



Greenwashing and Promotion: Their Influence on Le Minerale Repurchase Intention

Alviani Tri Wulandari¹, Kurniawati Darmaningrum², Darsono³

^{1,2,3}Management Study Program, Faculty of Economics and Business, Tunas Pembangunan University, Surakarta, Indonesia

Article Info

Article history:

Received Jun 23, 2025

Revised Jul 21, 2025

Accepted Aug 28, 2025

Online First Aug 31, 2025

Keywords:

Greenwashing

Promotion

Repurchase Intention

ABSTRACT

Purpose of the study: The main object tive of this study is to examine the influence of greenwashing perception and promotion on repurchase intention packaged drinking water products of Le Minerale.

Methodology: The methodology used is a quantitative approach. The study was conducted with 133 respondents who had purchased Le Minerale. Data analysis techniques used in this study include instrument testing, classical assumption testing, hypothesis testing using partial tests (t-test), simultaneous tests (f-test), coefficient of determination and multiple linear regression analysis using the SPSS Statistics version 27 application.

Main Findings: The results of the tests carried out in this study show that the perception of greenwashing and promotions has a positive and significant influence on the decision to repurchase intention packaged drinking water products () of Le Minerale.

Novelty/Originality of this study: This study breaks new ground by specifically examining the influence of greenwashing perception and promotion on repurchase intention packaged drinking water products () market, focusing exclusively on the Le Minerale brand. While previous studies have explored greenwashing and repurchase intention separately or in a broader context, this study uniquely synthesizes these elements within a specific market dynamic in Indonesia and for a leading brand and offers new insights for academic understanding and marketing strategies in this significant product category.

This is an open access article under the [CC BY](https://creativecommons.org/licenses/by/4.0/) license



Corresponding Author:

Alviani Tri Wulandari,

Management Study Program, Faculty Economics and Business, Tunas Pembangunan University.

Balekambang Loe Street No.1,Manahan,Central Java,57139, Indonesia.

Email: alvianitriwulandari@gmail.com

1. INTRODUCTION

Environmental issues, particularly plastic waste, are a major concern in Indonesia. In 2022, Indonesia's waste volume reached 36 million tons, with only a small 15% processed and 13% recycled. This problem is exacerbated by an estimated 620,000 metric tons of plastic waste entering waterways and oceans. Indonesia is even projected to be the second country globally with the lowest plastic waste management rate by 2025. Public awareness of environmental issues has fueled a growing interest in eco-friendly products. Surveys indicate that 60.5% of consumers purchase such products to help preserve the Earth. This trend encourages companies to adopt green marketing strategies to build a positive brand image and demonstrate social responsibility, making the scrutiny of such claims more critical than ever to prevent a loss of public trust in genuine environmental efforts [1].

This shift in consumer behavior is particularly evident in the highly competitive bottled water industry, which has over 2,100 producers, brands like Le Minerale strive to attract consumers. Le Minerale, launched in 2015 by PT Tirta Fresindo Jaya [2], Le Minerale has quickly become a significant competitor to Aqua, targeting

similar middle-class consumers concerned with water quality. Emphasizing its natural mineral content and three-layer protective packaging. Despite intense competition, Le Minerale has achieved the second-highest market share by value in Indonesia's market, with 74.7% of consumers favoring it in 2023 [3]. A key strategy for Le Minerale is its eco-friendly approach, communicating "Eco Friendly" and "Recyclable" claims for its PET single-use gallons. According to Nguyen et al., [4] this strategy faces scrutiny for greenwashing, as efforts to appear environmentally friendly may not align with actual impact. Consumer awareness of greenwashing can significantly influence their perception and purchasing behavior [5]. Just as effective promotion helps communicate product benefits and compete in the social media era [6]. Despite some promotional success, Le Minerale's Top Brand Index data suggests there is still room to convert brand awareness into stronger consumer interest and repurchase behavior [7].

While numerous studies have explored greenwashing and promotion in relation to consumer behavior in various global contexts, a significant gap remains in understanding their intricate influence on repurchase intention within the specific nuances of the Indonesian market. Previous research often lacks a granular focus on local brands and the unique consumption culture prevalent in Indonesia, where public perception of green brands can be heavily influenced by localized marketing efforts and socio-environmental discourse. This study addresses this critical gap by uniquely synthesizing the elements of greenwashing perception and promotion, focusing exclusively on the Le Minerale brand within the Indonesian packaged drinking water market. Furthermore, this research distinguishes itself by specifically investigating the responses of Gen Z consumers in Indonesia.

