



The Influence of Green Marketing, Halal Awareness, and Product Quality on Consumer Purchase Decisions for Oasis Bottled Drinking Water in Jakarta

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ABSTRACT

This study aims to examine and analyze the influence of green marketing, halal awareness, and product quality on purchasing decisions for Oasis bottled drinking water in Jakarta. This research employs a quantitative approach using a survey method, with data collected through questionnaires distributed to consumers of Oasis bottled drinking water in Jakarta. The data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS 4.0 software. The results indicate that green marketing has a positive and significant effect on purchasing decisions. This finding suggests that the implementation of environmentally oriented marketing strategies can increase consumers' tendency to choose and purchase Oasis products. In contrast, halal awareness does not have a significant effect on purchasing decisions, indicating that consumers' awareness of halal aspects is not yet a primary consideration when purchasing Oasis products. Meanwhile, product quality has a positive and significant effect on purchasing decisions and represents the strongest factor in this study. Therefore, the company needs to maintain product quality while continuously improving its green marketing strategies to encourage consumers' purchasing decisions.

INTRODUCTION

The development of modern lifestyles, especially in urban areas such as Jakarta, has led to substantial changes in consumer behavior. Consumers are increasingly moving beyond considerations of price and product availability and are paying greater attention to aspects such as environmental sustainability, halal status, and the quality of the products they consume. This trend is particularly relevant to daily consumer goods, including bottled drinking water, the demand for which continues to grow alongside the increasing mobility of urban communities (Wulandari & Wiyono, 2023).

At the same time, the growing consumption of bottled drinking water has contributed to environmental concerns, especially those associated with single-use plastic waste. Indonesia is recognized as one of the major contributors to plastic waste globally, resulting in increased public awareness of the need for environmentally responsible products. This condition encourages bottled drinking water manufacturers to adopt green marketing strategies, not only as a manifestation of social responsibility but also as a competitive approach for influencing consumer purchasing decisions (Hengboriboon et al., 2022; Nuryakin & Maryati, 2022).

Apart from environmental concerns, halal product status has emerged as another important consideration, particularly in Jakarta, where most of the population is Muslim. Muslim consumers generally tend to be more careful in selecting products that have clear halal assurance because such assurance is closely associated with religious principles, feelings of safety, and trust in the products they purchase (Sundari, 2020; Pratama et al., 2023). Halal certification and halal awareness are therefore considered important factors in forming consumer perceptions and influencing purchasing decisions.

Furthermore, in the midst of increasingly competitive conditions in the bottled drinking water industry, product quality remains one of the essential factors affecting purchasing decisions. Consumers generally expect bottled drinking water to be safe, hygienic, pleasant in taste, and presented in attractive and high-quality packaging (Kotler & Keller, 2016; Maharani et al., 2023). When product quality does not correspond to consumer expectations, the marketing strategies applied by a company may not be sufficient to encourage consumers to make purchasing decisions.

Oasis, as one of the brands operating in the bottled drinking water industry, continues to encounter challenges in expanding its market share, particularly in Jakarta, where competition is dominated by well-established major brands. This condition raises the question of how far green marketing, halal awareness, and product quality contribute to consumers' purchasing decisions toward Oasis bottled drinking water. Accordingly, the central problem examined in this research is the limited empirical evidence concerning the effects of these three factors on consumer purchasing decisions in Jakarta.

To objectively assess the relationships among green marketing, halal awareness, product quality, and purchasing decisions, an appropriate research method is required. This study adopts a quantitative approach through a survey method, enabling researchers to obtain an empirical representation of

consumer behavior that can subsequently be analyzed using statistical procedures.

The conceptual foundation of this study assumes that consumer purchasing decisions are shaped not merely by functional considerations but also by symbolic meanings and cultural values that emerge within society. Based on this perspective, Consumer Culture Theory (CCT) is considered appropriate for explaining how environmental concerns, religious values, and perceptions of product quality contribute to consumer behavior among Jakarta residents (Arnould & Thompson, 2005).

The problem-solving framework in this research focuses on analyzing the influence of each independent variable, namely green marketing, halal awareness, and product quality, on the dependent variable, namely purchasing decisions. Through these analyses, the study is expected to identify which factor exerts the strongest influence on consumers' purchasing decisions regarding Oasis bottled drinking water.

