

## The Effect of Green Marketing on Repurchase Intention of Le Minerale Products in Palu City Through Brand Image as an Intervening Variable

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### ABSTRACT

This study aims to analyze the extent to which green marketing implemented by Le Minerale can influence consumer repurchase intention in Palu, and how brand image can strengthen or mediate the relationship. The method used in this study is quantitative with a descriptive causality research type and SEM-PLS version 4.0 analysis technique. The sampling technique used is a non-probability sampling technique through purposive sampling, with a sample size of 120 consumers who purchased Le Minerale water products in Palu and were willing to be respondents to fill out the questionnaire that had been submitted, by determining certain characteristics that were in accordance with the objectives of the study. The results showed that green marketing had a positive and significant effect on repurchase intention of Le Minerale products in Palu, green marketing had a positive and significant effect on brand image of Le Minerale products in Palu, and brand image had a positive and significant effect on repurchase intention of Le Minerale products in Palu. Green marketing had a positive and significant effect on repurchase intention through the brand image of Le Minerale products in Palu.

Keywords: Green Marketing; Purchase Intention; Brand Image



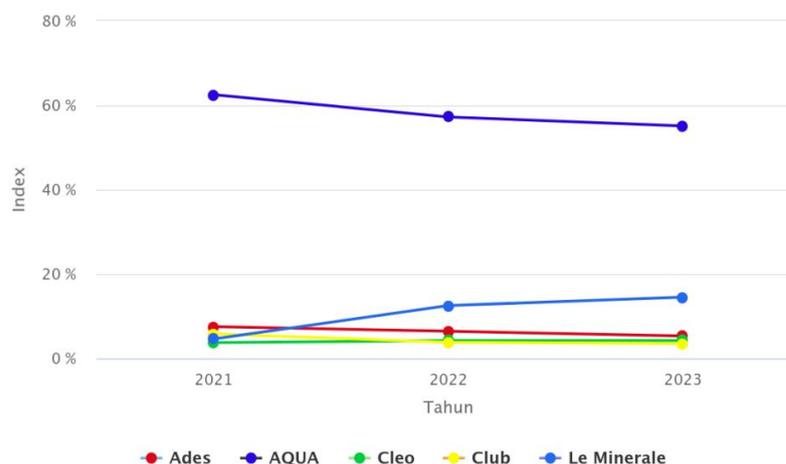
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### INTRODUCTION

Rapid technological and economic developments have given rise to many unsustainable products and consumption patterns, which have negative impacts on the environment, such as climate change, water, and air pollution (Purnama *et al.*, 2023). Business expansion, such as factory construction and production with very large capacities that ignore environmental concerns, will hurt the environment, which can cause global warming if it continues to be ignored (Asykari and Riyadi 2022). Majeed *et al.* (2022) stated that companies need to consider environmental protection as their social responsibility because climate change and environmental risks are now challenges. In addition, some people do not show responsibility and are no longer concerned about environmental risks. People are also unable to realize how their attitudes and behaviors cause environmental problems. Responding to the urgency of this problem, consumers are starting to be aware of environmental protection measures. They are starting to pay attention to the products they consume as environmentally friendly as possible (Purnama *et al.*, 2023). According to the Nielsen Sustainable

Shoppers Change They Wish to See in the World report, 81% of consumers contribute to improving environmental conditions, more than 73% of consumers stated they are ready to switch to environmentally friendly products, and 41% stated they prefer products made from natural and organic materials. This data shows that more and more consumers are starting to be more careful in choosing products based on ingredients and manufacturing processes that care about sustainability (Nuraini, 2025). Seeing this opportunity, many business actors are also starting to promote environmentally friendly programs on their products, and one of the business actors in Indonesia that applies the environmentally friendly concept is the Bottled Mineral Water (AMDK) product company (Shafira *et al* 2022).

According to the Central Statistics Agency (BPS) of Central Sulawesi in 2019, Palu City ranked first in the percentage of households with drinking water sources of Packaged Drinking Water (AMDK), namely 78.13 % (Badan Pusat Statistik Prov. Sulawesi Tengah, 2019). The Top Brand Award Index, from 2022 until now, has recorded hundreds of AMDK product brands circulating throughout Indonesia. However, there are 5 major brands, namely Ades, AQUA, Cleo, Club, and Le Minerale, which are depicted in the following graph:



**Figure 1. TOP Brand Award for Bottled Drinking Water**  
 Source: Top Brand Award (www.topbrand-award.com)

Based on the graph above, in 2023, the AQUA brand bottled drinking water is 55.1 %. In second place, Le Minerale mineral water is 14.5%, third is Ades with 5.3%, fourth is Cluo with 4.2%, and fifth is Club with a percentage of 3.5%, and other brands are 17.4% (Top Brand Award, 2022). Le Minerale is one of the products produced by PT Tirta Fresindo Jaya, which aims to lead the market share in the bottled drinking water business in Indonesia. Therefore, the demand to always be the best is the organization’s commitment so that drinking water users remain loyal to always consume the drinking water. The mineral products participate in efforts to support environmental sustainability in plastic waste management through the green marketing concept. Bottled water company Le Minerale is known for various campaigns highlighting its water quality and natural mineral content, including its innovative “Single-Use Gallon” product. This product is positioned as a more hygienic solution because it eliminates repeated refills and is claimed to be safer, airtight, and Bisphenol A (BPA)-free. From the company’s perspective, this innovation responds to consumer demand for guaranteed product cleanliness and safety. Management also stated that the single-use gallon meets regulatory requirements from the Food and Drug Authority (BPOM) and the Ministry of Environment and Forestry (KLHK) and uses recyclable PET (plastic number 1).

However, this innovation has sparked public debate. Some environmental activists believe that the single-use gallon system has the potential to increase the volume of plastic waste compared to the reusable gallon system, which can be used multiple times. This criticism highlights concerns that,

despite the use of recyclable PET, the effectiveness of reducing environmental impact still depends heavily on optimally operating collection and recycling systems. This difference of opinion highlights the tension between approaches based on product hygiene and safety and those based on waste reduction through reuse. In response to this criticism, the company stated its commitment to circular economy principles, including through participation in the National Circular Economy Movement (GESN) since 2021, collaboration with recycling associations such as ADUPI, IPI, and APSI, and the construction of a food-grade PET recycling facility in Jombang, East Java. The company also reported the recall of 35,000 tons of PET bottles and gallons for recycling, as well as developing collaborations with various industries to reuse plastic materials into value-added products. Furthermore, various environmental education programs are being implemented to raise public awareness about plastic waste management (Marketing Manager Le Minerale, 2021). This debate demonstrates that the implementation of strategies linked to environmental issues is not always interpreted uniformly by the public. Some parties see it as a green marketing concept in the form of safety-based innovation and a circular economy. In contrast, others emphasize the potential for increased consumption of single-use plastics. These differing perceptions are relevant in the context of this research, as they demonstrate that communications associated with the concept of green marketing can be interpreted differently by consumers and have the potential to influence brand image and repurchase intentions.

Manongko & Allen (2018) stated that green marketing is an environmental consideration that is integrated into all aspects of marketing, new product development, including product modification, production process, packaging, and advertising modification, with a marketing mix approach (product, price, place, and promotion) and the theory of planned behavior towards environmental concerns and green consumerism. Husnah et al (2023) stated that investors are starting to be interested in business companies that pay attention to the environment, use natural resources responsibly, and contribute to climate change solutions. Green marketing strategies are believed to play an important role in influencing consumers' repurchase intention decisions to buy environmentally friendly products to reduce the negative impacts of artificial products that are harmful to the environment (Shafira et al 2022). According to Noviana and Oktavia (2023), repurchase intention is a decision-making process carried out by consumers after purchasing a product. When customers like a product they have previously purchased, they are likely to buy it again (Adela and Tuti 2024). According to Palampanga & Hasanuddin (2017), purchasing power derived from people's purchasing interest can drive the domestic economy, which has a positive impact on the country's per capita income. Gen X's purchasing interest is more focused on and prioritizes the safety value of a product to be consumed due to conditions such as the COVID -19 Pandemic yesterday (Wahyuningsih et al. 2022). One of the challenges faced by SMEs in the food and beverage sector is attracting consumers' interest in repeat purchases. Before deciding to repurchase, consumers want to get clear and open information about quality, packaging, brands, prices, promotions, services, and comparisons with similar products from other SMEs (Zahara et al, 2023). Online purchasing interest is currently not only dominated by teenagers but also all age groups, especially during COVID-19 (Zahara et al., 2021). According to Bachri et al (2023), as a marketer, it is necessary to identify factors that can encourage consumers to make repeat purchases, which can ultimately lead to satisfaction. To increase high consumer repurchase interest, business actors need to maintain their commitment to consumers in order to build a good name and image in the eyes of consumers and gain consumer trust (Thahir, 2015).