This demographic, characterized by high digital literacy and increasing environmental consciousness, yet simultaneously exposed to pervasive digital marketing, offers a crucial lens through which to examine the dynamics of perceived greenwashing and promotional effectiveness. By focusing on this specific demographic and a leading local brand, this study aims to provide novel insights into how perceived greenwashing claims and promotional strategies interact to shape repurchase intentions in a culturally distinct and rapidly evolving consumer landscape. This targeted approach offers a unique contribution to both academic understanding and practical marketing strategies for brands in Indonesia. Based on this background, this research focuses on the the influence of greenwashing and promotion on the decision to repurchase intention packaged drinking water products of le minerale.

2. RESEARCH METHOD

2.1. Types of Research

This study uses a quantitative approach with a survey method. The quantitative approach was chosen because this study aims to statistically measure the influence of independent variables (greenwashing and promotion) on the dependent variable (repurchase decisions). The survey method was used to collect primary data from respondents who had purchased Le Minarale bottled drinking water () products.

2.2. Population and Samples

The population in this study who have previously purchased Le Minerale bottled water. The sampling method is non-probability sampling, specifically purposive sampling [8]. Given the population of 133, the calculated sample size is 99.81, which is rounded up to 100 respondents with a 5% (0.05) sampling error. This means not every member of the population has an equal chance of being selected. Instead, respondents are chosen based on specific criteria: they must have purchased Le Minerale bottled water and are assumed to understand and accurately complete the questionnaire.

2.4. Instruments

The main instrument used in this research is a closed questionnaire with a Likert scale of 1-5 (1 = Strongly Disagree, 5 = Strongly Agree) [9]. The questionnaire was designed to measure respondents influence of greenwashing perception and promotion on repurchase intention packaged drinking water products () of Le Minerale.

2.5 Data Collection Techniques

Data collection was conducted using Google Forms, distributed via Whatsapp Messenger community groups and shared across various social media platforms. This technique offers a highly flexible and relatively easy method of data collection. The collected data was subsequently processed and analyzed using SPSS Version 27 software, allowing for comprehensive statistical analysis of the research findings [10].

The framework in this study assumes that the three independent variables, namely greenwashing and promotion, have an influence on the dependent variable, namely repurchase intention decisions partially or simultaneously. The framework in this study, namely :

2.7. Research Procedure

This research was conducted through a series of systematic stages. First, the preparation phase began with observing relevant and publicly trending phenomena, such as environmental issues and product promotion strategies. The identified problems were then further elaborated through a comprehensive literature review of previous studies concerning greenwashing, promotion, repurchase intention, and the characteristics of packaged drinking water products () [17]-[19]. In this stage, the type of research to be employed, specifically a quantitative approach, and the appropriate statistical analysis methods were also determined. Subsequently, research proposal development was carried out, involving the drafting of the proposal and the formulation of the background, problem statement, objectives, benefits, and theoretical framework. Researchers also collected literature from previously validated studies to support the theoretical basis and hypothesis formulation. Finally, the determination of the population and sample for the study was conducted through field observations. The sample specifically consisted of millennial and Gen Z adolescents who have consumed products and are susceptible to the potential influence of greenwashing and promotion.

The second stage, data collection, involved distributing questionnaires to respondents using the Google Forms platform to ensure efficiency and reach. [20]-[22] The gathered data then underwent initial processing using SPSS version 27 software. Subsequently, validity and reliability tests were conducted on the data to ensure the quality and dependability of the research instruments.

The third stage, data analysis, involved a series of statistical tests performed in accordance with the research design. The analysis began with validity and reliability tests of the collected questionnaires [23]-[25]. Following this, regression analysis was applied to understand the relationship between the independent variables (greenwashing and promotion) and the dependent variable (repurchase intention). Hypothesis testing was then conducted, utilizing both the t-test for partial examination and the F-test for simultaneous examination [26]-[28].