From a theoretical perspective, green marketing refers to a marketing strategy that incorporates environmental considerations through the utilization of environmentally friendly materials, recyclable packaging, and promotional activities that emphasize environmental responsibility. Previous research has indicated that green marketing positively affects purchasing decisions, particularly among consumers who demonstrate a high level of environmental awareness (Wulandari & Wiyono, 2023; Satriadi et al., 2024). Nevertheless, a large proportion of these studies have examined products other than bottled drinking water or have been conducted outside the Jakarta region.

Halal awareness refers to consumers' level of understanding and consciousness regarding the importance of the halal status of a product. Previous studies have found that halal awareness has a significant effect on Muslim consumers' purchase intentions and purchasing decisions (Sundari, 2020; Andari & Muanas, 2023). However, existing research has frequently concentrated on halal labeling as the primary aspect without examining it concurrently with green marketing strategies and product quality.

Product quality has traditionally been regarded as one of the key factors determining purchasing decisions. Products that offer good quality are capable of strengthening consumer trust, satisfaction, and loyalty (Kotler, 2013; Setyadi et al., 2024). However, studies that combine product quality with green marketing and halal awareness within one comprehensive research model, especially in the context of Oasis bottled drinking water among consumers in Jakarta, are still relatively limited.

Therefore, the research gap identified in this study concerns the limited availability of research that comprehensively investigates the simultaneous effects of green marketing, halal awareness, and product quality on purchasing decisions among Muslim consumers in an urban setting. By examining these three factors within the context of Oasis bottled drinking water in Jakarta, this study is expected to fill the existing research gap and contribute new insights to the fields of marketing and consumer behavior.

LITERATURE REVIEW

Grand Theory

Consumer Culture Theory (CCT) is a multidisciplinary perspective that seeks to explain how culture shapes consumer behavior within social, economic, and symbolic environments. Arnould and Thompson (2005) state that CCT focuses on the relationship between consumption practices, marketplace dynamics, and cultural meanings.

In this study, consumers' decisions to purchase bottled drinking water are not solely determined by functional needs but are also influenced by cultural considerations. These include environmental concerns represented through green marketing, the understanding of religious principles reflected in halal awareness, and consumers' perceptions of product quality. These aspects are closely connected to the formation of consumer identity and lifestyle, particularly among individuals living in urban environments.

Therefore, Consumer Culture Theory provides an appropriate theoretical foundation for explaining how symbolic and cultural values within Jakarta society, particularly among Muslim consumers, contribute to the formation of purchasing decisions toward Oasis bottled drinking water.

The Theory of Planned Behavior (TPB) was introduced by Ajzen (1991) as an extension of the Theory of Reasoned Action (TRA). This theory explains how individual behavior develops through an intention or willingness to perform a particular action. According to Ajzen (1991), behavioral intention is determined by three primary factors: attitude toward the behavior, subjective norm, and perceived behavioral control. These three factors contribute to the development of an individual's behavioral intention, which, along with perceived behavioral control, may subsequently affect actual behavior.

Purchasing Decision

Purchasing decision refers to the process through which consumers determine their choice and purchase a product after passing through several stages, including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Kotler and Keller (2016) explain that purchasing decisions can be affected by consumers' perceptions of value, product quality, and trust in a particular brand. In the context of modern consumer behavior, purchasing decisions are not solely based on rational considerations but can also be shaped by consumers' social, cultural, and personal beliefs.

For bottled drinking water products, purchasing decisions are strongly associated with consumers' perceptions of safety, water quality, brand image, and confidence in the producer's halal assurance and environmental commitment. Consumers are more likely to select products that provide a sense of safety and comfort while simultaneously corresponding to the values and beliefs they hold.

Green Marketing

Green marketing refers to a marketing strategy that focuses on a company's efforts to develop, promote, and distribute products while incorporating considerations of environmental sustainability. The American Marketing Association (AMA) defines green marketing as the marketing of products that are perceived as environmentally friendly and do not cause harm to the environment.

Kotler and Keller (2016) explain that green marketing involves incorporating environmental considerations into the marketing mix, including the utilization of environmentally friendly raw materials, recyclable packaging, and marketing communications that increase consumer awareness of environmental responsibility. Previous research conducted by Wulandari and Wiyono (2023) and Satriadi et al. (2024) indicates that green marketing has a positive and significant effect on purchasing decisions, particularly among consumers who possess a strong level of environmental awareness.

From the perspective of Consumer Culture Theory (Arnould & Thompson, 2005), green marketing can be viewed as a representation of the values and identity of modern consumers who demonstrate concern for environmental sustainability. Thus, green marketing strategies serve not only as promotional instruments but also as mechanisms for creating social and cultural meanings that can influence consumer consumption behavior.

