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The Effect Of Green Marketing, Brand Image, And Green Perceived Risk On Aqua Consumer Purchase Decisions With Trust As An Intervening Variable On The Bpa Issue In Reusable Gallon Packaging

Abstract

This study examines the impact of Green Marketing, Brand Image, and Green Perceived Risk on the Purchase Decisions of AQUA consumers, with Consumer Trust serving as an intervening variable regarding the BPA concern in reusable gallon containers. This research employed a quantitative approach, disseminating online surveys via Google Forms to 300 participants who had used AQUA products and were aware of the BPA concern. The sample strategy employed was purposive sampling, and the data analysis techniques were validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, and Sobel testing. The findings indicated that Green Marketing, Brand Image, and Green Perceived Risk exerted a favorable and significant influence on Purchase Decisions and Consumer Trust. Furthermore, Consumer Trust exerted a favorable, significant impact on Purchase Decisions and effectively mediated the effects of Green Marketing, Brand Image, and Green Perceived Risk on Purchase Decisions among AQUA consumers. This study demonstrates that consumer trust is a crucial factor in sustaining purchasing decisions amid escalating concerns about BPA in reusable gallon packaging.

Keywords: *Green Marketing, Brand Image, Green Perceived Risk, Consumer Trust, Purchase Decision.*

INTRODUCTION

The bottled drinking water industry in Indonesia continues to experience robust growth, driven by the escalating public demand for practical, hygienic, and easily accessible drinking water. This rapid market expansion has triggered fierce competition among bottled water manufacturers, compelling each brand to dynamically maintain product quality and fortify consumer trust. One of the most prominent pioneers in this industry with the largest market share in Indonesia is AQUA, a brand widely recognized as a dominant leader in the national beverage sector. Maintaining a superior brand reputation in a heavily saturated The bottled drinking water industry market is critical to ensure the continuity of purchase decisions against emerging competitors (Wijaya & Setiawan, 2022). The structural decision-making process of Indonesian bottled water consumers is heavily susceptible to shifting government safety regulations and brand responses (Asyhari & Yuwalliatin, 2021). Therefore, to sustain its competitive edge, AQUA heavily relies on behavioral factors that continuously shift alongside public health and environmental trends. Amidst this high consumption rate of bottled water, the structural safety of plastic packaging has recently emerged as a primary public and regulatory concern. A major controversial issue revolves around the potential health risks of Bisphenol A (BPA) chemical migration in reusable polycarbonate gallon containers, which are heavily utilized by major brands including AQUA. BPA is an organic compound essential in manufacturing polycarbonate plastics, yet it has the potential to migrate into drinking water under specific conditions, such as prolonged storage, repeated cleaning cycles, and exposure to high temperatures. The amplification of chemical migration issues in local media substantially heightens the green perceived risk, forcing consumers to re-evaluate daily beverage safety (Lestari & Hidayat, 2024). Consequently, public discourse regarding these chemical risks has

substantially amplified consumer anxiety regarding the safety of long-term consumption of reusable water gallons. In response to this growing public apprehension, the Indonesian Food and Drug Authority clarified that structured monitoring of circulating reusable gallons indicated that BPA migration levels generally remained below the established safety thresholds. According to The Indonesian Food and Drug Authority Regulation No. 20 of 2019 concerning Food Packaging, the maximum permissible BPA migration limit is set at 0.6 ppm, rendering currently distributed The bottled drinking water industry products legally safe for consumption when handled according to standard procedures. However, to ensure maximum public transparency and consumer protection, The Indonesian Food and Drug Authority stepped up its regulatory stance by enforcing mandatory warning labels on reusable polycarbonate packaging containing BPA. This strict policy is officially outlined in The Indonesian Food and Drug Authority Regulation No. 6 of 2024 regarding the Second Amendment to The Indonesian Food and Drug Authority Regulation No. 31 of 2018 concerning Processed Food Labels. The recent implementation of compulsory BPA warning labels by The Indonesian Food and Drug Authority marks a pivotal shift in forcing structural transparency and accelerating consumer health awareness across Indonesia (Nugroho, 2025). The emergence of this stringent regulation and the widespread public discourse on BPA present an intricate challenge for AQUA, as it directly alters consumer risk perceptions and brand evaluation. Conversely, AQUA has proactively countered environmental criticisms by implementing various strategic eco-friendly initiatives, such as massive plastic waste management programs, the introduction of 100% recycled packaging alternatives, and extensive environmental awareness campaigns to secure a favorable corporate reputation. Consistently executing environmental campaigns allows a company to smoothly transform green marketing actions into a highly sustainable brand image (Geonoveva & Samukti, 2020). During public packaging crises, a well-established brand image acts as a safety buffer that preserves corporate resilience and stabilizes consumer trust (Sari & Rahadhini, 2024). This dynamic marketing phenomenon indicates that modern consumer behavior in The bottled drinking water industry sector is no longer merely product-driven, but is actively shaped by complex configurations of ecological responsibility, safety awareness, and brand reliability. To systematically understand this phenomenon, a cohesive evaluation of key consumer behavior variables—namely green marketing, brand image, green perceived risk, consumer trust, and purchase decisions—is highly imperative. Green marketing represents a holistic organizational strategy emphasizing environmental responsibility across the production, distribution, and promotional phases, which serves to establish added value and build eco-friendly consumer perceptions. In The bottled drinking water industry sector, successful green marketing implementations, such as recycling programs and sustainability campaigns, are proven to heighten consumer purchase decisions because buyers feel they are actively contributing to environmental preservation. Strategic green marketing programs not only capture ecological awareness