In the final stage, the research report and conclusions were compiled comprehensively based on the findings from the data collection and analysis phases. Conclusions were then drawn regarding the influence of greenwashing and promotion on the repurchase intention decision for Le Minerale bottled drinking water products (). The following is a procedure chart for this research :

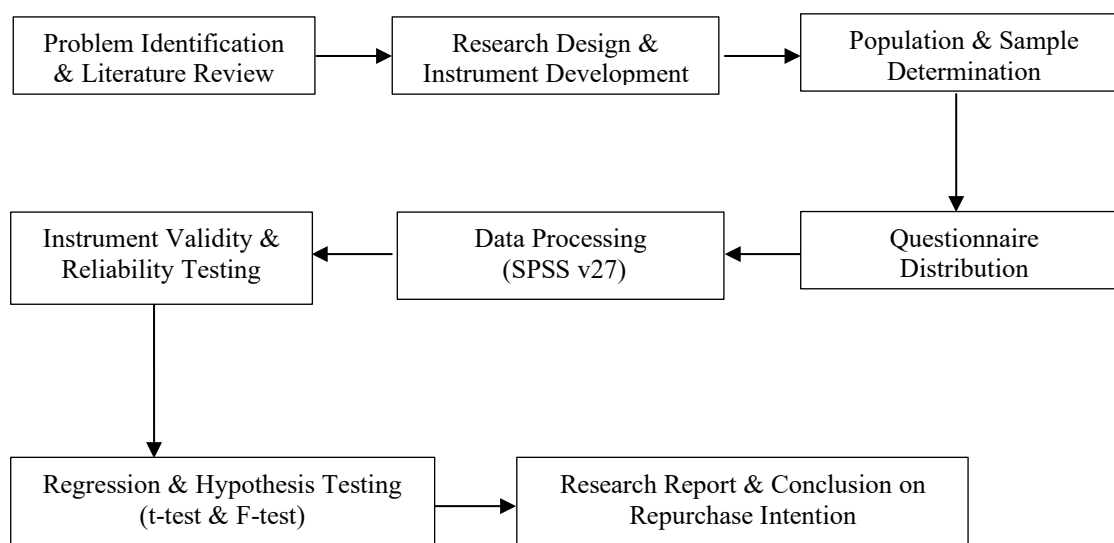


Figure 2. Procedure Chart

3. RESULTS AND DISCUSSION

3.1. Responden Demographics

To explain the characteristics of the respondent data, a descriptive analysis was conducted as presented in Table 1.

Table 1. Demographics of Respondents Based on Gender

Gender	Total	Percentage
Male	47	47%
Female	53	53%
Total	100	100%

Based on the gender distribution, the majority of respondents in this study who consume Le Minerale bottled drinking water are female.

Table 2. Demographics of Respondents Based on age

Age	Total	Percentage
17-20 Years	14	14%
21-30 Years	82	82%
31-40 Years	2	2%
41-50 Years	2	2%
Total	100	100%

Based on the age distribution, the majority of Le Minerale consumers in this study are between 21-30 years old. This demographic largely represents Generation Z and young millennials, which are crucial segments for understanding contemporary consumption patterns.

Table 3. Demographics of Respondents Based on Educational Background

Educational Background	Total	Percentage
Junior High School	2	2%
Senior High School	65	65%
Associate's Degree	8	8%
Bachelor's Degree	25	25%
Total	100	100%

Based on the educational background, the majority of respondents in this study have completed their latest education at the high school level. This suggests a consumer base that is generally well-informed and capable of processing diverse information, including marketing claims.

Table 4. Demographics of Respondents Based on Occupations

Occupation	Total	Percentage
Student	52	52%
Civil Servant (ASN)	12	12%
Private Sector Employee	23	23%
Entrepreneur	11	11%
Fresh Graduate	1	1%
Housewife	1	1%
Total	100	100%

Based on the respondents' occupations, the majority of Le Minerale consumers in this study are students. This reinforces the focus on a young, potentially trend-sensitive demographic.

Table 5. Demographics of Respondents Based on Purchase Frequency

Purchase Frequency	Total	Percentage
Frequent (buys more than 3x a week)	63	63%
Sometimes (buys 1-3x a week)	27	27%
Rarely (buys less than 3x a week)	10	10%
Never (never buys at all)	0	0%
Total	100	100%

Based on purchase frequency, the majority of respondents in this study buy Le Minerale bottled drinking water more than 3 times a week. This high frequency suggests strong existing engagement with the brand.