Halal Awareness

Halal awareness refers to the extent of consumers' knowledge, understanding, and concern regarding the concept of halal and its implementation in the products they consume. Mukhtar and Mohsin Butt (2012) explain that halal awareness represents the degree to which consumers understand and take halal considerations into account when making purchasing decisions.

Sundari (2020) states that Muslim consumers tend to prefer products that possess halal certification because such products are perceived as safer, cleaner, and more compatible with religious values. Research conducted by Pratama et al. (2023) and Andari and Muanas (2023) demonstrates that halal awareness has a positive and significant influence on purchase intention and purchasing decisions for everyday consumer products.

In the context of bottled drinking water, halal awareness is not restricted to the existence of a halal label on the product. It also encompasses consumers' confidence in the production and distribution processes, as well as their trust in the company's commitment and integrity in maintaining the halal status of its products.

Product Quality

Product quality refers to the capability of a product to fulfill or exceed consumer expectations. Kotler (2013) defines product quality as the characteristics of a product that determine its ability to satisfy consumer needs,

including performance, reliability, durability, conformity to specifications, and aesthetics.

In bottled drinking water products, product quality can be evaluated based on factors such as water clarity, taste, safety for consumption, and the hygienic and attractive appearance of the packaging. Research by Maharani et al. (2023) and Setyadi et al. (2024) indicates that product quality has a significant effect on consumer trust and satisfaction, which can ultimately encourage purchasing decisions.

Research Hypothesis Development

The development of hypotheses in this study is based on marketing theories, consumer behavior theories, and empirical evidence obtained from relevant previous studies.

Based on the theoretical review and findings from previous research presented above, a conceptual framework is subsequently developed as the basis for formulating the hypotheses of this study.

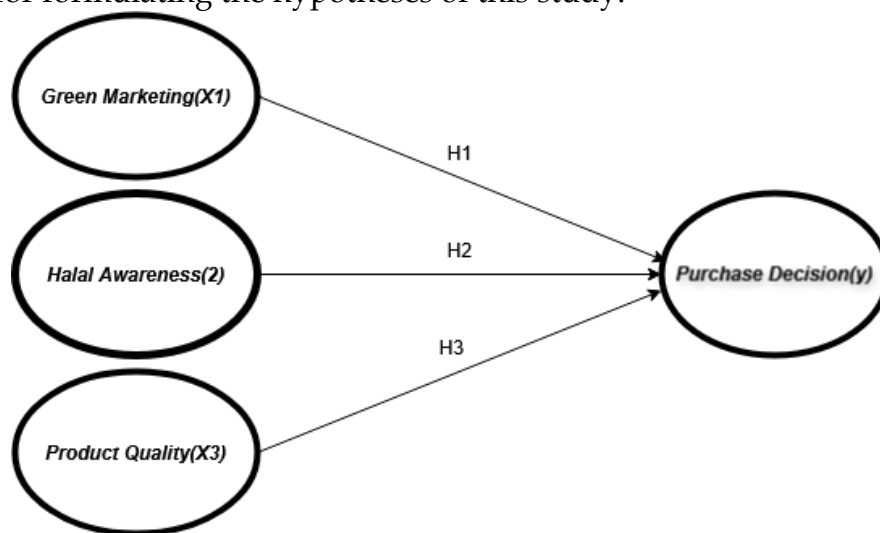


Figure 1. Conceptual Framework

H1: Green marketing has a positive and significant effect on purchasing decisions for Oasis bottled drinking water in Jakarta.

This hypothesis is supported by the studies of Wulandari and Wiyono (2023) and Satriadi et al. (2024), which indicate that the implementation of green marketing strategies can enhance positive consumer perceptions and encourage purchasing decisions.

H2: Halal awareness has a positive and significant effect on purchasing decisions for Oasis bottled drinking water in Jakarta.

This hypothesis is consistent with the findings of Sundari (2020) and Andari and Muanas (2023), which demonstrate that halal awareness is an important factor influencing purchasing decisions among Muslim consumers.

H3: Product quality has a positive and significant effect on purchasing decisions for Oasis bottled drinking water in Jakarta.

This hypothesis is supported by the studies of Maharani et al. (2023) and Setyadi et al. (2024), which state that product quality is a key determinant in establishing consumer trust and influencing purchasing decisions.

Research Conceptual Framework

The conceptual framework of this study is developed based on relevant theoretical perspectives and findings from previous studies. Consumers' purchasing decisions regarding Oasis bottled drinking water are influenced by several key factors, namely green marketing, halal awareness, and product quality.