According to Adda et al (2019), a company's image can be influenced by consumers' repurchase intentions, so it needs to be taken into account (Husnain et al, 2023). A positive image and reputation associated with a company's active social responsibility will encourage superiority over competitors, thereby attracting more customers and increasing loyalty (Suparman et al. 2023). When business activities damage the environment, this not only reduces consumer trust but can also invite criticism from the public and the media, which is very detrimental to the company's brand image (Muslimin et al. 2021). In strengthening the company's image, it can be done through the implementation of a sustainability report. This report helps improve the reputation of issuers and public companies, while

building a positive perception in the eyes of stakeholders and the public, which can ultimately strengthen the company's competitiveness in the market (Husnah and Fahlevi 2023). This research's novelty is positioning brand image as a mediating variable between green marketing and repurchase intention. Thus, this study provides further insight into how brand image strengthens the influence of environmentally friendly marketing strategies on repurchase intention. This approach is rarely used in previous studies, which more often examine the direct relationship between green marketing and repurchase intention, as in the study (Situmorang, 2024). Furthermore, by focusing on consumers in Palu City, this study offers a local context that allows for exploration of consumer behavior in this region. This is important because demographic and cultural factors can influence consumer perceptions of green marketing and brand image. Based on the above description, this study aims to analyze the extent to which green marketing implemented by Le Minerale can influence consumer repurchase intention in Palu City, as well as how brand image can strengthen or mediate this relationship. It also examines the contribution of green marketing strategies in building a positive brand image and increasing consumer repurchase intention for Le Minerale brand bottled water products in Palu City.

## LITERATURE REVIEW AND HYPOTHESIS

### Green Marketing

According to Wolok (2019: 9), green marketing, commonly known as the concept of "green marketing", is the use of marketing tools that must be adapted to the environment or the use of raw materials and energy to make products, promotions, prices, and distribution channels that fully consider environmental aspects. In the successful implementation of green marketing, pricing strategies and distribution channels are important factors. Business actors must understand customer preferences and behavior, especially in relation to pricing and distribution of environmentally friendly products (Adam, Suardi, and Lahay 2023). According to Manongko & Allen (2018: 86), the dimensions of green marketing as depicted in the green marketing strategy are integrated considerations in all aspects of marketing. This approach is integrated into the marketing mix components, namely green product, green price, green place, and green promotion to ensure that every aspect of marketing activities can support environmental conservation (Parani, 2021: 118). In the context of the bottled drinking water (AMDK) industry, the "Green Packaging" element has a significant environmental impact compared to other product aspects. Therefore, discussions of green marketing in this sector cannot be separated from the concept of green packaging. Green packaging refers to the design and use of packaging that aims to minimize environmental impact. To determine whether a product is categorized as green packaging, the packaging must be recyclable, reusable, made from non-hazardous materials, and there must be a reduction in material consumption (Mardiyah *et al*, 2022).

Miao *et al* (2023) showed that consumer perceptions of environmentally friendly packaging are not monolithic. Recyclable packaging strategies are often perceived positively because they provide opportunities for reusing materials after use. However, their effectiveness is highly dependent on available collection systems and recycling infrastructure. Conversely, reusable packaging strategies are considered by some consumers to be more sustainable because they directly reduce the production of new materials through repeated use. The differences in approaches between recyclable and reusable packaging can result in different environmental perceptions among consumers. In some cases, claims of recyclable packaging are seen as a form of circular economy-based innovation. At the same time, in other contexts, they can raise skepticism if they are perceived as continuing to encourage the consumption of single-use plastics.

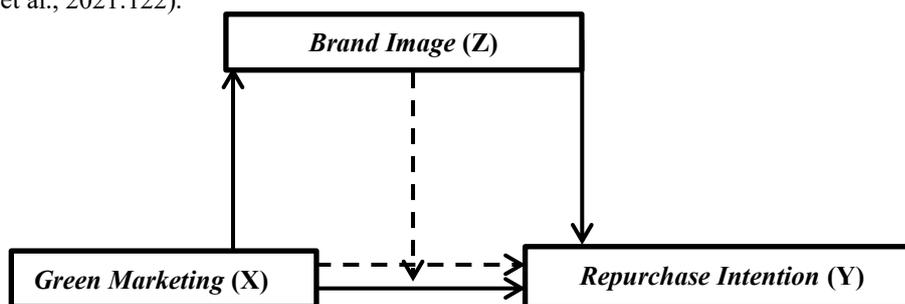
### Repurchase Intention

According to Novita and Toar (2024:275), repurchase intention is a process that can be done by someone in terms of buying products or services from the same company, and the reason behind the repurchase intention is the previous purchase experience. Repurchase intention is consumer behavior after purchasing a product (Zharfan and Kusuma W 2023). Repurchase intention, both conventional

and online, is greatly influenced by current technological developments (Muzakir et al. 2021). (Fadjar, Hartini, and Astuti 2022) state that current technological advances give consumers better access to share their purchasing and consumption experiences. According to Priansa (2017:168), repurchase intention or consumer repurchase interest can be measured using various dimensions. In general, these dimensions relate to four main dimensions, namely transactional interest, referential interest, preferential interest, and explorative interest.