Table 6. Demographics of Respondents Based on Familiarity with Eco-Friendly Claims

Familiarity with Eco-Friendly Claims	Total	Percentage
Yes (familiar with eco-friendly claims)	95	95%
No (not familiar with eco-friendly claims)	5	5%
Total	100	100%

Based on the data, respondents in this study are highly familiar with Le Minerale's environmental claims regarding bottled drinking water. This high familiarity underscores the relevance of examining greenwashing perceptions among this group.

Table 7. Demographics of Respondents Based on Advertisement Exposure

Advertisement Exposure	Total	Percentage
Television	25	25%
Youtube	34	34%
Social Media (Tiktok, Instagram, dan Twitter)	32	32%
Product Packaging	9	9%
Other People	0	0 %
Total	100	100%

Based on the data, consumers of Le Minerale bottled drinking water in this study mostly see advertisements on YouTube (34%) and social media (32%). This highlights the dominance of digital platforms in shaping brand perceptions, particularly among younger consumers like Gen Z.

While these demographics confirm the sample is suitable for measuring the variables under investigation, it is important to acknowledge the limitations of this study. Given the specific sampling method and the sample size of 100 respondents, these findings may not be generalizable to the entire Indonesian consumer population. The results are primarily representative of the specific demographic profile captured in this study, namely students and young professionals who are frequent consumers of Le Minerale and are highly exposed to its digital marketing. Future research with a broader and more diverse sample could provide a more comprehensive view of the national market.

3.2. Statistical Analysis Results

Table 8. Regression Analysis & T Test Results

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. error	Beta			
Constant	1.390	1.314		1.058	0.293	
Greenwashing (X1)	0.198	0.079	0.249	2.512	0.014	2.033
Promosi (X2)	0.581	0.109	0.529	5.322	0.000	2.033

Based on the data above, the Constant is 1.390. The β_1 coefficient for Greenwashing (X1) is 0.198, meaning that if the greenwashing (X1) variable is assumed to increase by 1 variance, it can lead to an increase in (Y) by 0.198 variance with a significance of 0.014. The β_2 coefficient for Promotion (X2) 0.581, meaning that if the promotion (X2) variable is assumed to increase by 1 variance, it can lead to an increase in (Y) by 0.581 variance with a significance of 0.000. Thus, the multiple linear regression equation is:

$$Y = 1,390 (X1) + 0,198 (X2) + 0,581 + e$$

As the results is $p < 0.05$, the greenwashing variable (X1) has a positive and significant effect on purchase decisions (Y), evidenced by a Sig. value of $0.014 < 0.05$ and a t-count value of $2.512 > t\text{-table of } 1.984$. The promotion variable (X2) also has a positive and significant effect on purchase decisions (Y), with a Sig. value of $0.000 < 0.05$ and a t-count value of $5.322 > t\text{-table of } 1.984$. VIF value < 10.00 . Therefore, it can be concluded that the data does not show symptoms of multicollinearity.

Table 9. F Test Analysis Results

	Sum Of Squares	df	Mean Square	F	Sig.
Regression	558.008	2	279.004	54.564	0.000
Residual	495.992	97	5.113		
Total	1054.000	99			

Based on the F-test results in the table, the F-count value is 54.564. Since the F-count value is $> F\text{-table } (3.089)$, we can conclude that H_0 is rejected and H_a is accepted. This means that together, the greenwashing variable (X1) and the promotion variable (X2) have a significant effect on the repurchase intention variable (Y).

The Adjusted R-squared value of 0.521 indicates that 52.1% of the variation in the dependent variable (Y) is explained by the independent variables (X1 and X2). This value provides a more accurate measure of the model's explanatory power, taking into account the number of predictors.

3.3. The Effect of Greenwashing (X1) on Repurchase Intention

The statistical results indicate a positive and significant effect of the Greenwashing variable (X1) on the repurchase intention variable (Y). While statistically significant, this finding requires a nuanced interpretation. The positive influence observed is likely a short-term, superficial effect rather than an indicator of long-term trust or genuine brand loyalty. Conventionally, greenwashing is seen as detrimental to consumer trust and purchasing behavior [29]-[31]. However, this study suggests that for a segment of consumers, greenwashing claims can create an initial appeal, capturing their attention and raising awareness of a brand's purported environmental efforts. For Le Minerale, this implies that their "Eco Friendly" and "Recyclable" claims, even if perceived as unsubstantiated by some, succeed in positioning the brand within Indonesia's growing environmental discourse. This initial awareness may lead consumers, particularly those with a nascent sense of environmental responsibility, to consider purchasing the product, perceiving it as a more environmentally sound choice [32]-[34].