Green marketing reflects a company's commitment to environmental sustainability, which can enhance its positive image and increase consumer trust. Halal awareness encourages Muslim consumers to choose products that are consistent with their religious values and beliefs. Meanwhile, product quality serves as a fundamental consideration in assessing the suitability, safety, and overall value of a product for consumption.

These three independent variables are expected to have direct effects on purchasing decisions as the dependent variable. This conceptual framework provides the basis for empirically testing the research hypotheses.

METHODOLOGY

This research applies a quantitative approach through a survey method (Sugiyono, 2019; Sekaran & Bougie, 2017). The quantitative approach was chosen because this study aims to empirically investigate the relationships and effects between variables using numerical data processed through statistical analysis. The survey method was implemented to collect information directly from respondents by means of a structured questionnaire (Malhotra, 2010; Sugiyono, 2019).

The research design used is causal research, also referred to as explanatory research (Sekaran & Bougie, 2017), which is intended to identify and explain causal relationships between independent and dependent variables. The independent variables examined in this study are green marketing, halal awareness, and product quality, while the dependent variable is the purchasing decision concerning Oasis bottled drinking water among consumers in Jakarta.

A cross-sectional research design was also applied (Malhotra, 2010), whereby data were gathered within a predetermined period without conducting repeated measurements of the same respondents. This design enables the researchers to capture consumers' perceptions and purchasing behavior during the period in which the research was carried out.

Research Population and Sample

The population of this study comprises consumers in Jakarta who have purchased and consumed Oasis bottled drinking water (Sugiyono, 2019). Because the total number of consumers in the population cannot be determined precisely, the sample was selected using a non-probability sampling approach.

The sampling technique applied was purposive sampling (Sugiyono, 2019), in which respondents are selected according to predetermined characteristics that correspond to the research objectives. The respondent criteria established for this study include: (1) living in the Jakarta area; (2) having previously purchased and consumed Oasis bottled drinking water; and (3) being willing to participate by completing the research questionnaire.

The number of respondents was established by considering the number of research indicators and the requirements for statistical analysis (Hair et al., 2014). Based on the recommendation of Hair et al. (2014), which suggests that the minimum sample size should range from 5 to 10 times the total number of indicators, this study involved 173 respondents. This sample size was considered adequate for conducting linear regression analysis.

Data Collection Techniques and Instrument Development

The data utilized in this research consist of primary and secondary data (Sugiyono, 2019). Primary data were collected directly from respondents through questionnaire distribution. The questionnaire was disseminated online through digital platforms to enable broader and more efficient respondent access (Sekaran & Bougie, 2017).

Secondary data were collected from various relevant supporting materials, such as textbooks, academic journals, previous research studies, and official documents. These secondary sources were utilized to reinforce the theoretical framework and provide support for interpreting and discussing the research results.

Research Instrument Development

A closed-ended questionnaire based on a Likert scale was employed as the primary research instrument (Sekaran & Bougie, 2017). The Likert scale was applied to assess respondents' levels of agreement with the statements presented in the questionnaire. A four-point scale was used, consisting of: (1) strongly disagree, (2) disagree, (3) agree, and (4) strongly agree.

The questionnaire items were formulated according to the indicators of each variable and adapted from relevant previous studies (Kotler & Keller, 2016; Sundari, 2020). The green marketing variable was assessed through indicators such as environmentally friendly products, environmentally friendly packaging, and green marketing communication. Halal awareness was measured based on consumers' understanding of halal principles, attention to halal labeling, and confidence in the halal status of the product and its production process. Product quality was evaluated based on product safety, taste, clarity, and packaging quality. Meanwhile, purchasing decision was measured through purchase confidence, brand preference, and repurchase decision.

Prior to its full distribution, the research instrument underwent validity and reliability testing (Malhotra, 2010; Hair et al., 2014). These tests were conducted to ensure that each questionnaire item was capable of measuring the intended research variables accurately and consistently.