### Brand Image

According to Sitorus et al (2020:105), brand image is a view of a brand in the minds of consumers that forms consumer and customer trust in a company's brand. A good brand image can be formed through innovation and continuing to adapt to developing marketing strategies (Ibrahim et al. 2024). Dewi et al (2022) stated that brand image is a customer's perception of a product. If a company offers high-quality products and can meet customer needs, the brand image will be good. Conversely, if the company's products do not meet customer expectations, the brand image will be bad. Brand image is one of the most valuable assets for a company; the image of a business or tourism can be influenced by environmental conditions that can have a long-term impact on the company (Thahir et al. 2022). 5 dimensions form a brand image, namely brand identity, brand personality, brand associations, brand attitudes and behavior, and brand benefits and competencies (Rivki et al., 2021:122).



**Figure 2. Theoretical Framework**  
Source: Adapted from literature review

### Green Marketing on Repurchase Intention

Green marketing significantly influences the purchase intention of environmentally friendly products (Simanjuntak et al. 2023). Green marketing offers are likely to trigger interest in purchasing products. The green marketing mix (green product, price, place, and advertising) is significantly correlated with purchase intention (Mahmoud 2018). As a tool in green marketing, various channels influence consumers' psychological feelings while providing psychological security, making consumers trust the product and leading to purchase intention (Hosseinihah & Mirabolghasemi, 2022). Therefore, this study offers the following research hypotheses:

H1: Green marketing influences repurchase intention

### Green Marketing on Brand Image

Green marketing is one of the ways used by companies to innovate and be creative in implementing sustainable strategies (Putri et al. 2023). Research by Asyhari et al (2021) states that green marketing provides different changes by improving the company's image. Green marketing has a positive and significant effect on brand image, so that it can be concluded that brand image will be created along with the implementation of green marketing carried out by the company (Genoveva and Samukti 2020). By integrating environmental sustainability principles into all aspects of the business, companies can not only reduce negative impacts on the environment but can also increase competitiveness and win the hearts of consumers who are increasingly concerned about environmental issues. Therefore, the second hypothesis of this study is:

H2: Green marketing influences brand image

### **Brand Image on Repurchase Intention**

Brand Image is defined as a group of specific ideas, thoughts, and concerns about a brand in the minds of customers related to sustainability and environmental concerns (Bashir et al. 2020). Mitchell & Balabanis (2021) stated that brand image describes consumers' thoughts about the brand and the overall mental image of consumers towards the brand. In many cases, brand image will greatly determine the assessment of feasibility in making purchasing decisions. The results of Khaya et al.'s (2023) study show that by emphasizing elements that support a positive brand image, companies can take advantage of their impact in increasing repurchase intentions. Therefore, the third hypothesis of this study is:

H3: Brand image influences repurchase intention

### **Green Marketing on Repurchase Intention through Brand Image as an Intervening Variable**

Conceptually, the influence of green marketing on repurchase intention does not always occur directly, but rather through the process of forming perceptions and brand images. At the repurchase intention stage, consumer decisions are influenced by brand image and brand awareness (Sangadji & Sopiah, 2013). In conditions of high competition, where many similar products are circulating in the market, companies are required to create a strong brand image to differentiate their products from competitors. Qomariah and Prabawani (2020) also stated that brand image has a symbolic function that differentiates a product from competitors. Brand image is a description of consumer associations and beliefs about a brand (Tjiptono & Chandra, 2016). The more positive the brand image formed in the minds of consumers, the greater the likelihood of consumers making repeat purchases. In the context of modern marketing, green marketing has good prospects because environmental issues can build a positive company image. A good image is a strategic asset because it directly influences consumer perceptions (Silvia et al., 2014).

Tan et al (2022) explained that increasing consumer concern about environmental issues such as global warming and environmental degradation encourages them to consider sustainability in their consumption decisions. However, information about environmentally friendly practices communicated by companies does not necessarily encourage repeat purchases; rather, it is first processed as brand perceptions. From the perspective of consumer behavior theory, marketing communications function to form associations and symbolic meanings that then accumulate in brand image. Yueqiang (2022) emphasized that green marketing represents consumer perceptions of a company's environmental commitment. Thus, green marketing activities act as a stimulus that builds positive brand evaluations, which in turn strengthen consumer trust and preference. In the context of bottled water products like Le Minerale, which are functionally relatively homogeneous with competing products, effective green marketing will increase the perception that the brand is environmentally responsible, thereby strengthening a positive image in consumers' minds. Theoretically, repurchase intention is a consequence of satisfaction evaluations and perceived value toward the brand. Consumers not only make repeat purchases because of the "green" message, but also because they have formed a positive, trustworthy brand image that aligns with their personal values. Thus, green marketing works indirectly by building a strong brand image before ultimately influencing repurchase intention. Therefore, the next hypothesis in this study is:

H4: Green marketing influences repurchase intention through brand image as an intervening variable of Le Minerale products in Palu City