but are structurally proven to elevate final purchase decisions when mediated by strong consumer trust (Cristanto, 2026). Concurrently, brand image encapsulates the total arrangement of perceptions, beliefs, and psychological impressions held by consumers toward a brand. A powerful and positive brand image instills long-term confidence, helping a company shield its market share and maintain consumer buying decisions even when the industry faces external safety controversies. Customer confidence is severely challenged by green perceived risk, which denotes the consumer's subjective evaluation of potential negative consequences regarding health, safety, and environmental impacts of a product. In this study, the alarming issue of potential BPA exposure represents a high green perceived risk that can destabilize customer confidence. A sharp increase in green perceived risk regarding product packaging can directly disrupt long-term customer loyalty and cause sudden changes in consumer choices (Anwar & Rahman, 2024). Ultimately, the interaction of these variables determines the final purchase decision, which is the multi-stage behavioral process where consumers identify needs, evaluate alternatives, and execute buying choices. Amidst the prevailing packaging safety issues, this decision-making process is highly mediated by consumer trust, defined as the psychological belief and reliance on a company's capability to consistently deliver product safety, quality, and promised benefits. In the fast-moving consumer goods sector, consumer trust effectively serves as an intervening mechanism that bridges the gap between environmental attitudes and actual purchasing behavior (Ramadhan & Safitri, 2024). Because beverage products directly interface with human health, absolute transparency regarding food safety metrics is a non-negotiable driver of customer trust (Siregar & Lubis, 2023). This study examines the cumulative impact of green marketing, brand image, and perceived green risk on AQUA consumers' purchasing decisions, with consumer trust serving as the primary mediating variable in relation to the significant BPA packaging concern in Indonesia.

METHOD

This study used a descriptive, quantitative methodology to elucidate the impact of Green Marketing, Brand Image, and Green Perceived Risk on consumer purchasing decisions for AQUA, with Consumer Trust serving as an intervening variable regarding the BPA issue in reusable gallon packaging. The quantitative method is used because this study tests the relationship between variables objectively through numerical data analyzed using statistical methods (Sugiyono, 2022).

Population and Sample

The population in this study consists of people who have consumed AQUA Bottled Drinking Water products and are aware of the issue of Bisphenol A (BPA) in reusable gallon packaging. Because the population size in this study is not known for certain, the sampling technique used is non-probability sampling with a purposive sampling method, namely a technique for determining samples based on certain criteria that are in accordance with the research objectives (Sugiyono, 2022). The criteria for respondents in this study are a minimum age under 20 years, have consumed AQUA products, and are aware of the issue of BPA in reusable gallon packaging.

Based on sample size guidelines in quantitative research, a good sample size is between 30 and 500 respondents, so the number of respondents in this study is considered to meet the research requirements (Sugiyono, 2022). Therefore, this study used 300 respondents to increase the accuracy and power of the statistical analysis.

The research data were collected via an online questionnaire distributed via Google Forms across multiple social media platforms. The online questionnaire was chosen because it facilitated the researcher's ability to reach a wider range of respondents and expedited the data collection process.