Research Variables

The variables examined in this research comprise three independent variables, namely green marketing, halal awareness, and product quality, along with one dependent variable, namely purchasing decision. The indicators utilized to measure each variable in the study are presented as follows:

Table 1. Description of Research Variables

Variable	Variable Definition	Indicators	Reference
<i>Green Marketing</i> (X1)	The company's efforts to market products in a sustainable manner through the use of environmentally friendly materials, packaging, and promotional activities.	1. Environmentally friendly materials 2. Recyclable packaging 3. Environmentally conscious promotion 4. Corporate environmental commitment	Sinaga (2024)
<i>Halal Awareness</i> (X2)	Consumers' knowledge and awareness of the importance of products being halal in accordance with Islamic principles and safe for consumption.	1. Knowledge of halal labeling 2. Importance of halal certification 3. Trust in the halal production process 4. Halal status as a factor in purchasing decisions	Sundari (2020)
<i>Product Quality</i> (X3)	The ability of a product to meet consumer expectations in terms of taste, packaging, and safety.	1. Taste and clarity 2. Hygienic packaging 3. Product safety 4. Quality consistency	Maharani et al. (2023)
<i>Purchasing Decision</i> (Y)	A purchasing decision refers to the process of selecting among various available alternatives to fulfill consumers' needs or wants.	1. Product choice 2. Brand choice 3. Choice of distributor 4. Purchase timing 5. Purchase quantity	Supu et al. (2021)

Data Analysis Techniques

The data analysis process in this study was carried out systematically using statistical software, particularly SPSS (Ghozali, 2018). The analysis was conducted through several stages as follows (Ghozali, 2018):

1. **Descriptive Statistical Analysis**, which was used to provide an overview of the respondents' characteristics and describe the distribution of responses for each variable examined in the study.
2. **Validity Test**, which was performed to assess whether the research instrument was capable of measuring the variables accurately and in accordance with the intended measurement objectives.
3. **Reliability Test**, which was conducted to evaluate the consistency and stability of respondents' responses to the research instrument.

4. **Classical Assumption Tests**, which included normality, multicollinearity, and heteroscedasticity tests. These tests were performed to ensure that the data fulfilled the necessary assumptions before conducting multiple linear regression analysis.
5. **Multiple Linear Regression Analysis**, which was employed to analyze and determine the effects of green marketing, halal awareness, and product quality on purchasing decisions. (Ghozali, 2018)
6. **Hypothesis Testing**, which involved the t-test (partial test) and F-test (simultaneous test), as well as the coefficient of determination (R^2). These analyses were used to assess the significance of the relationships between the independent variables and the dependent variable and to determine the extent to which the independent variables explain variations in the dependent variable.

The equation used in this study is:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

- Y = Purchasing Decision
- β_1 = Regression coefficient for the *green marketing* variable
- β_2 = Regression coefficient for the *halal awareness* variable
- β_3 = Regression coefficient for the *product quality* variable
- X_1 = Green Marketing
- X_2 = Halal Awareness
- X_3 = Product Quality
- e = Error term

Specifications of Research Tools and Materials

The tools used in this study included hardware in the form of a computer or laptop capable of supporting statistical data processing, as well as software in the form of statistical data processing applications such as SPSS and word-processing applications for preparing the research report (Ghozali, 2018). The research materials consisted of a questionnaire developed based on the indicators of each research variable, data obtained from respondents' questionnaire responses, and supporting documents such as books, scientific journals, and other literature relevant to the research topic (Sugiyono, 2019; Sekaran & Bougie, 2017).

RESULTS AND DISCUSSION

Respondent Characteristics

The research instrument used to measure the variables of Green Marketing, Halal Awareness, Product Quality, and Purchasing Decisions was administered through a questionnaire distributed online using Google Forms. The population of this study consisted of people residing in the Special Capital Region of Jakarta (DKI Jakarta), particularly consumers of Oasis bottled drinking water, who served as the research subjects. A total of 173 questionnaires were distributed, with the respondent data presented as follows:

Age	Number	Percentage
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< 20 Years	17	10%
20-25 Years	108	62%
26-30 Years	38	22%
> 30 Years	10	6%
Total	173	100%

Gender	Number	Percentage
Female	103	59%
Male	70	41%
Total	173	100%

Highest Level of Education	Number	Percentage
High School/Vocational High School/Islamic High School (SMA/SMK/MA)	40	23%
Diploma 3 (D3)	21	12%
Diploma 4/Bachelor's Degree (D4/S1)	92	53%
Master's Degree (S2)	20	12%
Total	173	100%

Employment Status	Number	Percentage
Student	74	43%
Employed	93	54%
Housewife	1	1%
Trader	1	1%
Freelancer	1	1%
Unemployed	1	1%
Total	173	100%

Based on the results of the respondent data analysis, it can be seen that the majority of respondents in this study were in the 20-25 age group, accounting for 62%, followed by respondents aged 26-30 years at 22%, those under 20 years at 10%, and those over 30 years at 6%. These results indicate that the respondents were predominantly young individuals of productive age. In terms of gender, female respondents outnumbered male respondents, accounting for 59% and 41%, respectively.