### **METHOD**

The method used in this study is quantitative with a causal research type. The population in this study were all consumers who had purchased Le Minerale products in Palu City, because there were no numbers who had consumed or purchased the product, this study was included in the non-probability sampling category with a sampling technique, namely purposive sampling with a sample size based on Roscoe's theory in (Fauzy, 2019:23) in which the number of sample members is at least 10 times the number of variables studied. Therefore, the number of samples used by the researcher was 40 samples multiplied by the number of variables (1+1+1), so that the minimum

number of respondents for this study can be known as 120 respondents with the object of the research sample, namely consumers who purchased Le Minerale water products in Palu City and were willing to become respondents to fill out the questionnaire that had been submitted, by determining certain characteristics that were in accordance with the research objectives, namely: 1). Respondents who had purchased Le Minerale products in Palu City; 2). Respondents who were domiciled in Palu City, 3) Respondents who were willing to fill out the questionnaire. The analysis techniques used are descriptive analysis and Structural Equation Model (SEM) with SmartPLS version 4.0 to analyze the relationship between latent variables. These variables cannot be measured directly but are measured through observable indicators.

## RESULTS AND DISCUSSION

### Respondent Characteristics

The characteristics of respondents in this study were classified based on gender, age, education, occupation, and income obtained from 120 respondents through the distribution of questionnaires, which are presented in the following table:

**Table 1. Respondent Characteristics**

Respondent Characteristics	Respondent Characteristics	Classification	Total	Presentation
Gender	Gender	Man	49	40%
		Woman	71	<b>60%</b>
	<b>Total</b>		<b>120</b>	<b>100%</b>
Age	Age	18 – 25	104	86.7%
		26 – 31	11	9.2%
		32 – 37	3	2.5%
		38 – 42	0	0
		> 42	2	1.7%
		<b>Total</b>		120
Education	High School/Vocational School	D3/D4/S1	47	39.2%
		S2/S3	3	2.5%
	<b>Total</b>		120	100%
	Work	Students	80	66.7%
ASN/Private Employee		19	15.8%	
Self-employed		16	13.3%	
<b>Total</b>	Other	5	4.2%	
Income	Income	<Rp 500,000	66	<b>55 %</b>
		Rp. 550,000 – Rp. 2,000,000	28	23.3%
		Rp. 2,500,000 – 4,000,000	19	15.8%
		Rp. 4,500,000 – 6,000,000	3	2.5%
		>Rp 6,500,000	4	3.4%
<b>Total</b>		120	100%	

Source: processed data 2024

Based on the table above, the largest respondent characteristics based on gender are female at 60%. Respondent characteristics based on age are dominated by those aged 18-25 years old at 86.7%. Respondents with a high school/vocational high school education dominate the characteristics of respondents based on education at 58.3%. Respondent characteristics based on occupation are

dominated by students at 66.7 %. At the same time, respondent characteristics based on income are dominated by respondents with an income level of <Rp500,000 at 55%.

### Research Instrument Test (*Outer Model*)

#### Convergent validity

Convergent validity aims to check whether the latent variables meet convergent validity. In calculating convergent validity, you can use the loading factor value and Average Variance Extracted (AVE). A variable is said to be latent and significant if the value of the variable loading factor is greater than 0.7 (>0.7) and the Average Variance Extracted (AVE) value is greater than 0.5 (>0.5).

**Table 2. Convergent Validity**

Variables	Indicator	Loading factor	AVE	Information
<b>Green Marketing (X)</b>	X1	0.914	0.634	valid
	X2	0.749		valid
	X3	0.716		valid
	X4	0.723		valid
	X5	0.773		valid
	X6	0.703		valid
	X7	0.765		valid
	X8	0.914		valid
	X9	0.817		valid
	X10	0.854		valid
<b>Repurchase Intention (Y)</b>	Y1	0.733	0.616	valid
	Y2	0.844		valid
	Y3	0.779		valid
	Y4	0.825		valid
	Y5	0.754		valid
	Y6	0.844		valid
	Y7	0.706		valid
	Y8	0.781		valid
<b>Brand Image (Z)</b>	Z1	0.902	0.687	valid
	Z2	0.902		valid
	Z3	0.799		valid
	Z4	0.818		valid
	Z5	0.838		valid
	Z6	0.804		valid
	Z7	0.814		valid
	Z8	0.809		valid
	Z9	0.804		valid
	Z10	0.716		valid
	Z11	0.817		valid
	Z12	0.902		valid

Source: Smart-PLS 2024 processed results

Based on Table 2 above, the loading factor value of all indicators is greater than 0.7 (> 0.7), which means that all indicators measure their latent constructs well. The results of the study also show that the AVE value is greater than 0.5 (0.5), so that it can be concluded that all latent variables or constructs in the study meet the convergent criteria standards.

### Discriminant Validity

Discriminant validity is the extent to which a construct is truly different from other constructs based on empirical standards. Discriminant validity measurement is said to be good if the correlation between constructs is higher than that of other constructs.