Data Collection Technique

This study utilizes primary data collected directly from respondents via an online questionnaire. Questionnaires were employed as data-collection instruments due to their effectiveness, structure, and alignment with the indicators for each research variable. The surveys were disseminated via Google Forms and shared on social media to respondents who met the research requirements (Sugiyono, 2022)..

Measurement Scale

The variables in this study were assessed using a five-point Likert scale to ascertain respondents' degree of agreement with the assertions. The Likert scale is used because it can systematically measure respondents' attitudes, perceptions, and opinions toward the research object (Sugiyono, 2022). The measurement scale used is 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Data Analysis Techniques

Data analysis in this study was performed using the Statistical Package for the Social Sciences (SPSS). SPSS is widely used in marketing research to analyze the statistical relationships and interactions among factors. This study's data analysis stages include validity and reliability testing, classical assumption testing (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, and mediation testing via the Sobel Test to assess the mediating role of consumer trust.

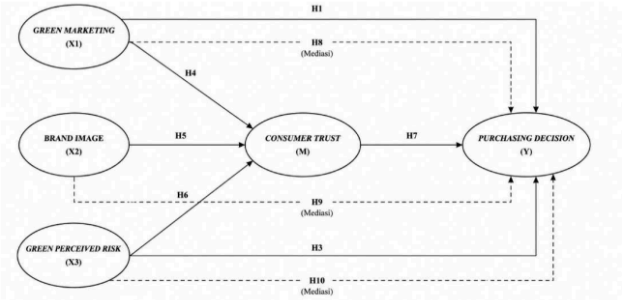

Figure 1. Research Framework

Research Hypothesis:

H1: Green Marketing influences Purchasing Decisions

H2: Brand Image influences Purchasing Decisions

H3: Green Perceived Risk influencer Purchasing Decisions

H4: Green Marketing has an effect on Consumer Trust

H5: Brand Image influences Consumer Trust

H6: Green Perceived Risk has an effect on Consumer Trust

H7: Purchasing decisions influence consumer trust.

H8: Consumer trust mediates the influence of Green Marketing on purchasing decisions.

H9: Consumer Trust mediates the influence of Brand Image on Purchasing Decisions.

H10: Consumer Trust mediates the influence of Green Perceived Risk on Purchasing Decisions

RESULTS AND DISCUSSION

This study successfully collected data from respondents who are active users of bottled drinking water. Based on screening criteria, the vast majority (97.67%) of respondents confirmed having consumed or used reusable Aqua gallons. Furthermore, regarding health literacy, 98% of respondents stated they knew or had heard about the issue of BPA in bottled water. This indicates that participants have direct experience and knowledge relevant to the variables studied.

The respondent profile based on gender shows that the majority are female (52.33%), while male respondents numbered 47.67%. Based on age demographics, the largest number of respondents were in the 20–30 years age range (27%), followed by 41–50 years age range (26.67%), <20 years age range (24%), and 31–40 years age range (22.33%). This even distribution indicates that food safety issues and purchasing decisions for Aqua products are a concern across all productive age groups.

Despite the majority of respondents recognizing the risks associated with BPA, the statistics indicated a significant degree of loyalty, with 97.33% continuing to make purchasing decisions. This scenario underscores the need to evaluate the study model to determine how Green Marketing and Brand Image might cultivate consumer trust, leading to sustained purchasing decisions despite BPA risks. All data were examined to assess validity, reliability, and causal linkages among variables, to ensure the precision of the research findings.

Table 1. Respondent Characteristics

Category	Information	Amount	Percent
Gender	**Woman**	157	52.33%
	Man	143	47.67%
Age	**<20 Years**	72	24%
	20-30 Years	81	27%
	31-40 Years	67	22.33%
	41-50 Years	80	26.67%
Have you ever consumed or used reusable Aqua gallons?	**Yes**	293	97.67%
	No	7	2.33%
Do you know or have you ever heard about the BPA issue in reusable gallon packaging?	**Yes**	294	98%
	No	6	2%
Have you ever decide to purchase a reusable Aqua gallon?	**Yes**	292	97.33%
	No	8	2.67%

Source: Data processed by the author 2026

After describing the respondents' characteristics, the next step in this research is to operationalize the variables. Operationalization of variables is the process of transforming abstract concepts in the research into indicators that can be observed and measured objectively. This process aims to ensure that each research variable can be measured systematically, resulting in valid and scientifically accountable data (Sugiyono, 2022).

