

**PENGARUH *GREEN PRODUCT*, HARGA, KUALITAS PRODUK, DAN
BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN AIR MINUM
DALAM KEMASAN DI KABUPATEN SLEMAN**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *green product*, harga, kualitas produk, dan *brand image* terhadap keputusan pembelian air minum dalam kemasan di Kabupaten Sleman. Latar belakang penelitian ini sampah plastik yang semakin bertambah dan sulit untuk di daur ulang, menjadikan Sleman termasuk penyumbang sampah yang tergolong besar di daerah DIY. Metode penelitian yang digunakan adalah kuantitatif deskriptif dan teknik pengambilan sampel dilakukan dengan teknik *purposive sampling* dengan jumlah 125 responden yang memenuhi kriteria tertentu, yaitu masyarakat di Kabupaten Sleman yang berusia 12-40 tahun. Data primer dikumpulkan dengan penyebaran kuesioner melalui *google form* yang telah teruji validitas dan reliabilitasnya. Pengujian hipotesis dilakukan dengan cara menggunakan metode analisis regresi linear berganda melalui program SPSS versi 26. Berdasarkan hasil penelitian ditemukan bahwa: (1) *green product* tidak berpengaruh terhadap keputusan pembelian dengan nilai sig $0.0683 > 0.05$, (2) harga berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai sig $0.011 < 0.05$, (3) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai sig $0.000 < 0.05$, (4) *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai sig $0.000 < 0.05$, dan (5) *green product*, harga, kualitas produk, dan *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai sig $0.000 < 0.05$.

Kata Kunci : *Green Product, Harga, Kualitas Produk, Brand Image, Keputusan Pembelian*



**THE EFFECT OF GREEN PRODUCT, PRICE, PRODUCT QUALITY, AND
BRAND IMAGE ON THE DECISION TO PURCHASE BOTTLED
DRINKING WATER IN SLEMAN REGENCY**

Husna Nur Amelya

Abstract

This study aims to analyze the effect of green products, price, product quality, and brand image on purchasing decisions for bottled drinking water in Sleman Regency. The background of this research is plastic waste, which is increasing and difficult to recycle, making Sleman a significant contributor to waste in the DIY sector. The research method employed is a descriptive quantitative approach, and the sampling technique used is purposive sampling, involving a total of 125 respondents who meet specific criteria, namely individuals aged 12-40 years in Sleman Regency. Primary data were collected by distributing questionnaires through Google Forms, which have been tested for validity and reliability. Hypothesis testing was conducted using multiple linear regression analysis methods in the SPSS version 26 program. Based on the results of the study, it was found that: (1) green products do not affect purchasing decisions, with a significance value of 0.0683 (greater than 0.05); (2) price has a positive and significant effect on purchasing decisions, with a significance value of 0.011 (less than 0.05); (3) product quality has a positive and significant effect on purchasing decisions, with a significance value of 0.000 (less than 0.05); (4) brand image has a positive and significant effect on purchasing decisions, with a significance value of 0.000 (less than 0.05); and (5) green products, price, product quality, and brand image collectively have a positive and significant effect on purchasing decisions, with a significance value of 0.000 (less than 0.05).

Keywords: *Green Product, Price, Product Quality, Brand Image, Purchase Decision*