**Table 3. Discriminant Validity Test (Cross Loading)**

Indicator	<i>Green Marketing</i>	<i>Repurchase Intention</i>	<i>Brand Image</i>
X.1	0.914	0.844	0.902
X.2	0.749	0.547	0.678
X.3	0.716	0.554	0.614
X.4	0.723	0.550	0.624
X.5	0.773	0.716	0.685
X.6	0.703	0.573	0.602
X.7	0.765	0.624	0.706
X.8	0.914	0.844	0.902
X.9	0.817	0.667	0.754
X.10	0.854	0.723	0.832
Y.1	0.485	0.733	0.489
Y.2	0.637	0.844	0.646
Y.3	0.638	0.779	0.664
Y.4	0.668	0.825	0.678
Y.5	0.505	0.754	0.580
Y.6	0.914	0.844	0.902
Y.7	0.571	0.706	0.582
Y.8	0.742	0.781	0.678
Z.1	0.914	0.844	0.902
Z.2	0.914	0.844	0.902
Z.3	0.742	0.615	0.799
Z.4	0.682	0.670	0.818
Z.5	0.741	0.659	0.838
Z.6	0.745	0.729	0.804
Z.7	0.736	0.628	0.814
Z.8	0.726	0.615	0.809
Z.9	0.686	0.614	0.804
Z.10	0.641	0.649	0.716
Z.11	0.696	0.673	0.817
Z.12	0.914	0.844	0.902

Source: Smart-PLS 2024 processed results

The test results in Table 3 above show that each construct in the research variable has a correlation value. The higher one of the variable forms. The indicators used in this study have good discriminant validity in compiling their respective variables, according to the results obtained.

### Internal Consistency

Internal consistency reliability measurement uses composite reliability values. The recommended composite reliability value is > 0.7.

**Table 4. Internal Consistency**

Variables	Cronbach's Alpha	Criteria	Composite reliability	Criteria
Green marketing	0.935		0.945	

<b>Repurchase Intention</b>	0.911	>0.6	0.927	>0.7
<b>Brand Image</b>	0.958		0.963	

Source: Smart-PLS 2024 processed results

Based on the data in Table 4 above, from all the latent variables, the Cronbach Alpha and Composite Reliability values in each table are more than 0.6 and 0.7, respectively, so it can be said that the data has high reliability.

### Inner Model Test

#### R square

The R-squared value is used to explain the influence of exogenous latent variables on endogenous latent variables. R-squared values of 0.75, 0.5, and 0.25 can be said to be strong, moderate, and weak values.

**Table 5. R Square Test**

Analysis	R-square	R-square adjusted
<b>Repurchase Intention</b>	0.748	0.744
<b>Brand Image</b>	0.861	0.859

Source: Smart-PLS 2024 processed results

Based on the analysis results in Table 5 above, the R- square value on the repurchase intention construct is 0.748 or 74.8 %, which indicates the high influence given by green marketing on repurchase intention. While the R- square value on brand image is 0.861, which indicates that 86.1% of the variability in green marketing is effective in forming a fairly high brand image. Overall, the influence of green marketing on repurchase intention through brand image is said to be quite significant; the rest is influenced by other factors outside this study.

#### Effect Size (F-square)

Effect Size is a test conducted to assess the effect of independent variables on dependent variables and determine whether the independent variables have a significant influence on the dependent variable. The f-square assessment criteria are 0.02 (small), 0.15 (moderate), and 0.35 (large).

**Table 6. F-square test**

Connection	F-Square Value	Information
Green marketing on repurchase intention	0.090	small
Green marketing on brand image	6.175	big
Brand image on repurchase intention	0.127	big

Source: Smart-PLS 2024 processed results

Based on Table 6 above, the F-squared value of the green marketing variable on repurchase intention is small because the value is 0.090. In the green marketing variable on brand image, the f-square value is 6.175, so it is stated as large because it is between 0.15 and 0.35. And in the brand image variable on repurchase intention is stated to be large because the f-square value is between 0.15 and 0.35.

### Hypothesis Testing

**Table 7. Hypothesis Testing**

Analysis	Original sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T Statistics	P Values	KET
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Green marketing-> repurchase Intention	0.403	0.411	0.147	2,736	0.006	<b>Sig</b>
Green marketing -> Brand Image	0.928	0.929	0.011	83,449	0.000	<b>Sig</b>
Brand Image -> Repurchase Intention	0.478	0.472	0.145	3.292	0.001	<b>Sig</b>
Green marketing -> repurchase intention through brand image	0.444	0.439	0.135	3.294	0.001	<b>Sig</b>

