

FACTOR ANALYSIS OF GREEN MARKETING MIX IN PURCHASING DECISIONS OF SUBANG DISTRICT LE MINERALE CUSTOMER

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Abstract

Environmental problems have become a concern of the wider community, one of the causes of environmental problems such as environmental pollution, both land and sea pollution, is plastic waste. Based on these problems, consumers are starting to become aware of the impact of the products they use on environmental sustainability, so consumers decide to switch to using products that are easy to recycle and are more environmentally friendly. many companies are starting to change their marketing strategies based on their concern for the environment, which is known as "Green Marketing". The company's goal of implementing green marketing is to obtain added value, and competitive advantage, and produce products that are more environmentally friendly. This research aims to analyze what green marketing mix factors are taken into consideration by consumers in making purchasing decisions for Le Minerale products in Subang City. The research was conducted using quantitative methods with data analysis techniques using factor analysis. The population in this research is consumers of Le Minerale products in Subang City whose population cannot be measured with certainty. The research sample consisted of 105 respondents who were consumers of Le Minerale products in the Subang district.

Keywords : factor analysis, green marketing mix, customer purchase decision

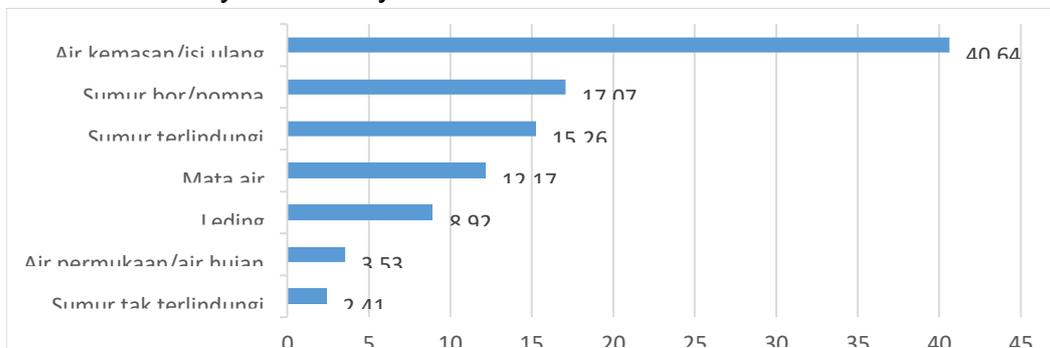
1. INTRODUCTION

according to data from the Indonesian Plastic Industry Association (INAPLAS) and the Central Statistics Agency (BPS). In 2022, the National Waste Management Information System (SIPSN) report from the Ministry of Environment and Forestry (KLHK) stated that of the total national waste production of 21.1 million tons, around 13.9 million tons (65.71%) had been successfully managed, while around 7.2 million tons (34.29%) had not been managed properly. Based on data from the National Waste Management Information System (SIPSN) owned by the Ministry of Environment and Forestry (KLHK), most or 41.69% of domestic waste comes from food waste. As much as 18.22% of waste is plastic.

Green marketing is a marketing strategy that focuses on environmental sustainability. However, this approach does not only cover marketing content but also includes all aspects of the company's activities. Among them are product modifications, production processes, packaging, and advertising concepts (Jatmiko 2023)

Local bottled water sales experienced significant growth during the boycott wave against several foreign brands from multinational companies. An example is Le

Minerale, which gained popularity during the boycott period against pro-Israel products. Le Minerale has managed to position itself as a major competitor in the bottled water industry in recent years.



Percentage of Indonesian Households Based on Primary Drinking Water Sources in 2023

In the marketing process, the products created are often called "green products", which refers to products that are produced using raw materials that are not hazardous and have minimal negative impacts on the environment (Jennah et al., 2023). The application of green products at Le Minerale is to use bottle and gallon packaging materials made of BPA-free plastic, namely Polyethylene Terephthalate (PET). PET (Polyethylene Terephthalate) is a plastic material labeled with the code '1' which is usually located above or at the bottom of the packaging and means it can be recycled.

Green price, the price offered for green products is usually higher, so the product must provide added value so that consumers are willing to pay more for the product (Kristiana, 2018). Marketing Manager of PT Tirta Frestindo Jaya, the producer of Le Minerale, explained that Le Minerale's positioning lies in its natural mineral content listed on the bottle body, which is considered a differentiating factor between Le Minerale and other brands.

green place, namely a production place that is environmentally friendly or cares about the environment around the production site (Kristiana, 2018). The manager of PT Tirta Frestindo Jaya, which is the producer of Le Minerale, emphasized that product availability in the market is one of Le Minerale's main focuses. However, in this case, Le Minerale does not need to make much effort because it has the advantage of being under the auspices of PT Mayora Indah Tbk which has a wide distribution network throughout Indonesia. In addition, Le Minerale also invites the public to pay more attention to the environment through programs such as plastic pay and recycling points.