Furthermore, based on the respondents' highest level of education, the majority held a Diploma 4/Bachelor's degree (D4/S1), accounting for 53%, followed by SMA/SMK/MA graduates at 23%, while respondents with D3 and S2 qualifications each accounted for 12%. This indicates that the majority of respondents had a relatively high level of educational attainment. Meanwhile, in terms of employment status, the respondents were predominantly employed individuals, accounting for 54%, followed by students at 43%. The remaining respondents, including housewives, traders, freelancers, and unemployed individuals, each accounted for 1%. These findings indicate that the respondents in this study were generally young, highly educated, and

economically active individuals, which may potentially influence their consumption behavior and purchasing decisions.

Evaluation of the Measurement Model (Outer Model)

The outer model evaluation in this study was conducted based on four main criteria for assessing the quality of the measurement model. These criteria include convergent validity, discriminant validity, composite reliability, and Cronbach's Alpha. These four criteria are used to ensure that each indicator adequately represents its respective construct accurately and consistently. The following figure presents a visualization of the research model analyzed.

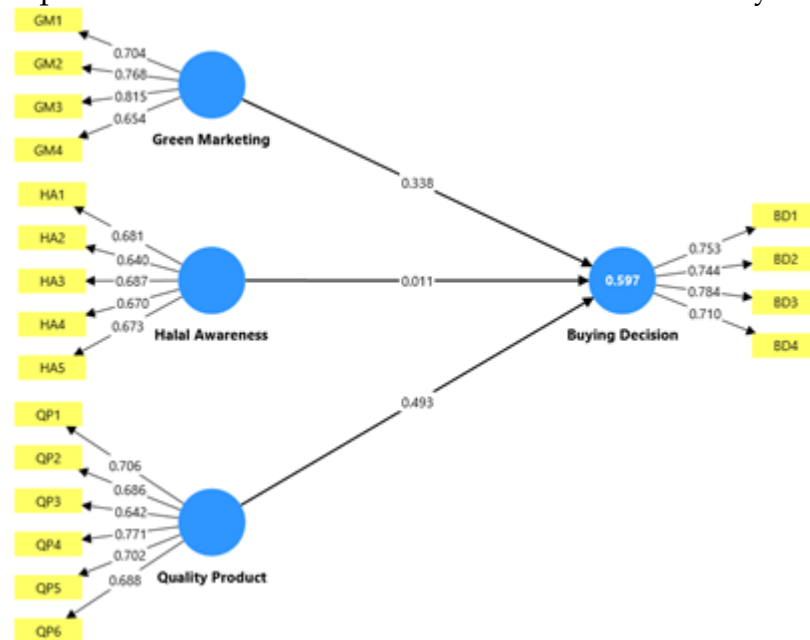


Figure 2. Visualization of the SmartPLS Outer Measurement Model

The visualization of the outer measurement model using SmartPLS illustrates the relationships between the latent variables and the indicators used in the study. Each latent variable, namely green marketing, halal awareness, product quality, and purchasing decisions, is represented by several indicators connected through their respective outer loading values. The outer loading values of the indicators are generally above the minimum threshold of 0.70, indicating that the indicators demonstrate good convergent validity in measuring the constructs under investigation.

Furthermore, the direction of the arrows from the latent variables to the indicators indicates that the model is reflective, in which the indicators represent reflections of their respective latent variables. Overall, this visualization indicates that the measurement model meets the required validity and reliability criteria and is therefore suitable for further analysis using the structural model (inner model).

Table 3. Outer Loading Values of the Research Indicators

Variable	Indicator	Outer Loading	Description
Green Marketing (GM)	GM1	0.704	Valid
	GM2	0.768	Valid

	GM3	0.815	Valid
	GM4	0.654	Valid
Halal Awareness (HA)	HA1	0.681	Valid
	HA2	0.640	Valid
	HA3	0.687	Valid
	HA4	0.670	Valid
	HA5	0.673	Valid
Product Quality (QP)	QP1	0.706	Valid
	QP2	0.686	Valid
	QP3	0.642	Valid
	QP4	0.771	Valid
	QP5	0.702	Valid
	QP6	0.688	Valid
Buying Decision (BD)	BD1	0.753	Valid
	BD2	0.744	Valid
	BD3	0.784	Valid
	BD4	0.710	Valid

Based on the outer loading test results for each indicator, all indicators associated with the research variables demonstrate loading values exceeding the minimum recommended threshold of 0.60. These findings indicate that the indicators used in this study satisfy the validity requirements and are sufficiently capable of representing the respective constructs being measured.