Source: Smart-PLS 2024 processed results

The results of the Smart-PLS test in Table 6 above, against 4 hypotheses, are obtained as follows: Testing the T-statistic value for the green marketing variable on repurchase intention, obtained a value of 0.006 with a positive path coefficient of 0.403. The T-statistic value is greater than the T-value ( $2.736 > 1.96$ ) and the P-value ( $0.006 < 0.05$ ) with a significant indication. So it can be concluded that green marketing has a significant positive effect on repurchase intention, or H1 is accepted. The results of the T-statistic test for the green marketing variable on brand image obtained a value of 83.449 with a positive path coefficient of 0.928. The T-statistic value is greater than the P-value ( $83.449 > 1.96$ ) and the P-value ( $0.000 < 0.05$ ), with a significant indication. So it can be concluded that green marketing has a significant positive effect on brand image, or H2 is accepted. The H3 test obtained a T-statistic value of 3.292 with a positive path coefficient of 0.472. The T-statistic value is greater than the T-value ( $3.292 > 1.96$ ) and the P-value ( $0.001 < 0.05$ ), indicating significance. So it can be concluded that brand image has a positive effect on brand image, or H3 is accepted. The last hypothesis test, namely green marketing on repurchase intention through brand image, obtained a T-statistic value of 3.294 with a positive path coefficient of 0.439. The T-statistic value is greater than the T-value ( $3.294 > 1.96$ ) and the P-value ( $0.001 < 0.05$ ) with a significant indication. So it can be concluded that H4, namely green marketing, has a significant positive effect on repurchase intention through brand image as an intervening variable.

The condition of waste management and environmental awareness of the community in the Palu City area has its own characteristics that can distinguish it from large cities on the island of Java. Based on data from the National Waste Management Information System (SIPSN), waste production in Palu City in 2025 is estimated to reach around 79,726 tons per year or an average of around 218 tons per day, so the local government implemented a waste management strategy through the principles of Reduce, Reuse, Recycle (3R) to encourage sorting and management by the community. In addition, Palu City has also entered the top six nationally in the waste management system and received the Sutami Award 2025 from the Ministry of Public Works of the Republic of Indonesia for the transformation of waste management that demonstrates the active involvement of the community and local government in environmental cleanup activities. However, the implementation of waste management policies faces challenges in terms of communication and resources, so that socialization regarding waste management is not fully evenly distributed at the RT and RW levels. This condition shows that the level of public awareness and participation in waste management in Palu is different compared to big cities in Java which generally have more established infrastructure and environmental education programs, so that the use of local context in this study is not just a geographical label but reflects the environmental reality that influences consumer perceptions and behavior towards products that are claimed to be environmentally friendly.

The results of the study indicate that green marketing has a positive and significant effect on repurchase intention. In the context of Palu City, this finding can be interpreted by considering the condition of waste management and the dynamics of environmental awareness of the local community. Data from the National Waste Management Information System (SIPSN) shows that the volume of waste generated in Palu City is still relatively high, so the local government encourages management based on the 3R principle (Reduce, Reuse, Recycle). This condition indicates that environmental issues have become part of the public discourse in Palu City, although

the level of community participation and environmental literacy is not yet fully equitable. In such a situation, green marketing strategies have the potential to shape positive consumer perceptions because they align with the narrative of emerging environmental policies and campaigns. Thus, the significant influence on repurchase intention can be understood as a consumer response to the alignment between marketing messages and the local socio-environmental context, rather than solely due to commercial promotional factors. This research aligns with and supports previous research conducted by Silvia et al. (2014), which examined the influence of green marketing on brand image and its impact on purchasing decisions. The results of this study indicate that green marketing significantly influences purchasing decisions and impacts brand image, and has been shown to be an intervening variable. Companies that market their products with environmental characteristics can build a positive brand image. A positive attitude or positive impression of a particular brand will enable consumers to make purchases, while a negative attitude can hinder consumers from making purchases. Therefore, it can be said that green marketing, brand image, and purchasing decisions are interrelated. The results of this study indicate that green marketing has a significant and positive effect on repurchase intention through brand image as an intervening variable.

However, this finding requires more critical analysis, considering the possibility of greenwashing, which involves making environmentally friendly claims that potentially exceed the actual ecological impact. In the context of a campaign promoting recyclable single-use gallon jugs, an increase in repurchase intention does not necessarily reflect consumers' deep environmental concern. Rather, this intention is more influenced by the perception that they have contributed to environmental preservation simply by purchasing products with environmentally friendly labels or claims. In other words, psychological factors such as perceived environmental contribution and the formation of a green brand image can play a significant role in driving repurchase intention, regardless of the actual effectiveness of recycling systems in practice. This study did not measure environmental literacy or consumer skepticism toward environmentally friendly claims; thus, it cannot determine whether repurchase decisions are based on rational ecological awareness or simply a response to marketing communications. Therefore, further research is recommended to include environmental knowledge or environmental skepticism variables to gain a more comprehensive understanding of consumer motivations in responding to green marketing strategies.