The last part of green marketing is green promotion, where companies must be able to promote their products by emphasizing the relationship between the product or service and the environment (Kristiana, 2018). Le Minerale also collaborates with several organizations (such as the Ministry of Environment and Forestry (KLHK), the Indonesian Plastic Recycling Association (ADUPI), and Pijakbumi) in plastic recycling

efforts known as the National Circular Economy Movement (GENS) program which was launched in 2021, the circular economy approach does not follow a straight line pattern. Instead, this concept emphasizes a circular cycle with the principles of 3R (Reduction, Reuse, and Recycling). In a circular economy, products are designed from product, use, end of life, and remanufacture.

drop points to collect plastic waste from single-use gallons and PET bottles that consumers use, known as recycle points. Until now, Le Minerale has continued to make comprehensive efforts in implementing the PET plastic value chain to support Indonesia's target of reducing producer waste by 30% by early 2030. In 2022, there was an increase or growth in collections achieved by GESN of 101% compared to the previous year. Until 2023, GESN managed to collect approximately 859 tons of waste every month.

Based on the research results (Muhammad Husnan Zaky and Ni Made Purnami, 2020) concluded that the green marketing mix (green product, green price, green place, and green promotion) has a positive and significant partial effect on purchasing decisions. However, based on research (Hossain & Khan, 2018) concluded that green products and green promotions influence purchasing decisions, while green price and green place do not influence purchasing decisions.

Based on the results of the study (Indriyanti et al., 2019) concluded that there are 22 variables included in the seven main factors that influence purchasing decisions. These factors in order of priority are product factors, promotion factors, process factors, people factors, physical evidence factors, place factors, and price factors.

Based on the results of the study (Pratama, 2021) concluded that from the seven factors, two new factors were formed that influenced purchasing decisions at Becek Buwahan Tuban. The first factor is the product factor, and the second factor is the cultural factor. Product factors consist of product, psychological, social, and restaurant atmosphere. Meanwhile, cultural factors consist of culture, price, and promotion. Product factors are the main factors influencing purchasing decisions at Becek Buwahan Tuban.

Based on research (Basith & Fadhilah, 2018) concluded that the characteristics of consumers at McDonald's Jatiasih are generally female, have a high school education, are teenagers, and have jobs as students or college students. Ten factors influence product purchasing decisions by McDonald's consumers, including environmental factors, individual habits, product promotions, activities, time, product appeal, personal assumptions, product uniqueness, knowledge, and physical conditions. The time factor, especially during the day, is the most influential in consumer purchasing decisions.

From the above phenomenon, the author developed the following research questions:

1. What green marketing mix factors are considered by consumers in making purchasing decisions for Le Minerale products in Subang Regency?
2. What are the most influential (dominant) factors that consumers consider in making purchasing decisions for Le Minerale products in Subang Regency?

2. METHODOLOGY

Describe the methodological procedures of your study. A complete paper should contain the following sections: Abstract, Introduction, Methodology, Results, Conclusions, Acknowledgements (optional), and References. Ensure the title and author list match the accepted abstract.

This research is a quantitative research using a descriptive method. This research is a multivariate analysis involving several variables in one or more relationships. Practically, various multivariate analysis techniques begin by exploring the relationship between variables. This research uses a quantitative research type with a descriptive research design and interdependent techniques using factor analysis to find out how consumer characteristics are and find out the factors that consumers consider in buying Le Minerale products in Subang Regency. Primary data in this study were obtained by distributing questionnaires to 105 Le Minerale customers in Subang Regency who understand the concept of free marketing, while secondary data in this study were obtained from books, previous research, and websites to obtain data to complement empirical phenomena and business phenomena as the basis for this research.

Research variable

The variables in this study are green marketing mix factors in consumer purchasing decisions on AMDK Le Minerale products. Green marketing mix is divided into four dimensions (Kotler & Keller, 2018), namely: Green Product (Materials used, environmentally friendly packaging, recyclable), Green Price (Product price according to quality, price according to design), Green Place (Easy to reach, Product completeness) and also Green Promotion (Messages to protect the environment, messages to motivate consumers).

