
Factors affecting purchase decision by applying green marketing campaign

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ABSTRACT

This study aims to determine the effect of green brand image, green price, and brand prestige on purchasing decisions for AQUA Returnable Glass Bottle products. This is a quantitative study with the population of casual dining restaurant customers in Badung Regency. They have decided to purchase and consume AQUA Returnable Glass Bottle products. The data were collected by distributing questionnaires and Likert scale. The sample was taken by using a purposive sampling. The data were analyzed using multiple linear regression analysis. The result showed that partially green brand image, green price, and brand prestige have a positive and significant effect on purchasing decisions. Simultaneously, green brand image, green price, and brand prestige have a significant effect on purchasing decisions. The research implication for AQUA is that it is recommended to be able to maintain the image it already has while still applying green marketing as a tool to support product purchasing decisions. For further research, the researchers should add other variables and indicators such as green products, green advertising, lifestyle, and social influence.

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh green brand image, green price, dan brand prestige terhadap keputusan pembelian produk AQUA Returnable Glass Bottle. Penelitian ini merupakan penelitian kuantitatif yang populasinya diambil dari pelanggan casual dining restaurant di kabupaten badung yang melakukan pembelian dan mengonsumsi produk AQUA Returnable Glass Bottle. Teknik pengumpulan data dengan menyebarkan kuesioner dan menggunakan skala likert. Teknik pengambilan sampel yang digunakan yaitu purposive sampling. Teknik analisis data yang digunakan adalah analisis regresi linier berganda dengan software SPSS. Penelitian ini memberikan hasil secara parsial bahwa green brand image, green price, dan brand prestige berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan green brand image, green price, dan brand prestige berpengaruh signifikan terhadap keputusan pembelian. Implikasi penelitian bagi AQUA direkomendasikan untuk dapat mempertahankan citra yang sudah dimilikinya dengan tetap menerapkan pemasaran hijau sebagai alat untuk mendukung keputusan pembelian produk. Adapun untuk saran bagi peneliti selanjutnya, untuk dapat menambahkan variabel maupun indikator lainnya seperti green product, green advertising, lifestyle, social influence yang dapat mempengaruhi keputusan pembelian.

Keyword:

Green Brand Image, Green Price, Brand Prestige, Purchase Decision.

1. INTRODUCTION

The environmental problem has become crucial so that it requires solution, especially the problem related to plastic waste. This plastic waste is difficult to decompose and even it takes years to do it naturally. For that reason, besides it is damaging towards the ecosystem, plastic of the waste can also threaten human life and the sustainability of our next generations. The type of plastic waste of the born one and they were buried in this soil is difficult to break down into non-biodegradable. The plastic waste



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takes time several generations of life to hundreds of years to decompose perfectly by the ground (Karuniastuti, 2013).

Currently, there are some ways done by the community to reduce The negative impact of plastic waste. They are managing plastic waste with the 3R concept, which stands for Reuse, Reduce, and recycle. One kind of recycling concept Recycle is Pyrolysis, which is processing or processing plastic waste into materials burn. In addition to reducing the number of plastic waste, the pyrolysis process is very useful because it can produce materials fuel oil with sufficient energy value tall. From Recycle activities to processes Pyrolysis of 1 kg of polyolefin type plastic waste, for example, can produce 950 ml of fuel oil (Wahyudi, 2018).

In relateion to the above affort, Bali is the first province in Indonesia to ban the use of single-use plastic. Based on data from the National Waste Management Information System (SIPSN) in 2020, the avolume of waste generated in Bali province is 1,816 tons per day or 662,836 tons per year, of which 18.71% is plastic waste.

The Bali provincial government issued a policy through a Governor Regulation (Pergub No. 97 of 2018) which restricts a single-use plastic waste generation.

In Indonesia, there are several brands of Bottled Drinking Water (AMDK) that are most in demand by the public, including the AQUA, Ades, Club, Le Mineral, and Cleo brands. Based on Top Brand Index data, through the Top Brand Award, it shows that Danone-AQUA is still the most popular Bottled Drinking Water (AMDK) product. Among the public and this product is able to increase its value dynamically from year to year. It can be seen in the value obtained in 2019 by 61.0%, in 2020 by 61.5%, and in 2021 by 62.5%.

