361	0.751	VALID
	X1-4	0.361	0.717	VALID
	X1-5	0.361	0.625	VALID
Brand Image	X2-1	0.361	0.645	VALID
	X2-2	0.361	0.612	VALID
	X2-3	0.361	0.626	VALID
	X2-4	0.361	0.827	VALID
	X2-5	0.361	0.756	VALID

Price Perception	X2-1	0.361	0.859	VALID
	X2-2	0.361	0.852	VALID
	X2-3	0.361	0.832	VALID
	X2-4	0.361	0.472	VALID
	X2-5	0.361	0.479	VALID
Buying decision	Y-1	0.361	0.676	VALID
	Y-2	0.361	0.821	VALID
	Y-3	0.361	0.834	VALID
	Y-4	0.360	0.631	VALID
	Y-5	0.361	0.507	VALID

Source: Data processed by researchers (*SPSS* 27, 2025)

The validity analysis results show that all questionnaire items related to each variable have a Pearson correlation coefficient (r-count) greater than the threshold value (r-table) of 0.361. Therefore, because these items adequately represent the concept of the variables measured in this survey, all survey items are considered valid.

Reliability Test

Reliability testing was conducted to evaluate the internal consistency of each item in the questionnaire. A measurement instrument is considered reliable if the Cronbach's alpha coefficient is greater than 0.70. This value indicates that the questionnaire has a good level of reliability in consistently measuring each research variable.

Table 3: Reliability Test Results

No	Cronbach Alpha				Description
	Green marketing	**Brand image**	**Price Perception**	**Purchase Decision**	
1	0.720	0.733	0.822	0.723	Reliable

Source: Data processed by researchers (SPSS 27, 2025)

The results of the reliability test showed that all variables in this study had Cronbach's Alpha values exceeding 0.70. This indicates that the measuring instrument used met reliability criteria and was recognized as valid.

Classical Assumption Test

Normality Test

The normality test is used to check whether the distribution of independent and dependent variables is normal using the Kolmogorov-Smirnov (KS) test. If the significance value is >0.05, the data is normally distributed; if the significance value is <0.05, the data is not normally distributed. The results are shown in the following table:

Table 4: Normality Test Results

		Unstandardized Residual
N		103
Normal Parameters [ab]	Mean	.0000000
	Standard Deviation	2.10968014
Most Extreme Differences	Absolute	.055
	Positive	.059
	Negative	-.055
Test Statistics		.055
Asymp. Sig. (2-tailed)		.200 [d]

Source: Data processed by researchers (*SPSS* 27, 2025)

The results of the normality test using the Kolmogorov–Smirnov test produced an Asymp. Sig. (2-tailed) value of 0.200, which is greater than the 0.05 significance level. Therefore, it can be concluded that the data follows a normal distribution and meets the basic assumptions of multiple linear regression analysis.

Multicollinearity Test

Multicollinearity: Multicollinearity can be detected by examining the Tolerance Value (TV) and Variance Inflation Factor (VIF). If TV > 0.10 and VIF < 10, then multicollinearity is not present. Conversely, if TV < 0.10 and VIF > 10, then multicollinearity is present. The results are shown in the following table:

Table 5. Multicollinearity Test Results

Variables	Tolerance	VIF.
Green marketing	0.835	1,198
Brand image	0.844	1,184
Price perception	0.860	1,162

Source: Data processed by researchers (*SPSS* 27, 2025)

Based on the results of the multicollinearity test, all explanatory variables in the model showed tolerance values exceeding 0.1 and variance inflation factors (VIF) below 10. These results indicate no evidence of multicollinearity among the independent variables, and therefore the data is suitable for use in multiple linear regression analysis.

Heteroscedasticity Test

To determine the presence or absence of heteroscedasticity in this study, the Glejser test was applied. If the significance value is <0.05, heteroscedasticity is present; conversely, if the significance value is >0.05, heteroscedasticity is absent. The results are shown in the following table:

Table 6. Heteroscedasticity Test Results

Variables	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	0.006		1,654	0.101
Green marketing	0,000	-0.196	-0830	0.405
Brand image	0.065	-0.485	-1,930	0.057
Price Perception	0.045	0.242	1,476	0.143

Source: Data processed by researchers (*SPSS* 27, 2025)

The results of the heteroscedasticity test (using the Glejser test) show that all variables have significance values greater than the 0.05 level. Therefore, there is no evidence of heteroscedasticity in the model, and the residual variance is constant, thus fulfilling one of the basic assumptions of regression analysis.