Measurement scales, data quality tests, and factor analysis

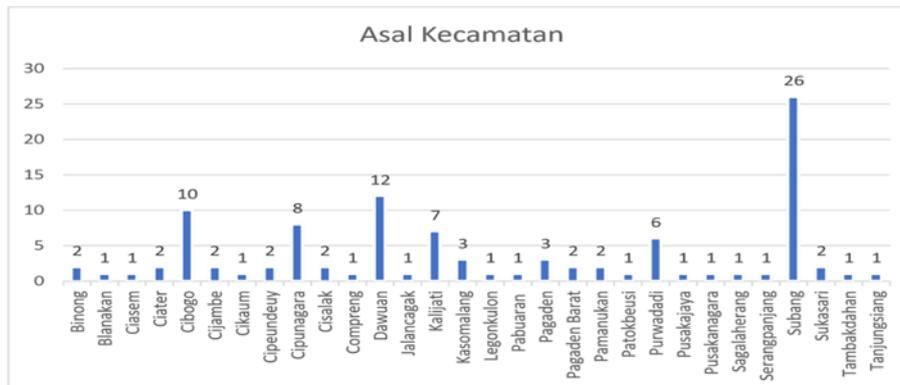
The scale used in this study is an ordinal scale consisting of statements strongly agree, agree, neutral, disagree, and strongly disagree, then a data quality test is carried out because it uses a Likert scale, the data will then be transformed using MSI.

To answer the research questions, the data that has been transformed using MSI will be run a factor analysis using the SPSS version 2.5 application.

Analysis of green marketing mix factors considered by consumers in purchasing Le Minerale packaged drinking water products in Subang Regency. (Indriyanti et al., 2019) the model of factor analysis is mathematically as follows:

$$F_t = b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + b_8X_8 + b_9X_9 + b_{10}X_{10} + e$$

RESULTS AND DISCUSSION



Respondent characteristics based on sub-district of origin Of the 105 respondents, 35 were male respondents and 70 were female respondents, spread across 30 sub-districts in Subang Regency.

Validity and reliability test

Variable	Pernyataan	R.hitung	R.tabel	Keterangan
Green Marketing Mix	1	0,792	0,191	VALID
	2	0,712	0,191	VALID
	3	0,702	0,191	VALID
	4	0,721	0,191	VALID
	5	0,738	0,191	VALID
	6	0,687	0,191	VALID
	7	0,637	0,191	VALID
	8	0,593	0,191	VALID
	9	0,735	0,191	VALID
	10	0,687	0,191	VALID

Source: Secondary Data (2025)

From the results of the validity test, all statements are declared valid because they have a score greater than R Table 0.191 and it is concluded that the results of the reliability test consist of the green marketing mix variable with Cronbach's Alpha of 0.885. This means that for all variables, it is greater (>) than nunnaly of 0.6, so it can be concluded that the data is declared reliable.KMO dan Bartlett's Test.

Factor	KMO score (> 0,50)	Sig. (< 0,005)
Green Product	0,696	0,000
Green Price	0,682	0,000
Green Place	0,500	0,000
Green Promotion	0,500	0,000

Source: Secondary Data (2025)

KMO and Bartlett's Test are classic assumption tests in factor analysis. A KMO value that is smaller ($<$) than 0.50 indicates the inadequacy of the response items to be predicted by each factor, according to (Fauzi et al., 2019). Bartlett's Test of Sphericity value indicates that the variables have a strong enough correlation to explain the factors as the basis for factor analysis. The Bartlett's Test value must be smaller than the error rate (α) of either 1%, 5%, or 10%. If the value is smaller than the error rate, then the correlation matrix value is significantly different from the identity matrix so that the correlation between the variables is zero, according to (Fauzi et al., 2019). The KMO value is > 0.50 with a significance level of < 0.005 . Therefore, the factor analysis in this study can be analyzed further because it meets the requirements

Anti-Image matrices

Factor	Statement	MSA
Green Product	1	0,650
	2	0,723
	3	0,733
Green Price	4	0,685
	5	0,654
	6	0,714
Green Place	7	0,500
	8	0,500
Green Promotion	9	0,500
	10	0,500

Source: Secondary Data (2025)

can show the green product factor value for statement 1 of 0.650, statement 2 of 0.723, statement 3 of 0.733, the green price factor value for statement 4 of 0.685, statement 5 of 0.654, statement 6 of 0.714, the green place factor value for statement 7 of 0.500, statement 8 of 0.500, the green promotion factor value for statement 9 of 0.500, statement 10 of 0.500. It can be concluded that all 10 statements are greater ($>$) than 0.50, so all statements are eligible for factor analysis. Communalities