The society is now getting aware of the environmental sustainability and the decline in human health, they now demand for the products that are safe and environmentally friendly (Junaedi, 2005). This is used by the company as a new opportunity in implementing the marketing concept based on environmental sustainability or known as green marketing, one of which is Danone-AQUA. Danone-AQUA is the firs.t FMCG (Fast Moving Consumer Goods) company to receive B-Corp certification (www.aqua.com). B Corporation (B Corp) is a certification given to private companies that implement sustainable business and are able to provide a positive impact from their business model on social and environmental aspects.

There is an environmentally friendly product innovation, Danone-AQUA. it presents the AQUA Returnable Glass Bottle product with a target market, namely casual dining restaurants and lodging in Bali (bijakberplastic.aqua.co.id). By using a reuse business model, the AQUA Returnable Glass Bottle packaging will be in recycle after the product is consumed. The reuse business model is one of Danone-AQUA's steps in reducing carbon emissions generated during the production process of new glass bottles and as an effort to reduce plastic waste and single-use packaging. Other brands that use a reuse business model apart from AQUA are Spring and Gioz.

When compared to the price, AQUA Returnable Glass Bottle has a more expensive price than its competitors, namely the price difference with Gioz products is Rp. 22,200/crat and for Spring products it is Rp.

18,200,-/crat. Even though it has a higher price than its competitors, people still have a tendency to buy AQUA Returnable Glass Bottle products. Based on this background, the authors are interested in analyzing the effect of green brand image, green price, and brand prestige on product purchasing decisions AQUA Returnable Glass Bottle.

Augtiah (2021) conducted a study entitled "The Influence of Green Product, Green Advertising, and Green Brand Image on Purchase Decisions with Customer Attitude as a Mediation Variable". She found that there was a positive and significant influence of green brand image on purchasing decisions.

This research is in line with that by Bestari (2016), stating that green brand image has a positive effect on purchasing decisions. Therefore, the higher the green brand image by Toyota, the higher the purchasing decisions made by consumers.

Moreover, Price is so sensitive that the consumers consider it when deciding to buy a product. Most consumers are willing to pay more if they feel the product has more advantages. Research conducted by Saxena & Khandenwal (2010), found that consumers are even prepared to pay an extra rationally for environmentally friendly products.

Khoiruman & Purba (2020), also argued that there was a positive and significant effect of green price on purchasing decisions for essential oil products at Rumah Atsiri Indonesia.

Green brand image is the customers' perception of a brand related to environmental commitment and environmental problem (Chen, 2010). The Aqua brand is one of the mineral water brands that already have a good image. In his research Saputra (2017), found that there is a positive and significant influence of brand prestige on purchasing decisions for Honda Scoopy motorcycles.

Novitasari (2018), conducted a study entitled "The Influence of Brand Prestige and Product Quality on Apple Smartphone Purchase Decisions (Case Study in Case Studies of Apple Smartphone Users in Jombang City)". They also found that the better the Apple smartphone brand prestige, the higher purchasing decisions Apple smartphones.

Based on previous research, the researchers generalized that the overall difference in this study is the object of research. Another difference is that there are previous studies in which the independent variable discusses in general about price perception, while in this study, the researchers focus more specific on green price. In the previous studies, the independent variable is brand image, while in this study, it is more specific on green brand image. Therefore, there is no research discussing the effect of green brand image, green price, and brand prestige simultaneously on purchasing decisions.

Overall, the problem statement of this study is to find the effect of green brand image on purchasing decisions. It also deals with green price on purchasing decisions, brand prestige on purchasing decisions for AQUA Returnable Glass Bottle products partially and the effect of green brand image, green price, and brand prestige on purchasing decisions for AQUA products Returnable Glass Bottles simultaneously.

2. THEORETICAL FRAMEWORK AND HYPOTESIS

Green Brand Image

The existence of a brand on a product is an important thing for companies to pay attention. Green brand image is the perception of a brand that is in the consumers' perception related to environmental commitment and environmental care (Chen: 2010). There are 5 indicators of green brand image. They are 1) Brand is perceived as a benchmark for environmental commitment; 2) Brands have a reputational advantage regarding the environment; 3) Brand success in environmental performance; 4) Brands have a concern for the environment; 5) Brands can be trusted about the promise of environmental sustainability.