However, this observed positive influence represents a surface-level trust and an initial appeal, and it does not translate into genuine, long-term trust or sustained repurchase intent. It likely reflects a behavioral response to persuasive green messaging rather than a deep-seated value alignment with the brand's true sustainability. While young people in Indonesia are increasingly environmentally conscious, they are also savvy consumers prone to skepticism [35]-[37]. A significant 55% of global consumers remain skeptical of companies' green claims, indicating a discerning consumer base that seeks authenticity. Therefore, the positive effect of greenwashing should be viewed as a critical warning for Le Minerale: while it may generate initial interest, it risks eroding long-term consumer trust and loyalty if not backed by genuine, transparent practices. This highlights a societal implication: consumers, especially younger generations, are becoming more aware of corporate responsibility, but their initial purchasing behaviors can still be swayed by superficial claims [38]-[40].

Additionally, this study did not account for the potential interaction between greenwashing and promotional activities. We propose that perceptions of promotion may moderate or mediate the impact of greenwashing. It is possible that the effectiveness of greenwashing is amplified or neutralized by the type and intensity of a brand's promotional campaigns. For example, a brand's widespread and emotive advertising may magnify the initial, positive impact of greenwashing, making consumers more susceptible to a brand's claims, even if they lack substance. Further research is needed to explore this complex dynamic.

3.4. The Effect of Promotion (X2) on Repurchase Intention

The results consistently show that the Promotion variable (X2) has a strong positive and significant influence on the repurchase intention variable (Y). This finding aligns with the expectation that effective promotional strategies are vital for consumer engagement and repurchase decisions. For Le Minerale, this means that their efforts in high-quality presentation, persuasive messaging, and broad reach through promotional channels, particularly digital media, are highly effective in driving consumer repurchase behavior. The high exposure of respondents to advertisements on YouTube (34%) and social media (32%), especially among the dominant Gen Z demographic (ages 21-30, students), underscores the importance of these platforms in Indonesia's contemporary consumption culture.

Beyond simply eliciting a behavioral response effective promotion can also contribute to shaping a value system among young consumers. When Le Minerale uses "persuasive, polite language" and frequently hosts "specific events", it does more than just inform; it builds a brand narrative and fosters a positive perception that might subtly align with consumers' aspirations for quality, health, or even modern lifestyle. For Gen Z in Indonesia, who are highly connected and value community and authenticity, consistent and engaging promotions across their preferred digital channels can embed brand values that resonate deeper than mere product features [41], [42]. While the study primarily measures the influence on repurchase intention (a behavioral outcome), the pervasive nature of digital promotions suggests a continuous reinforcement of brand image that can influence consumer preferences and even contribute to their understanding of what constitutes a "good" or "responsible" brand [43], [44]. This demonstrates that promotion is not merely a transactional tool but a powerful instrument for cultural shaping and reinforcing consumer values in the Indonesian context, influencing decisions beyond immediate needs to a more holistic perception of the brand's role in their lives. The fact that a large portion of respondents are high school/vocational graduates (65%), considered "mature and knowledgeable about the products they consume", further supports the idea that these consumers actively process and internalize promotional messages, leading to informed repurchase decisions rather than purely impulsive ones.

The finding regarding the positive influence of promotions on repurchase intentions is consistent with various previous marketing studies. For example, research by Firdayanti et al. [6] on brands in Samarinda also found that promotions significantly influenced purchase decisions, reinforcing the general principle that effective communication strategies drive consumer behavior. While the statistically positive effect of greenwashing on

repurchase intentions may seem counterintuitive at first glance, it is supported by studies showing that consumers, particularly those with a growing environmental awareness, may be initially influenced by eco-friendly claims, despite their existing skepticism [4]. This suggests an initial behavioral response driven by surface-level awareness, rather than deeper value alignment, echoing observations from previous literature highlighting the complex interplay between perceived eco-friendliness and actual consumer beliefs. The high familiarity with eco-friendly claims among respondents in this study (95%) further supports the notion that consumers are exposed to and recognize these claims, although their interpretations vary.