### **The Influence of Green Marketing on Repurchase Intention**

After processing the data and testing results in this study, it can be indicated that green marketing has a positive and significant effect on the repurchase intention of Le Minerale products. In this study, the green marketing strategy applied to Le Minerale water products influences consumer repurchase intention through the application of green marketing dimensions consisting of green products such as the use of easily recycled bottles, green price dimensions through investment in environmental care institutions, green place through product distribution with a commitment to reducing carbon footprints, and green promotion by educating the public through environmental campaigns to trigger consumer repurchase interest in Le Minerale products. The results of this study are supported by Setiagraha et al (2023), who concluded that the higher the green marketing of a company, the higher the consumer repurchase intention.

### **The Influence of Green Marketing on Brand Image**

Based on the results of hypothesis testing, it shows that green marketing has a significant positive effect on the brand image of Le Minerale products. Le Minerale's green marketing products emphasize environmentally friendly strategies such as the use of recycled materials, emission reduction, and transparent communication regarding the impact of using environmentally friendly products, so as to increase consumer trust and strengthen their loyalty. In addition, green marketing creates brand differentiation that differentiates products from competitors and improves consumer perceptions that overall strengthen Le Minerale's brand image in the eyes of consumers. The results of this study support research (Harly and Kusuma 2022), which states that the better the company is in implementing a green marketing strategy, the better the company's brand image.

### **The Influence of Brand Image on Repurchase Intention**

Based on the results of the data analysis above, it can be stated that brand image has a positive and significant effect on the repurchase intention of Le Minerale products in Palu City. This is because before buying something, consumers usually consider the brand image of a company. The application of the Brand Image dimension of Le Minerale water products encourages consumer repurchase interest, such as the Le Minerale product identity dimension, which emphasizes the natural freshness and sweet taste of its products, thus encouraging repurchase interest. Le Minerale also adopts a brand personality dimension that creates a deeper emotional connection with consumers so that they believe in continuing to buy Le Minerale products. The results of this study are in line with research by Avianti and Aminah (2023) and Sabila, Komariah Hildayanti, and Bahrul Ulum (2024), which concluded that brand image plays an important role in making purchasing decisions, and a good or bad brand image can affect consumer purchasing interest in shopping for a product. So the better the brand image in the minds of consumers, the higher the consumer's purchasing interest.

### **The Influence of Green Marketing on Repurchase Intention through Brand Image as an Intervening Variable**

The results of this study state that green marketing has a significant positive effect on repurchase intention through brand image as an intervening variable. This shows that the brand image variable is able to mediate the influence between green marketing and repurchase intention. Le Minerale's green marketing strategy influences repurchase intention by strengthening brand image. The approach through green products, green prices, green places, and green promotions that highlight the sustainability and environmentally friendly values of Le Minerale products. This strategy builds a positive brand image with an environmentally friendly identity, associations of quality and social responsibility, and product benefits that meet consumer needs. Le Minerale products' strong brand image creates emotional connections and consumer trust, which drives loyalty and repeat purchases. Thus, green marketing indirectly contributes to repurchase interest by strengthening Le Minerale's brand image as a quality and environmentally conscious brand. The results of the study prove that green marketing has a positive and significant influence on strengthening brand image. This study shows that the better the implementation of green marketing, the better the brand image that can be implanted in the minds of consumers, so that it can encourage consumers to buy Le Minerale products because they are aware of their environmentally friendly image. Respondents who took part in filling out the research questionnaire had positive responses regarding statements related to positive information received about Le Minerale products in Palu City. This finding also strengthens the research results obtained by Shalihah and Rubiyant (2023), which states that green marketing has a positive and significant effect on repurchase intention through a company's brand image. In line with research (Afriani 2024), which states that green marketing has a positive and significant effect on brand image, it can be concluded that green marketing has a positive influence and can increase the strength of brand image in attracting consumers to buy certain products or services.

### **CONCLUSION**

Based on the discussion in this study, the following conclusions are drawn: 1) Green marketing has a positive and significant effect on the repurchase intention of Le Minerale products in Palu City. Therefore, the better the green marketing strategy implemented, the better the encouragement of consumer purchasing interest. This shows that green marketing can increase consumer repurchase interest. 2) Green marketing has a positive and significant effect on the brand image of Le Minerale products in Palu City. Green marketing strategy through the 4P dimension will be able to create a better brand image for consumers, so that green marketing can improve brand image. 3) Brand image has a positive and significant effect on repurchase intention. A strong brand image will, in turn, affect repurchase intention, where consumers are more likely to buy products that have a positive image and are environmentally responsible. 4) This study also revealed that brand image functions as an intervening variable that mediates the influence of green marketing on repurchase intention,

which shows that increasing sustainable green marketing can strengthen brand image and encourage increased consumer purchasing interest.

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