Green Price

Price is an important element in a marketing mix. Most consumers are willing to pay more if they feel the product has more advantages. Himawan (2014) argues that the green price is the amount of money that the customers pay for the suitability of the value of an environmentally friendly product. To produce products, which are environmentally friendly (green products) generally require higher production costs. This will result in higher selling prices (Palwa: 2014). Green price indicators according to Rahman et al. (2017), namely 1) Higher prices (premium prices); 2) The price of the product is proportional to its quality.

Brand Prestige

Brand prestige in the product category is the uniqueness of the brand in the form of certain attributes or the quality of the product and the manufacturing process (Dubois & Czellar, 2011). The social value of a prestige brand will reduce consumers' efforts to obtain the necessary information, because consumers think that a good product is a product that the society desire (Baek et al., 2010). Brand prestige plays a crucial role in consumer buying behavior. Because brand, it is important to have value. It is an important asset, and a strong brand can increase consumer confidence in making a product purchase decision. According to Vigneron & Johnson (1999), there are five indicators used to measure brand prestige, namely 1) Perceived quality value; 2) Perceived emotional value; 3) Perceived social value; 4) Perceived unique value; 5) Perceived conspicuous value.

Purchase Decision

Purchase decision is an integration process that involves knowledge in order to evaluate two or more options, and then choose one of the various available options. The result of the integration process is a cognitive choice as a desire to behave (Setiadi, 2003). Furthermore Kotler & Armstrong (2001), suggest that purchasing decision is a perception taken by someone when deciding to purchase a product offered by a seller. Also according to Tjiptono & Chandra (2016), the indicators of purchasing decisions include such as 1) Purchase priority; 2) Ease of getting product information; 3) Confidence in buying.

Hypotheses

In Previous research

When dealing with the effect of green brand image on purchase decision, as in a study by Augtiah (2021), it was found that there was a positive and significant influence on green brand image on purchasing decisions. It is the same as that by Bestari (2016), that green brand image has a positive effect on purchasing decisions. Therefore, the higher the green brand image, the higher the consumer's purchasing decisions is. Based on the empirical findings and the theory above, the following hypothesis this study formulates the hypothesis as the following:

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

The next is the effect of price on purchase decision. In the previous studies, it was found that price is a sensitive factor that consumers consider in deciding to buy a product. Saxena & Khandenwal (2010), finding that consumers are even prepared to pay even extra money for environmentally friendly products, can find this in a study. Khoiruman & Purba (2020) also supported this finding. They found that there was a positive and significant effect of green price on purchasing decisions for essential oil products at Rumah Atsiri Indonesia. Based on the empirical findings and the theory above, the following hypothesis can be as the following:

H₂: Green Price has a positive and significant effect on Purchase Decisions.

Another factor is the effect of brand prestige on purchase decisions. In a study by Saputra (2017), there was also a positive and significant influence of brand prestige on the decision to purchase a Honda Scoopy motorcycle. Also in a study by Novitasari (2018), she found that the better the Apple smartphone brand prestige, the higher purchasing decisions Apple smartphones. Based on these two empirical findings and the theory above, the following hypothesis can be as the following:

H₃: Brand Prestige has a positive and significant effect on Purchase Decisions

Now that the previous factors have been discussed, the following factor deals with the effect of green brand image, green price, and brand prestige on purchase decisions. Unfortunately, there is no research discussing this relationship, simultaneously the effect on purchasing decisions. This is the researchers in this study trying to analyze. Therefore, this study formulates the following hypothesis to prove.

H₄: Green brand image, green price, and brand prestige simultaneously have significant effect on purchase decision.

Theoretical Framework

Based on the basic theory model and hypothesis development, this study develop an empirical research model into the framework as in Figure 1.

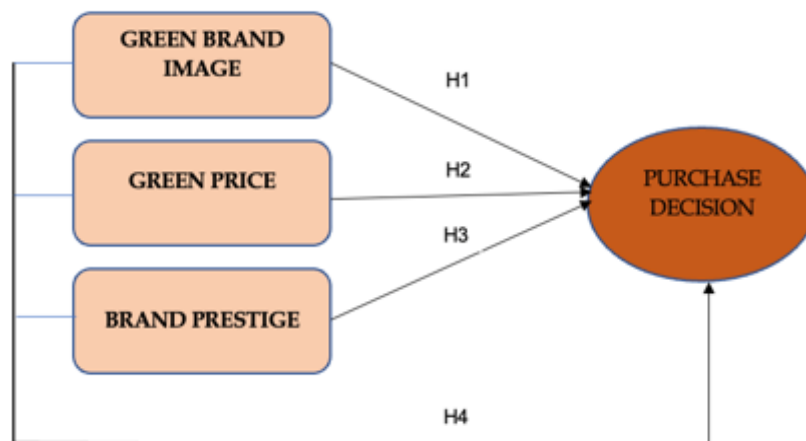


Figure 1
Model of Green Brand Image, Green Price, and Brand Prestige and Purchase Decision