This study aims to investigate the influence of greenwashing and promotional activities on repurchase intentions among the Gen Z demographic in Indonesia, with a specific focus on the Le Minerale brand. These findings confirm that both factors have a significant and positive effect on repurchase intention. Specifically, this analysis reveals that consumer perceptions of greenwashing, even superficial ones, and exposure to strong promotional campaigns, particularly on digital platforms such as YouTube and social media, directly contribute to the likelihood of consumers' repurchasing a product. This aligns with previous literature showing that even though consumers are becoming more environmentally conscious, they can still be influenced by a brand's perceived green efforts and effective marketing [1]-[3]. These results provide valuable insights for Le Minerale and other Indonesian manufacturers, emphasizing the importance of digital promotions in shaping consumer behavior and the impact of nuanced green claims on the predominantly Gen Z market. However, this study has several limitations. First, its cross-sectional design and reliance on self-reported data may not fully capture the dynamic nature of consumer perceptions or long-term behavioral changes. Second, although the statistical influence of greenwashing has been identified, this study does not explore in depth the qualitative aspects of consumer skepticism or differentiate between initial behavioral pull versus deeper alignment with brand values. Based on these findings and limitations, several recommendations for future research are proposed. First, qualitative studies could be conducted to explore Gen Z's environmental awareness and their specific interpretations of eco-friendly claims. This could help uncover whether promotions drive genuine brand value alignment or merely transactional behavior. Second, a longitudinal research design would be beneficial to examine the long-term impact of greenwashing and promotions on brand trust and loyalty, especially as consumer skepticism toward superficial eco-friendly claims continues to rise. Third, comparative studies involving local and international brands could provide a broader understanding of market dynamics and consumer responses across different branding strategies.

4. CONCLUSION

The findings of this study clearly demonstrate that perceived greenwashing and promotions have a positive and significant influence on repurchase intentions for Le Minerale products. This confirms the direct impact of perceived environmental claims and marketing efforts on consumers' decisions to repurchase the brand. The specific focus on the Le Minerale brand and its predominantly Generation Z Indonesian consumer base highlights the unique dynamics within this market.

Finally, future research could investigate the mediating or moderating role of factors such as consumer environmental literacy, perceived authenticity of green claims, or digital media consumption habits to provide more comprehensive insights into repurchase intentions in the Indonesian context.

REFERENCES

- [1] Kementerian Lingkungan Hidup dan Kehutanan, "Data dan Informasi Persampahan Nasional Tahun 2022," Badan Pusat Statistik.
- [2] PT Tirta Fresindo Jaya, "Tentang Le Minerale," Le Minerale.
- [3] M Aditya, "7 Merek Air Mineral dalam Botol Favorit Masyarakat Indonesia 2023," data.goodstats.id.
- [4] T. T. H. Nguyen, Z. Yang, N. Nguyen, L. W. Johnson, and T. K. Cao, "Greenwash and green purchase intention: The mediating role of green skepticism," *Sustainability (Switzerland)*, vol. 11, no. 9, May 2019, doi: 10.3390/su11092653.
- [5] Yu-Shan Chen, "The drivers of green brand equity: Green brand image, green satisfaction, and green trust," *Journal of Business Ethics*, 2010.
- [6] D. I. Firdayanti, L. R. Jonathan, and D. Heriyanto, "Pengaruh Produk, Harga dan Promosi Terhadap Keputusan Pembelian Air Minum Dalam Kemasan (AMDK) Merek Le Minerale di Samarinda."
- [7] N. J. Jesslyne, S. Bangsawa, M. R. Ramelan, and S. Bangsawan, "Pengaruh promosi media sosial produk le minerale pt. Fresindo jaya terhadap niat beli konsumen," 2022.
- [8] Uma Sekaran and Roger Bougie, *Research Methods for Business: A Skill Building Approach*, 7th ed. John Wiley & Sons, 2016.
- [9] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, 2018.
- [10] S Santoso, *Menguasai SPSS 25: Olah Data Statistik dari Pemula Sampai Mahir*. Elex Media Komputindo, 2018.
- [11] Imam Ghozali, *Aplikasi Analisis Multivariat dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro, 2018.