In quantitative research, the operationalization of variables plays a crucial role because it forms the basis for developing research instruments, such as questionnaires. Good operationalization helps researchers avoid differing interpretations of the concepts being studied and ensures that each indicator accurately represents the research variables. With clear indicators, the data obtained will be more accurate and aligned with the research objectives (Ghozali, 2021).

The operationalization of the variables in this study is based on the variables used, namely Green Marketing, Brand Image, and Green Perceived Risk as independent variables, Purchasing Decision as dependent variable, and Consumer Trust as intervening variable. Each variable is described into several indicators that are structured to be able to produce valid, reliable data and support the achievement of the research objectives regarding the issue of BPA in AQUA reusable gallon packaging.

Table 2. Operational Variables

Variables	Definition Variables	Indicator	Research Scale	Reference
Green Marketing (X 1)	Marketing strategies implemented company with emphasize concern	1. Products friendly environment		

	to environment through products, packaging, and activities friendly company environment.	2. Usage packaging that can recycled repeat 3. Campaign care environment 4. Information environment on the product 5. Caring company to environment	Likert Point Scale 1-5	(Hidayati & Tunjungsari, 2022)
Brand Image (X 2)	Perception and impression consumer to something the brand that is formed through experience and information received consumers.	1. Easy brand recognized 2. Brand reputation Good 3. Products own quality Good 4. Trusted brand consumer 5. The brand has image positive	Likert Point Scale 1-5	(Andika, Sulistyandari, & Bakaruddin, 2025)
Green Perceived Risk (X 3)	Perception consumer to risk environment and health from use something products that are considered friendly environment.	1. Worry to security product 2. Risks health from packaging product 3. Worry to impact environment 4. Doubt to security reusable gallons 5. Perception risk use product	Likert Point Scale 1-5	(Sari & Nugroho, 2023)
Trust Consumer (Z)	Belief consumer to ability product in give quality, safety, and benefits in accordance hope.	1. Trust to quality product 2. Trust to security product 3. Trust to information product 4. Trust to reputation brand 5. Belief For still use product	Likert Point Scale 1-5	(Rahmawati & Arifin, 2022)
Purchase Decision (Y)	Consumer process in determine choice and doing purchase to something product.	1. Interest buy product 2. Belief choose product 3. Purchase decision product 4. Desire buy repeat 5.5. Willingness recommend product	Likert Point Scale 1–5	(Sari & Yulianthini, 2022)

This study involved instrument testing to verify that each questionnaire item effectively measured the variables under investigation. The variables used included Green Marketing (X1), Brand Image (X2), and Green Perceived Risk (X3) as independent variables, Consumer Trust (Z) as a mediating variable, and Purchase Decision (Y) as a dependent variable. Testing was conducted using SPSS version 26 software through validity and reliability tests. Validity testing aims to determine the accuracy of each item in measuring the research variables. In SPSS, this test is conducted by looking at the correlation value between the item score and the total score (Pearson Correlation). A statement item is declared valid if the calculated r value is greater than the table r at a significance level of 5%

(0.05). After the instrument is declared valid, the next stage is to conduct a reliability test to measure the consistency of respondents' answers to the questionnaire. This test uses the Cronbach's Alpha method, where a variable is declared reliable if it has an Alpha value greater than 0.60. If both tests are met, the research instrument is declared suitable for use in further analysis.