Source: Data Processed

3. RESEARCH METHOD

Sample and Data Collection Technique

The population of this study is casual dining restaurant customers in Badung Regency who purchased and consumed an unknown number of AQUA Returnable Glass Bottle products. They were taken using a non-probability sampling with a purposive sampling approach. The criteria for selecting the sample in this study are, the respondents selected are consumers who buy and consume AQUA Returnable Glass Bottle products at casual dining restaurants in Badung district.

In this study, the number of populations is unknown. Therefore, the researchers use a representative sampling technique formulated by Hair, et al. (2010) with the sample size depending on the number of indicators used in all variables formed, so that the number of respondents used as the sample in this study was $12 \times 10 = 120$, for that in this study used a sample of 120.

The research used quantitative method and the data information was collected by distributing questionnaires to casual dining restaurant customers in Badung district who bought and consumed AQUA Returnable Glass Bottle products.

The data were collected by documentation and questionnaires. The documentation process was carried out by collecting data and information that has been verified. The data and information are in the form of books, journals, documents, written numbers and pictures in the form of reports as a reference for supporting research. The questionnaires were distributed by providing a list of questions or statements submitted to casual dining restaurant customers in Badung district who buy and consume AQUA Returnable Glass Bottle products. In the questionnaire, the weighting is done using a Likert scale, with a rating of a number from 1 (strongly disagree) to 5 (strongly agree).

Table 1
Variable, Indicator, and Scale

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Variable	Indicator	Scale
Green Brand Image	Brands are considered a benchmark for environmental commitment.	Likert Scale
	The brand has a good reputation for the environment.	SA : 5
	Brand success in environmental performance.	A : 4
	The brand has a high concern for the environment.	N : 3
	Trustworthy brand on the promise of environmental sustainability	D : 2
Green Price	Premium Price	SD : 1
	The product price is Comparable with the quality.	
Brand Prestige	Perceived quality value	
	Perceived emotional value	
	Perceived social value	
	Perceived unique value	
	Perceived conspicuous value	
Purchasing decisions	Priority of purchase.	
	Ease of obtaining product information	
	Confidence in buying	

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Source: Data Processed

Research Instruments

The data were analyzed using instrument validity and reliability test, linearity test t-test, F-test, coefficient of determination test (R^2), and correlation analysis test.

4. DATA ANALYSIS AND DISCUSSION

Analysis Results

Based on the collecting data process, 120 data could be used for the next analysis. Table 1 is a summary of the respondent's data obtained.

Research Instrument Validity Test Results

The results of the validity test show that all statements in the variables of this study, namely green brand image, green price, brand prestige, and purchasing decisions have a correlation coefficient value above 0.30. This shows that the variable instruments in this study are valid.

Research Instruments Reliability Test Results

The results of the reliability test show that each of the variables, namely green brand image, green price, brand prestige, and purchasing decisions has a Cronbach's Alpha value greater than 0.60. This shows that the variable instruments in this study are reliable, so they can be used to conduct further research.

Table 2
Respondent Descriptions

Based on Gender		
Male	63	52.5%
Female	57	47.5%
Based on Age		
17-20 y/o	25	20.8%
21-30 y/o	43	35.8%
31-40 y/o	30	25.0%
> 40 y/o	22	18.3%
Based on work Background		
Students	25	20.8%
Civil Servant	7	5.8%
Private Employee	57	47.5%
Entrepreneur	31	25.8%
Based on Income		
< Rp. 1.000.000	7	5.8%
IDR 3.000.000 - IDR 5.000.000	13	10.8%
IDR 3.000.000 - IDR 5.000.000	32	26.7%
IDR > Rp 5.000.000	68	56.7%

Source: Data Processed, 2022

Table 3
Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficient		Std. Coefficient
	B	Std error	Beta
(Constant)	.105	1.176	
Green brand image	.110	.055	.118
Green price	1.038	.078	.748
Brand Prestige	.101	.045	.126
F test	78.477		
Significance F	.000 ^b		