- [12] M. Br Marbun, H. Ali, and F. Dwikoco, "Pengaruh promosi, kualitas pelayanan dan keputusan pembelian terhadap pembelian ulang (literature review manajemen pemasaran)," *JURNAL MANAJEMEN PENDIDIKAN DAN ILMU SOSIAL*, vol. 3, no. 2, pp. 716–727, Sep. 2022, doi: 10.38035/jmpis.v3i2.1134.
- [13] M. Raja, A. Haji, S. Desrianty Machmud, M. Wijaya, and A. N. Rahmanto, "Pengaruh Promosi dan Kualitas Pelayanan Terhadap Keputusan Pembelian Ulang (Studi Kasus pada Surplus 88)," *Jurnal Bahtera Inovasi*, vol. 7, no. 2, 2023.
- [14] S. S. Sam, N. Z. Habib, N. C. Aun, C. S. Yong, M. J. K. Bashir, and T. W. Ping, "Blended waste oil as alternative binder for the production of environmental friendly roofing tiles," *J Clean Prod*, vol. 258, p. 120937, Jun. 2020, doi: 10.1016/j.jclepro.2020.120937.
- [15] S. M. Z. A. Tarabieh, "The impact of greenwash practices over green purchase intention: The mediating effects of green confusion, Green perceived risk, and green trust," *Management Science Letters*, pp. 451–464, 2021, doi: 10.5267/j.msl.2020.9.022.
- [16] S. A. Fadilah, . A., and G. R. Wibawa, "Pengaruh Green Marketing Mix Terhadap Keputusan Pembelian AMDK Le Minerale (Survei pada konsumen Air Mineral Dalam Kemasan Le Minerale di Tasikmalaya)," *Jurnal Multidisiplin Dehasen (MUDE)*, vol. 3, no. 3, Jul. 2024, doi: 10.37676/mude.v3i3.6429.
- [17] T. Olivia, R. Breliastiti, Jeninfer, and A. E. Hanjaya, "Mewaspadai Praktik Greenwashing Dalam Implementasi ESG," *Journal of Business And Entrepreneurship*, vol. 12, no. 2, Feb. 2025, doi: 10.46273/Seejxq04.
- [18] S. A. Fadilah, . A., and G. R. Wibawa, "Pengaruh Green Marketing Mix Terhadap Keputusan Pembelian AMDK Le Minerale (Survei pada konsumen Air Mineral Dalam Kemasan Le Minerale di Tasikmalaya)," *Jurnal Multidisiplin Dehasen (MUDE)*, vol. 3, no. 3, Jul. 2024, doi: 10.37676/mude.v3i3.6429.
- [19] R. A. Afianto and J. Waskito, "Impact of Greenwashing and Perceived Value on Purchase Intention in the Bottled Drinking Water Industry: Mediating Role of Trust," *Journal of Enterprise and Development*, vol. 7, no. 1, pp. 79–91, Jan. 2025, doi: 10.20414/jed.v7i1.12795.
- [20] J. W. Creswell and J. D. Creswell, *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, 6th ed. SAGE Publications., 2023.
- [21] P. Kotler, K. L. Keller, and A. Chernev, *Marketing Management*, 16th ed. Pearson Education, 2024.
- [22] Del. L. Hawkins, D. L. Mothersbaugh, and S. B. Kleiser, *Consumer Behavior: Building Marketing Strategy*, 15th ed. McGraw Hill, 2023.
- [23] G. Armstrong and P. Kotler, *Prinsip-prinsip Pemasaran*, 14th ed. Jakarta: Erlangga, 2014.
- [24] Philip Kotler and Kevin Lane Keller, *Marketing Management*, 15th ed. Pearson Education, 2016.
- [25] Suryani, *Perilaku Konsumen: Implikasi pada Strategi Pemasaran*. Graha Ilmu, 2016.
- [26] Mary Walker and Fang Wan, "The Harm of Symbolism: Greenwashing and Stakeholder Legitimacy," *Journal of Management Studies*, vol. 49, no. 7, pp. 1269–1296, Nov. 2012, doi: 10.1111/j.1467-6486.2012.01072.x.
- [27] Verónica Ferrón-Vílchez, Raquel M Fernández-Salas, and Dolores Gallardo-Vázquez, "Greenwashing and Deceptive Green Practices: A Systematic Literature Review," *Sustainability*, vol. 13, no. 21, p. 11883, 2021.
- [28] Riccardo Torelli, Andrea Carfora, and Daniel Cama, "Greenwashing Taxonomy: A Classification of Corporate Deceptive Communication," *Corp Soc Responsib Environ Manag*, vol. 27, no. 5, pp. 2381–2396, 2021.
- [29] A. F. Forgione, I. Laguir, and R. Stagliano, "Effect of corporate social responsibility scores on bank efficiency: The moderating role of institutional context," *Corp Soc Responsib Environ Manag*, vol. 27, no. 5, pp. 2094–2106, Sep. 2020, doi: 10.1002/csr.1950.