Table 3. Validity and Reliability Test Results

Table 3. Validity and Reliability Test Results

Variable	Indicator	R Calculate	R Table	Description	Cronbach Alpha	Description
Green Marketing (X1)	X1.1	0.802	0.11	VALID	0.908	RELIABLE
	X1.2	0.842	0.11	VALID		RELIABLE
	X1.3	0.827	0.11	VALID		RELIABLE
	X1.4	0.817	0.11	VALID		RELIABLE
	X1.5	0.852	0.11	VALID		RELIABLE
	X1.6	0.832	0.11	VALID		RELIABLE
Citra Merek (X2)	X2.1	0.836	0.11	VALID	0.919	RELIABLE
	X2.2	0.837	0.11	VALID		RELIABLE
	X2.3	0.817	0.11	VALID		RELIABLE
	X2.4	0.810	0.11	VALID		RELIABLE
	X2.5	0.806	0.11	VALID		RELIABLE
	X2.6	0.816	0.11	VALID		RELIABLE
	X2.7	0.816	0.11	VALID		RELIABLE
Green Perceived Risk (X3)	X3.1	0.857	0.11	VALID	0.918	RELIABLE
	X3.2	0.835	0.11	VALID		RELIABLE
	X3.3	0.843	0.11	VALID		RELIABLE
	X3.4	0.845	0.11	VALID		RELIABLE
	X3.5	0.831	0.11	VALID		RELIABLE
	X3.6	0.844	0.11	VALID		RELIABLE
Purchase Decision (Y)	Y1.1	0.788	0.11	VALID	0.926	RELIABLE
	Y1.2	0.764	0.11	VALID		RELIABLE
	Y1.3	0.803	0.11	VALID		RELIABLE
	Y1.4	0.789	0.11	VALID		RELIABLE
	Y1.5	0.772	0.11	VALID		RELIABLE
	Y1.6	0.806	0.11	VALID		RELIABLE
Trust Consumer (Z)	Z1.1	0.852	0.11	VALID	0.926	RELIABLE
	Z1.2	0.861	0.11	VALID		RELIABLE
	Z1.3	0.860	0.11	VALID		RELIABLE
	Z1.4	0.864	0.11	VALID		RELIABLE
	Z1.5	0.834	0.11	VALID		RELIABLE
	Z1.6	0.859	0.11	VALID		RELIABLE

Source: Data processed by the author 2026

According to the validity and reliability tests detailed in Table 3, all statement items for the variables Green Marketing (X1), Brand Image (X2), Green Perceived Risk (X3), Purchase Decision (Y), and Consumer Trust as a mediating variable (Z) exhibited a calculated r-value exceeding the r-table value of 0.11. Consequently, all indicators included in this study were deemed valid and appropriate for subsequent investigation. The reliability test

results indicated that all variables had Cronbach's Alpha values above 0.60, indicating strong internal consistency. Consequently, this study equipment is dependable and proficient at generating consistent data in analogous conditions.

Table 4. Normality Test Results

Variable	Kolmogorov-Smirnov Sig.	Standard	Result
Unstandardized Residual	0.200	> 0.05	Normally Distributed

The One-Sample Kolmogorov-Smirnov normality test yielded a two-tailed asymptotic significance value of 0.200. The value above the 0.05 significance threshold; hence, the data in this investigation are deemed normally distributed. The regression model in the study examining the impact of Green Marketing, Brand Image, and Green Perceived Risk on Purchasing Decisions, using Consumer Trust as an intervening variable, has satisfied the normality assumption and is appropriate for subsequent analytic stages.

Table 5. Multicollinearity Test Results

Variable	Tolerance	Vif	Result
Green Marketing (X1)	0.450	2.221	No Multicollinearity
Brand Image (X2)	0.423	2.367	No Multicollinearity
Green Perceived Risk (X3)	0.443	2.257	No Multicollinearity
Trust Consumer (Z)	0.165	6.045	No Multicollinearity

Source: Data processed by the author 2026

The multicollinearity test findings demonstrate that all independent variables in this study possess a Variance Inflation Factor (VIF) below 10 and a tolerance value beyond 0.10. This indicates the absence of multicollinearity among the variables Green Marketing, Brand Image, and Green Perceived Risk in the research model. Consequently, each independent variable can elucidate its impact on Purchasing Decisions independently, without significant association among the independent factors.

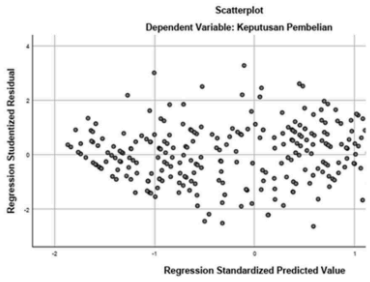

Figure 2. Heteroscedasticity Test Results

Based on the results of the scatterplot test, it appears that the data points are randomly distributed and do not form a specific pattern. The distribution of the points is also above and below the zero axis, indicating that the regression model in this study does not experience heteroscedasticity. Therefore, the regression model in this study regarding Green Marketing, Brand Image, and Green Perceived Risk on Purchasing Decisions with Consumer Trust as an intervening variable is declared to meet the classical assumption test and is suitable for further analysis.