Source : Data Processed, 2022

Multiple Linear Regression Analysis Results

From the results above, it can be determined that the The multiple linear regression equation of the effect of the independent variables green brand image (X1), green price (X2), and brand prestige (X3) simultaneously on the dependent variable on purchasing decisions (Y), is as follows:

$$Y=0,105+0,110X_1 +1,038X_2 +0,101X_3$$

The Effect of Green Brand Image (X1) on Purchase Decision (Y)

The test results show that the t value obtained is 2.002 and the significance of 0.048. The significance value is 0.048 < 0.05, so the hypothesis is proven true, namely Green Brand Image has a positive and significant effect on purchasing decisions.

Consumers who are sensitive to environmental sustainability will choose a product and brand that can meet their needs and desires. They think that minimizing the negative impact of using these products on the environment is important. The good experience of consumers towards an environmentally friendly product will lead to a green brand image on the product or brand. From the results of this study, it can be concluded that the better the Green Brand Image, the higher the AQUA Returnable Glass Bottle Product Purchase Decision. The results of this study are in line with the results of research conducted by Augtiah (2021) and Bestari (2016).

The Effect of Green Price (X2) on Purchase Decision (Y)

The test results show that the t-value obtained is 13.286 and the significance of 0.000. The significance value is $0.000 < 0.05$, so that the hypothesis is proven true, namely the Green Price has a positive and significant effect on Purchase Decisions.

Most consumers are prepared to pay more for value-added products based on the expectation. Therefore, the higher prices reflect more quality and excellence. In environmentally friendly products, consumers think that the products provide benefits for both consumers and the environment. Thus, the extra money spent is proportional to the benefits provided. From the results of this study, it can be concluded that the higher the green price, the higher the purchase decision for aqua returnable glass bottle products. The results of this study are in line with the results of research conducted by Saxena & Khandenwal (2010) and Purba (2020).

The Effect of Brand Prestige (X3) on Purchase Decisions (Y)

The test results show that the t value obtained is 2.242 and the significance of 0.027. The significance value is $0.027 < 0.05$, so that the hypothesis is verified, namely Brand Prestige has a positive and significant effect on purchasing decisions.

The prestige of a brand has an important role in the products offered so that it can encourage the consumers to purchase because the product is considered to have high brand prestige. From the results of this study, it can be concluded that the better the brand prestige, the higher the aqua returnable glass bottle product purchase decision.

The results of this study are in line with the results of research conducted by Saputra (2017) and Novitasari (2018). The results of this study are in line with the results of research conducted by Saputra (2017) & Novitasari (2018).

5. CONCLUSION, IMPLICATION, SUGGESTIONS, AND LIMITATIONS

This study provides evidence and concludes as the following. First, green brand image has a positive and significant effect on purchase decisions aqua returnable glass bottle product. Secondly, green price has a positive and significant effect on product purchase decisions aqua returnable glass bottle. Thirdly, brand prestige has a positive and significant effect on purchase decisions aqua returnable glass bottle product. Finally, green brand image, green price, and brand prestige have a positive and significant effect on the decision to purchase aqua returnable glass bottle products.

This research was attempted and carried out in accordance with scientific procedures. However, it still has limitations such as the independent variables used in this study might not cover the whole factors that influence the Decision to Purchase AQUA Returnable Glass Bottle Products. This study expects future researchers to develop and add other variables and indicators such as green products, green advertising, lifestyle, social influences that can influence purchasing decisions.

This study uses respondents from casual dining restaurant visitors in Badung district. For further researchers, this study expects them to expand geography and segmentation in distributing questionnaires, considering that this research is still limited to casual dining restaurant customers in Badung district, so that it can further enrich and deepen research.

It is advisable for further study that the researchers to develop and add other variables and indicators such as green products, green advertising, lifestyle, social influence that can influence purchasing decisions. Then they have to expand geography and segmentation in distributing questionnaires, considering that this research is still limited to casual dining restaurant customers in Badung district, so that it can further enrich and deepen research.

Likewise for AQUA to continue to consider the importance of increasing its green brand image, value for money, and brand prestige through a marketing concept based on environmental sustainability (green marketing) by introducing environmentally friendly products balanced with concrete steps such as carrying out sustainability and environmental sustainability programs. It also involves consumers and the community as to demonstrate corporate social responsibility. This effort indirectly builds a positive image of consumers.

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