Factor		Initial	Extraction
Green Product	Statement 1	1,000	0,802
	Statement 2	1,000	0,709
	Statement 3	1,000	0,700
Green Price	Statement 4	1,000	0,656
	Statement 5	1,000	0,703
	Statement 6	1,000	0,622
Green Place	Statement 7	1,000	0,751
	Statement 8	1,000	0,751
Green Promotion	Statement 9	1,000	0,755
	Statement 10	1,000	0,755

Source: Secondary Data (2025)

The commonalities value of all statements is greater (>) than 0.5. So it can be stated that all statements are suitable for factor analysis.

Determining the number of factors

Total Variance Explained Variable Green Price

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.981	66.023	66.023	1.981	66.023	66.023
2	.562	18.738	84.761			
3	.457	15.239	100.000			

Extraction Method: Principal Component Analysis.

Source: Secondary Data (2025)

The total value must be greater than one, and from the output above it can be seen that there is one factor that has a total variance value of more than one. Factor 1 with an eigenvalue of 1.981 is greater (>) than 1, and the percent (%) of variance is 66.023. The rest are less than the eigenvalue of 1, ranging from 0.457 to 0.562 which are not included in this model.

Total Variance Explained Variable Green Place

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.502	75.086	75.086	1.502	75.086	75.086
2	.498	24.914	100.000			

Extraction Method: Principal Component Analysis.

Source: Secondary Data (2025)

The total value must be greater than one, and from the output above it can be seen that there is one factor that has a total variance value of more than one. Factor 1 with an eigenvalue of 1.502 is greater (>) than 1, and the percent (%) of variance is 75.086. The rest is less than the eigenvalue of 1, which is 0.498, which is not included in this model.

Factor Rotation

Grouping of Variables into Factors and Factor Loading Values for each variable.

No	Factor	Variable	Factor 1
1		The Le Minerale products you consume use environmentally friendly raw materials (green product 1)	0,895
		The Le Minerale products you consume use environmentally friendly packaging (green product 2)	0,842
		The packaging of the Le Minerale products you consume is easy to recycle (green product 3)	0,836
2		The price set by Le Minerale products is by the price of similar products and has a competitive price with other Packaged Drinking Water (AMDK) products (green price 1)	0,810
		The price set by Le Minerale products is by their performance, by the benefits you get when consuming Le Minerale products (green price 2)	0,838
		The price set by Le Minerale products is by the product design, and the design of Le Minerale products is by your taste (green price 3)	0,789
3		The Le Minerale products that you consume are widely available in stalls, shops, and minimarkets, so Le Minerale products are easy to reach (green place 1)	0,867
		The Le Minerale products that you consume have several variations based on their size, so you can consume Le Minerale products according to your needs (green place 2)	0,867
4		The promotion carried out by the Le Minerale product provides a message about environmental sustainability, thus making you care more about environmental sustainability (green promotion 1)	0,869
		The promotion that is carried out, can motivate you to purchase Le Minerale products (green promotion 2)	0,869

Source: Secondary Data (2025)

With the following explanation:

- 1) Green product statement 1 variable, the largest loading factor is on factor 1 with a value of 0.895.
- 2) Green product statement 2 variable, the largest loading factor is on factor 1 with a value of 0.842.

- 3) Green product statement 3 variable, the largest loading factor is on factor 1 with a value of 0.836.
- 4) Green price statement 1 variable, the largest loading factor is on factor 1 with a value of 0.810.
- 5) Green price statement 2 variable, the largest loading factor is on factor 1 with a value of 0.838.
- 6) Green price statement 3 variable, the largest loading factor is on factor 1 with a value of 0.789.
- 7) Green place statement 1 variable, the largest loading factor is on factor 2 with a value of 0.867.
- 8) Green place statement 2 variable, the largest loading factor is on factor 2 with a value of 0.867.
- 9) Green promotion statement 1 variable, the largest loading factor is on factor 1 with a value of 0.869.
- 10) Green promotion statement 2 variable, the largest loading factor is on factor 1 with a value of 0.869.
- 11) Formed Factors :

No	Nama Faktor	Sub Faktor
1	Green Marketing Mix	Green Product
		Green Price
		Green Place
		Green Promotion

Source: Secondary Data (2025)