Regression Analysis

Multiple linear regression analysis aims to identify the influence of independent variables on the dependent variable. The results can be seen in the following table:

Table 7. Results of Multiple Regression Analysis

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (constant)	-1,218	2,849		-427	0.67
Green marketing	0.212	0.107	0.163	1,975	0.051
Brand image	0.197	0.138	0.118	1,433	0.155
Price Perception	0.588	0.089	0.536	6,570	<0.001

Source: Data processed by researchers (*SPSS* 27, 2025)

In table 7, a regression equation model can be developed as follows:
The regression model used is:$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$
Where:

- Y = Purchase Decision
- X1 = Green Marketing
- X2 = Brand Image

- X3 = Price Perception
- a = constant
- b1, b2, b3 = regression coefficients
- e = error

$Y = -1.218 + 0.212X_1 + 0.197X_2 + 0.588X_3 + e$

The meaning of the regression explanation equation above is:

The constant indicates that, assuming all independent variables—namely Green marketing (X_1), brand image (X_2), and price perception (X_3)—are zero, the value of the purchase decision (Y) is estimated to be -1.218. Theoretically, this negative value indicates that, assuming no changes in other factors, the probability of a purchase decision occurring is very low, almost non-existent, without the contribution of these three factors.

The coefficient value for green marketing (X_1) is 0.212. This means that, assuming other variables in the model remain constant, a one-unit increase in green marketing will increase the purchase decision score by 0.212. In other words, green marketing makes a positive contribution of 21.2% to the increase in purchase decisions.

The coefficient value for the brand image variable (X2) is 0.197. This indicates that, assuming other variables remain constant, every one-unit increase in consumer perception of brand image will increase purchase decisions by 0.197 points. This indicates that brand image has a positive effect, increasing purchase decisions by 19.7%.

The coefficient value for the price perception variable (X3) is 0.588. This indicates that, assuming the green marketing and brand image variables remain constant, a one-unit increase in price perception will increase purchasing decisions by 0.588 points. This contribution is the largest among the three variables, reaching 58.8%, indicating that the price factor has the greatest influence in driving consumer decision-making.

Hypothesis Testing

Partial t-test

The t-test in this study was used to determine the relationship between the influence of green marketing variables, brand image and price perception on purchasing decisions partially.

Based on the results of the t-test which can be seen in Table 7, the following conclusions can be drawn:

Based on the t-test of the Green marketing variable with purchasing decisions, the calculated t- value (1.975) < the t-table value (1.984) and a significance value of 0.051 were obtained. A significance value greater than 0.05

indicates that Green marketing does not have a significant effect on purchasing decisions, although the direction of the influence is positive. This indicates that increasing green marketing practices are almost able to significantly influence consumer decisions in purchasing Le Minerale products.

Based on the t-test of the Brand image variable with purchasing decisions, the calculated t-value (1.433) < t-table value (1.984) and a significance value of 0.155 were obtained. The significance value is greater than 0.05, so it can be concluded that Brand image does not have a significant effect on purchasing decisions, even though the relationship formed is positive. This shows that brand image has not become a dominant factor in determining purchasing decisions for Le Minerale products.

Based on the t-test of the Price Perception variable with purchasing decisions, the calculated t-value (6.570) > t-table value (1.984) and a significance value of 0.001. A significance value smaller than 0.05 indicates that Price Perception has a positive and significant effect on purchasing decisions. Thus, the better the consumer's perception of price, the higher the consumer's tendency to purchase Le Minerale products.

Simultaneous Significance Test (F-Test)

According to Sahir (2021:53), the F-test aims to determine the simultaneous influence of independent variables on the dependent variable. The test decision is based on the significance value of the regression output at a level of 0.05.

Table 8: F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
Regression		347,402	3	115,801	25,253	<.000 [b]
1	**Residual**	453,977	99	4,586		
Total		801,379	102			

Source: Data processed by researchers (*SPSS* 27, 2025)

Based on the results of the F test which can be seen in Table 7, the $F_{\text{-count value obtained}}$ was 25.253. Because $F_{\text{-count}} > F_{\text{-table}}$ (25.253 > 2.696), with a significance level of 0.001 which is smaller than 0.05, this means that the variables green marketing, brand image and price perception can jointly influence the decision to purchase Le minerale products.