For the Green Marketing (GM) variable, the outer loading values range from 0.654 to 0.815. GM3 records the highest outer loading value at 0.815, whereas GM4 has the lowest value at 0.654. Despite the difference in loading values, all indicators remain above the required threshold and are therefore considered valid.

The Halal Awareness (HA) variable has outer loading values between 0.640 and 0.687. HA3 has the highest loading value of 0.687, while HA2 records the lowest value of 0.640. Although the values are relatively close to the minimum threshold, all indicators fulfill the established validity criteria and can be retained for subsequent analysis.

Meanwhile, the Product Quality (QP) variable shows outer loading values ranging from 0.642 to 0.771. QP4 demonstrates the highest loading value of 0.771, while QP3 has the lowest value of 0.642. These results demonstrate that each indicator contributes sufficiently to representing the Product Quality construct.

For the Buying Decision (BD) variable, the outer loading values fall within the range of 0.710 to 0.784. BD3 has the highest loading value at 0.784, while BD4 records the lowest value at 0.710. Since all values exceed the minimum threshold, all indicators of the Buying Decision variable can be considered valid.

Overall, the outer loading results demonstrate that all indicators meet the established criteria for convergent validity. Consequently, the indicators are

considered appropriate for use in the subsequent analysis of the structural model.

Table 4. HTMT and Fornell–Larcker Criterion

	Buying Decision	Green Marketing	Halal Awareness	Quality Product
Buying Decision	0.748	0.918	0.664	0.950
Green Marketing	0.682	0.738	0.843	0.899
Halal Awareness	0.488	0.596	0.670	0.756
Quality Product	0.731	0.684	0.558	0.700

Based on the table showing the results of the Fornell–Larcker Criterion test, all constructs included in this study can be considered to fulfill the requirements for discriminant validity. This can be observed from the square root of the Average Variance Extracted ($\sqrt{\text{AVE}}$) for each construct, which is greater than its correlation values with the other constructs.

The Buying Decision construct has a $\sqrt{\text{AVE}}$ value of 0.748, which exceeds its correlations with Green Marketing (0.682), Halal Awareness (0.488), and Product Quality (0.731). Similarly, Green Marketing has a $\sqrt{\text{AVE}}$ value of 0.738, which is higher than its correlations with the other constructs. For Halal Awareness, the $\sqrt{\text{AVE}}$ value is 0.670, exceeding its correlations with Buying Decision (0.488), Green Marketing (0.596), and Product Quality (0.558). Meanwhile, Product Quality records a $\sqrt{\text{AVE}}$ value of 0.700, which is greater than its correlation with Halal Awareness (0.558), although its value is relatively close to the correlation with Buying Decision (0.731).

Overall, the findings indicate that each construct is better able to explain the variance of its own indicators than the variance represented by other constructs. Thus, the research model can be considered to satisfy the discriminant validity requirements based on the Fornell–Larcker Criterion and can proceed to the subsequent analysis.

Structural Model Evaluation (Inner Model)

The results of the structural model (inner model) analysis indicate that green marketing, halal awareness, and product quality collectively have an influence on the purchasing decisions of Oasis bottled drinking water consumers in Jakarta. This conclusion is reflected in the positive path coefficients, suggesting that improvements in green marketing practices, increased halal awareness, and higher product quality are associated with stronger consumer purchasing decisions.

Furthermore, the R-square value obtained for the Buying Decision construct demonstrates the extent to which the three independent variables are capable of explaining variations in purchasing decisions. The remaining proportion is attributable to other factors that are not included within the scope

of this research. Therefore, the structural model applied in this study can be regarded as sufficiently appropriate and relevant for explaining the relationships among the variables under investigation.

In this study, hypothesis testing is conducted using three significance levels, namely 1%, 5%, and 10%. The results of the hypothesis testing based on the inner model are presented as follows.

