

CHAPTER IV

CONCLUSION

4.1 Conclusion

Based on the Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis results outlined in the previous chapter, this study aims to examine the direct and indirect effects of Green Marketing and Brand Image on Purchase Intention for ADES products, mediated by Environmental Attitude. Based on the structural model and hypothesis testing results, the following conclusions are drawn:

1. Green Marketing has a positive and significant effect on Purchase Intention for ADES products, evidenced by a T-statistic value of 44.855 and a P-value of 0.000 (< 0.05). This implies that the better the implementation of Green Marketing, the higher the consumer's tendency to intend to purchase ADES products.
2. Brand Image does not have a significant effect on Purchase Intention for ADES products, evidenced by a T-statistic value of 1.071 and a P-value of 0.285 (> 0.05). This implies that Brand Image is not yet a factor that directly influences consumer intention to purchase ADES products.
3. Environmental Attitude has a positive and significant effect on Purchase Intention for ADES products, evidenced by a T-statistic value of 2.618 and a P-value of 0.009 (< 0.05). This implies that the more positive the consumer's

attitude toward the environment, the higher the consumer's tendency to intend to purchase ADES products.

4. Green Marketing has a positive and significant effect on Environmental Attitude for ADES products, as evidenced by a T-statistic value of 14.280 and a P-value of 0.000 (< 0.05). This implies that the better the Green Marketing perceived by consumers, the more positive the consumers' Environmental Attitude toward environmental sustainability.
5. Brand Image has a positive and significant effect on Environmental Attitude for ADES products, as evidenced by a T-statistic value of 3.339 and a P-value of 0.001 (< 0.05). This implies that the more positive the Brand Image perceived by consumers, the more positive the consumers' Environmental Attitude toward environmental sustainability.
6. Environmental Attitude mediates the effect of Green Marketing on Purchase Intention for ADES products, evidenced by a T-statistic value of 2.654 and a P-value of 0.008 (< 0.05). This implies that Green Marketing not only drives purchase intention directly but also operates by fostering consumer awareness and positive attitudes toward environmental issues, thereby strengthening the consumer's tendency to choose ADES products.
7. Environmental Attitude does not mediate the effect of Brand Image on Purchase Intention for ADES products, evidenced by a T-statistic value of 1.865 and a P-value of 0.063 (> 0.05). This implies that ADES's brand image has not yet specifically shaped consumer environmental attitudes strong enough to translate into purchase intentions; consequently, the influence of

brand image via the environmental mechanism has not yet been significantly established.

4.2 Recommendations

1. Recommendations to Ades Management

- a. ADES management needs to maintain and enhance its green marketing strategy, as it has been proven to positively influence purchase intention. This strategy should be implemented through consistent communication regarding the use of sustainable packaging, plastic waste reduction, recycling programs, and environmental initiatives that offer tangible benefits and are easily understood by consumers.
- b. ADES management needs to develop campaigns that not only convey environmental messages but also encourage consumer engagement in eco-friendly behaviors. Educational initiatives on bottle sorting and recycling, plastic waste reduction campaigns, and participatory programs can be utilized to foster a more positive environmental attitude. This strategy is crucial because environmental attitude has been shown to influence purchase intention and can mediate the impact of green marketing on purchase intention.
- c. ADES management needs to build a stronger brand image by establishing an identity as a brand with a genuine and consistent commitment to the environment. Building brand image requires more than just brand awareness; it must be supported by concrete evidence of sustainability practices and communicated transparently. These efforts are necessary

because brand image has not yet demonstrated a significant influence on purchase intention, either directly or through environmental attitude.

2. Recommendations for Future Researchers

Future researchers are advised to develop the research model by incorporating other variables, such as perceived environmental value, green trust, green perceived quality, environmental knowledge, or consumer environmental concern. Subsequent studies could also broaden the scope regarding respondent characteristics and geographical areas, as well as compare ADES with other bottled water brands to obtain a more comprehensive overview.