Coefficient of Determination Test

According to Sahir (2021:54), the coefficient of determination (R2) estimates the degree to which the independent variable impacts the dependent

variable, expressed as the R2 weight. R2 values range from 0 to 1. To test R2, the model summary table provides detailed results. Details of the results are provided in the following table:

Table 9: Test of Determination Coefficient (R^2)

Model	R	R Square	Adjusted Square	Standard Error of the Estimate
1	.658 [a]	.434	.416	2.14141

Source: Data processed by researchers (*SPSS* 27, 2025)

Referring to Table 7, the correlation coefficient (R) value is 0.658, indicating a moderate positive correlation between the independent and dependent variables. On the other hand, the adjusted R^2 (Adjusted R Square) value is 0.416, or 41.6%. This indicates that 41.6% of the variation in purchasing decisions can be explained by the three independent variables used in the model (green marketing, brand image, and price perception). The remaining 58.4% is influenced by various other factors outside the variables examined in this research study.

Discussion

Green marketing on purchasing decisions

Based on the statistical analysis of this study, the t-value for green marketing is 1.975 < 1.984 t-table, and the significance level is 0.051 (>0.05). Although the regression coefficient of 0.212 indicates a positive effect, it is not statistically significant. This indicates that Le Minerale consumers do not yet consider sustainability as a major factor in their purchasing decisions.

This finding aligns with the study by Hidayati et al. (2022), which showed that in a mass market context, environmental messages are not yet a primary determinant of purchase. Products like bottled water, which fall into the fast-moving consumer goods (FMCG) category, are typically valued more based on practical benefits such as price, availability, and functional quality, rather than symbolic or ecological attributes. Therefore, in the context of Le Minerale, green marketing practices still play a role as added value, rather than as a key factor in influencing consumer purchasing behavior.

Brand image on purchasing decisions

The verification results of this study indicate that the t-value for brand image has a t-count value of 1.433 < t-table of 1.984 with a significance level of 0.155 (>0.05). Therefore, no significant influence of brand image on purchasing decisions for Le Minerale products was found. Although the direction of the influence is positive with a regression coefficient of 0.197, indicating a positive direction of influence, the magnitude of the influence is not sufficient to state a statistically significant influence.

These findings reinforce the view that for utilitarian products like homogeneous bottled water, symbolic aspects such as brand image are often not a primary consideration. Consumers prioritize rational aspects such as price, quality, and availability over symbolic perceptions of the brand. These results are consistent with research by Amin and Natasha (2020), which stated that brand image had no significant influence on purchasing decisions for Nestlé Pure Life brand bottled water, given that the product characteristics were not significantly different in the eyes of consumers.

In the case of Le Minerale, although the company has established a strong brand positioning in the market, this image has not yet become a dominant variable influencing purchasing decisions. This reflects the limited influence of symbolic value on products with a high degree of homogeneity and a strong utilitarian orientation.

Price Perceptions on Purchasing Decisions

The t-test results in this study support the hypothesis, with the calculated t-value of 6.570 exceeding the t-table of 1.984, with a significance level of 0.001 (<0.05). Furthermore, the regression coefficient of 0.588 is the highest compared to other variables. This indicates that price perception is the most dominant variable influencing purchasing decisions for Le Minerale products.

Consumers generally prioritize price when choosing bottled water. When the price is perceived as affordable and commensurate with the product's quality, the likelihood of purchase increases significantly. These results align with the findings of Satriawan and Munir (2024), who confirmed that price perception is a determining factor in shaping purchasing decisions, particularly in the everyday consumer goods category.

CONCLUSION

The most important finding of this study is that price perception emerges as the dominant determinant of purchasing decisions, while green marketing and brand image show positive but insignificant effects. This indicates that consumers tend to prioritize rational and utilitarian considerations, such as price fairness, perceived value, and product affordability, over environmental orientation and symbolic brand attributes. The study provides an important insight that, within frequently purchased consumer goods, sustainability initiatives and brand positioning function more as complementary value-added elements rather than primary decision drivers. Collectively, green marketing, brand image, and price perception significantly explain purchasing decisions, although their explanatory power remains moderate, suggesting that consumer behavior is influenced by a broader set of factors beyond the variables examined in this model.

This study contributes to marketing and consumer behavior literature by empirically clarifying the relative influence of environmental, psychological, and economic factors within a single quantitative framework. It strengthens the understanding that price perception plays a more decisive role than green marketing and brand image in shaping purchasing decisions for fast-moving consumer goods. Despite these contributions, this research has several limitations, including a limited sample size and the exclusion of other potentially influential variables such as product quality, availability, lifestyle, and environmental awareness. Future studies are encouraged to incorporate additional variables, expand the sample scope, and apply alternative analytical techniques, such as mediation or moderation analysis, to provide a more comprehensive understanding of sustainable consumer behavior.

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