- [30] Sergio V. J. de Freitas Netto, Marcelo C. Sobra, Rosane P. Ribeiro, and Genival R Soares, "Greenwashing: Definition, Causes, and Challenges for Sustainable Development," *Environmental Science and Pollution Research*, vol. 27, no. 2, pp. 1776–1786, 2020.
- [31] Marco Pizzetti, Ida D'Adamo, and Fabio Renga, "Corporate Social Responsibility and Green Marketing: A Review of the Literature and Future Research Directions," *Sustainability*, vol. 13, no. 8, pp. 43–44, 2021.
- [32] Jenny Johnsson, Liro Jussila, and Janne Lahti, "Sustainability Communication in Companies: Exploring the Effects on Consumer Trust and Purchase Intention," *Research Report University of Vaasa*, 2020.
- [33] P. Sun *et al.*, "Quantitative evaluation of the synergistic effect of biochar and plants on immobilization of Pb," *J Environ Manage*, vol. 316, p. 115200, Aug. 2022, doi: 10.1016/j.jenvman.2022.115200.
- [34] Ting Zhang, Xing Li, Ling Ma, and Ran Li, "Green marketing strategies and their impact on consumer purchase intention: The mediating role of corporate image," *J Clean Prod*, vol. 198, pp. 987–996, 2018.
- [35] Dwi Ari Pratama and Rina Ayu Wulandari, "Peran Kepedulian Lingkungan dan Harga dalam Membentuk Keputusan Pembelian Produk Ramah Lingkungan," *Jurnal Riset Manajemen dan Bisnis*, pp. 77–90, 2021.
- [36] Lady V Hezron, R. P. C. Fanggidae, Y. K. I. D. D. Dhae, P. Y. Amtiran, and P. Manajemen, "The effect of Green Product and Green Advertising on the buying decision of Teh Kotak consumers in Kupang city Koresponden : a.)"
- [37] S. Pertiwi, "The influence of product quality, brand image, and price on purchasing decisionsle minerale in medan polonia district with promotion as moderation variable." [Online]. Available: <https://data.goodstats.id>
- [38] A. Mentari, S. Armia, J. Manajemen, F. Ekonomi, and D. Bisnis, "Pengaruh faktor demografi terhadap keputusan pembelian mobil di kota banda aceh dengan persepsi merek mewah sebagai variabel mediasi," 2016.
- [39] N. Ritawaty Sekolah Tinggi Ilmu Ekonomi Pancasetia Banjarmasin Jl Ahmad Yani Km and K. Selatan, "Pengaruh strategi marketing mix. Karakteristik demografi dan pengetahuan terhadap pilihan konsumen membeli produk the body shop."
- [40] A. Ronitua, L. Brida, D. H. Barry, J. Administrasi, N. Politeknik, and N. Jakarta, "Pengaruh brand image terhadap keputusan pembelian air minum dalam kemasan merek le minerale."
- [41] F. Boncinelli, F. Gerini, G. Piracci, R. Bellia, and L. Casini, "Effect of executional greenwashing on market share of food products: An empirical study on green-coloured packaging," *J Clean Prod*, vol. 391, Mar. 2023, doi: 10.1016/j.jclepro.2023.136258.

- [42] X. Lu, T. Sheng, X. Zhou, C. Shen, and B. Fang, "How Does Young Consumers' Greenwashing Perception Impact Their Green Purchase Intention in the Fast Fashion Industry? An Analysis from the Perspective of Perceived Risk Theory," *Sustainability (Switzerland)*, vol. 14, no. 20, Oct. 2022, doi: 10.3390/su142013473.
- [43] B. Setiawan and A. Yosephani, "Business and entrepreneurial review the linkage of greenwashing perception and consumers' green purchase intention (A case study of single-use water bottled)", doi: 10.25105/ber.v22i1.13796.
- [44] Nurul Marliza Putri Hesti, Hafiz Rahman, and Donard Games, "The influence of greenwashing perception and word-of-mouth toward green purchase intention on single-use plastic products," *Journal Publicuho*, vol. 7, no. 3, pp. 1206–1214, Aug. 2024, doi: 10.35817/publicuho.v7i3.479.