3. FINDINGS AND DISCUSSION

Green Marketing Mix Factors in Consumer Purchasing Decisions

Based on the results of the factor analysis that has been carried out by distributing questionnaires to consumers of Le Minerale products in Subang Regency totaling 105 respondents. Based on the results of the questionnaire distributed to consumers regarding the green marketing mix factors in purchasing decisions,

namely: consumers regarding the green marketing mix factors in purchasing purchasing decisions, namely:

Green Marketing Mix Factors in Consumer Purchasing Decisions

No	Faktor	Sub Faktor	Indikator
1	Green Marketing Mix	Green Product	Materials used
			Eco-friendly packaging
			Recyclable
		Green Price	Price of similar products
			Price according to performance
			Price according to design
		Green Place	Reachable
			Product completeness
		Green Promotion	Environmental message
			Motivating consumers

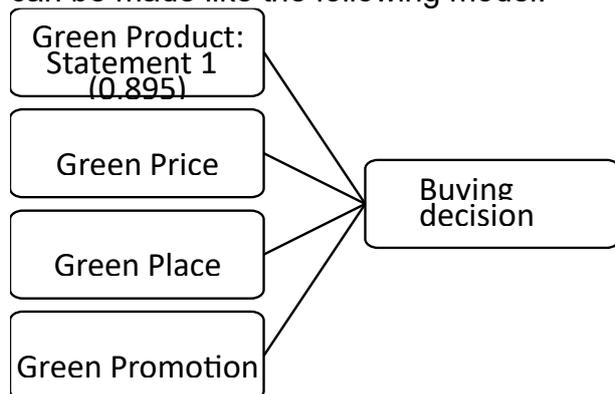
Source: Secondary Data (2025)

Based on the table above, it can be concluded that the green marketing mix factors in consumer purchasing decisions for Le Minerale products in Subang Regency are: Green Marketing mix factors with sub-factors:

- a. Green product
- b. Green price
- c. Green place
- d. Green Promotion

Green Marketing Mix Factor Model in Consumer Purchasing Decisions

Based on the results of the factor analysis that has been carried out above, a model can be made like the following model:



Green Marketing Mix Factors Model in Consumer Purchasing Decisions

Based on the model formed after conducting factor analysis, it can be concluded that the consumer purchasing decision for Le Minerale products in Subang Regency according to the aspect of environmental concern is the green marketing mix factor with sub-factors including green product, green price, green place, and green promotion. The Green Marketing Mix factors include the green product statement 1 variable regarding the materials used with a factor loading value of 0.895, the green

product statement 2 variable regarding environmentally friendly packaging with a factor loading value of 0.842, the green product statement 3 variable regarding recyclable with a factor loading value of 0.836, the green price statement 1 variable regarding the price of similar products with a factor loading value of 0.810, the green price statement 2 variable regarding the price according to performance with a factor loading value of 0.838, the green price statement 3 variable regarding the price according to design with a factor loading value of 0.789, the green place statement 1 variable regarding easy to reach with a factor loading value of 0.867, the green place statement 2 variable regarding the completeness of the product with a factor loading value of 0.867, the green promotion statement 1 variable regarding environmental messages with a factor loading value of 0.869, and the green promotion statement 2 variable regarding motivating consumers with a factor loading value of 0.869.

The results of the factor analysis show that of the 10 variables (components) studied, they are divided into several factors so that they are easy to interpret using varimax factor rotation, resulting in 1 factor with a minimum loading factor of 0.5.

4. CONCLUSION

1. From the results of data processing, it can be concluded that 1. Based on the results of factor analysis, 1 factor was obtained, namely: Green Marketing Mix Factor, which includes the green product statement 1 variable regarding the materials used, the green product statement 2 variable regarding environmentally friendly packaging, the green product statement 3 variable regarding recyclable, the green price statement 1 variable regarding the price of similar products, the green price statement 2 variable regarding the price according to performance, the green price statement 3 variable regarding the price according to design, the green place statement 1 variable regarding easy to reach, the green place statement 2 variable regarding the completeness of the product, the green promotion statement 1 variable regarding environmental messages, and the green promotion statement 2 variable regarding motivating consumers.

2. The variable with the highest factor loading value in each factor is the thing that consumers consider most in buying Le Minerale products. Based on the factors formed, the highest factor loading value is: the green product statement 1 variable regarding the materials used. So it can be concluded that the thing that consumers consider most in buying Le Minerale products in Subang Regency based on the green marketing mix is the raw materials used in the production process that are not harmful to the environment.

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