Model 1 was used to test Hypotheses 1–3.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

- Y = Purchasing Decision
- α = Constant
- β_1 = Regression coefficient for the *green marketing* variable
- β_2 = Regression coefficient for the *halal awareness* variable
- β_3 = Regression coefficient for the *product quality* variable
- X_1 = Green Marketing
- X_2 = Halal Awareness
- X_3 = Product Quality
- e = Error term

Table 5. Hypothesis Testing

Hypothesis	Path	Coefficient	T-statistic	P-value	f-square	Result
H1	Green Marketing → Buying Decision	0.338	3.304	0.001	0.132	Accepted
H2	Halal Awareness → Buying Decision	0.011	0.104	0.917	0.000	Rejected
H3	Product Quality → Buying Decision	0.493	4.987	0.000	0.299	Accepted

Based on the hypothesis testing results presented in the table, the green marketing variable demonstrates a positive and significant effect on purchasing decisions. This is indicated by a path coefficient of 0.338, a t-statistic of 3.304 (>1.96), and a p-value of 0.001 (<0.05). Therefore, the first hypothesis (H1) is accepted. In contrast, the halal awareness variable does not demonstrate a significant effect on purchasing decisions, as reflected by a coefficient of 0.011, a t-statistic of 0.104 (<1.96), and a p-value of 0.917 (>0.05). Consequently, the second hypothesis (H2) is rejected. Meanwhile, product quality has a positive and significant effect on purchasing decisions, with a coefficient of 0.493, a t-statistic of 4.987 (>1.96), and a p-value of 0.000 (<0.05). Thus, the third hypothesis (H3) is accepted.

The R-square value of 0.597 indicates that green marketing, halal awareness, and product quality collectively explain 59.7% of the variation in purchasing decisions. The remaining 40.3% can be attributed to other variables that are not included in this research model. In addition, the adjusted R-square value of 0.590 confirms the model's ability to explain the dependent variable. The SRMR value of 0.083 also suggests that the proposed model demonstrates an acceptable level of model fit.

Based on the hypothesis testing findings, it can be concluded that the independent variables do not all have significant effects on purchasing decisions. Green marketing and product quality have positive and significant effects, resulting in the acceptance of both hypotheses. Conversely, halal awareness does not significantly affect purchasing decisions, leading to the rejection of its corresponding hypothesis. Furthermore, the research model has a relatively strong explanatory capacity, as 59.7% of the variation in purchasing decisions can be explained by the three variables examined, whereas the remaining percentage is associated with other factors beyond the research model.

CONCLUSION AND RECOMMENDATIONS

Conclusion

The findings of this study demonstrate that green marketing and product quality have positive and significant effects on purchasing decisions for Oasis bottled drinking water in Jakarta. This finding implies that more effective implementation of environmentally oriented marketing strategies and better product quality can contribute to stronger consumer purchasing decisions.

Conversely, halal awareness does not have a significant effect on purchasing decisions. This suggests that although consumers may possess awareness regarding halal considerations, such considerations are not necessarily the main determinant in their decision to purchase bottled drinking water.

Furthermore, the research model explains 59.7% of the variation in purchasing decisions, while the remaining 40.3% is attributable to other factors that were not examined in this study. Among the variables investigated, product quality represents the most dominant factor affecting consumers' purchasing decisions, followed by green marketing.

Recommendations

Based on the findings of this study, several recommendations can be provided. For companies, particularly producers of Oasis bottled drinking water, it is recommended that they continue to improve product quality because it was found to be the most influential factor affecting consumers' purchasing decisions. Companies should also optimize their green marketing strategies by emphasizing environmentally friendly aspects of packaging, production processes, and marketing communications in order to attract consumers who are increasingly concerned about environmental issues.

Although halal awareness was not found to have a significant effect on purchasing decisions, companies should continue to maintain and strengthen

consumer trust regarding the halal status of their products through clear halal certification and continuous consumer education, particularly given the predominantly Muslim consumer market in Indonesia.

For future researchers, it is recommended that additional variables, such as price, promotion, brand image, and lifestyle, be incorporated to provide a more comprehensive explanation of purchasing decisions. Future studies are also encouraged to expand the geographical coverage and employ a mixed-method approach to obtain deeper and more comprehensive insights into consumer purchasing behavior.

FURTHER STUDY

This study has several limitations. First, the geographical scope was limited to Jakarta, meaning that the findings cannot necessarily be generalized to consumers in other regions. Second, the variables examined were limited to green marketing, halal awareness, and product quality, and therefore did not include other factors that may influence purchasing decisions.

The use of questionnaires may also introduce potential respondent subjectivity or response bias. In addition, the quantitative approach used in this study does not allow for an in-depth exploration of the reasons underlying consumer behavior. Therefore, future research is recommended to expand the geographical scope, incorporate additional variables, and employ mixed methods to obtain more comprehensive findings.

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