Table 6. Results of Regression Test 1

Variable	Coefficient	T-Statistic	Sig.	Conclusion
Green Marketing (X1) → Trust Consumer	0.438	18.007	0.000	H1 Accepted
Brand Image (X2) → Trust Consumer	0.464	19.006	0.000	H2 Accepted
Green Perceived Risk (X3) →Trust Consumer	0.438	17.714	0.000	H3 Accepted

The regression test results indicate that the Green Marketing variable (X1) has a significance value (Sig.) of 0.000 (<0.05), the Brand Image variable (X2) also has a significance value of 0.000 (<0.05), and the Green Perceived Risk variable (X3) similarly has a significance value of 0.000 (<0.05). The computed t values for the partial statistical testing were 18.007 for the Green Marketing variable (X1), 19.006 for the Brand Image variable (X2), and 17.714 for the Green Perceived Risk variable (X3). The three independent variables exhibit calculated t values that exceed the t-table value of 1.968.

Based on these findings, the results of the hypothesis testing in this study are as follows:

1. The Green Marketing variable (X1) is proven to have a positive and significant effect on Consumer Trust (Z) with a coefficient value of 0.438 or 43.8% (H1 is accepted).
2. The Brand Image variable (X2) is proven to have a positive and significant effect on Consumer Trust (Z) with a coefficient value of 0.464 or 46.4% (H2 is accepted).
3. The Green Perceived Risk variable (X3) is proven to have a positive and significant effect on Consumer Trust (Z) with a coefficient value of 0.438 or 43.8% (H3 is accepted)

Table 7. Results of Regression Test 2

Variable	Beta	T-Statistic	Sig.	Conclusion
Green Marketing (X1) → Purchase Decision	0.179	5.723	0.000	H4 Accepted
Brand Image (X2) → Purchase Decision	0.177	5.486	0.000	H5 Accepted
Green Perceived Risk (X3) → Purchase Decision	0.154	4898	0.000	H6 Accepted
Trust Consumer (Z) → Purchase Decision	0.605	11.722	0.000	H7 Accepted

Source: Data processed by the author 2026

The regression test results indicate that the Green Marketing variable (X1) has a significance value (Sig.) of 0.000 (<0.05), the Brand Image variable (X2) also has a significance value of 0.000 (<0.05), the Green Perceived Risk variable (X3) shows a significance value of 0.000 (<0.05), and the Consumer Trust variable (Z) presents a significance value of 0.000 (<0.05). For partial statistical testing, the calculated t value for the Green Marketing variable (X1) was recorded at 5.723, while for the Brand Image variable (X2) it was 5.486 and the Green Perceived Risk variable (X3) had a calculated t of 4.898 and the Consumer Trust variable (Z) had a calculated t of 11.722. The four variables have a calculated t

value that is greater than the t table, namely 1.968. Based on these findings, the results of the hypothesis testing in this study are as follows:

1. The Green Marketing variable (X1) demonstrates a positive and considerable impact on Purchasing Decisions (Y), with a coefficient value of 0.179, equivalent to 17.9%. (H4 is accepted).
2. The Brand Image variable (X2) demonstrates a positive and considerable impact on Purchasing Decisions (Y), with a coefficient value of 0.177, equivalent to 17.7%. (H5 is accepted).
3. The Green Perceived Risk variable (X3) demonstrates a positive and considerable impact on Purchasing Decisions (Y), with a coefficient of 0.154, equating to 15.4%. (H6 is accepted).
4. The variable Consumer Trust (Z) demonstrates a positive and considerable impact on Purchasing Decisions (Y), with a coefficient value of 0.605, equivalent to 60.5%. (H7 is accepted)

Analysis of the Mediating Effect of Consumer Trust on Green Marketing

Table 8. Results of the Sobel Mediation Tes:

Relationship of Variables		T. Statistic	P. Value	Conclusion
A	0.456	9.801	0.000	H8 Accepted
B	0.616			
S a	0.025			
S b	0.053			

Based on the results of the Sobel test output above, it was found that the calculated t value was recorded at 9.801. When compared with the t table value (1.968), the calculated t value is proven to be greater. In addition, the significance value shows 0.000, which means it is smaller than the standard of 0.05.

This finding proves that Consumer Trust as a mediating variable (Z) is significantly able to mediate the influence between Green Marketing (X1) on Purchasing Decisions (Y). Thus, the eighth hypothesis (H8) in this study is declared accepted.

Analysis of the Mediating Effect of Consumer Trust on Brand Image

Table 9. Results of the Sobel Mediation Test:

Relationship of Variables		T. Statistic	P. Value	Conclusion
A	0.417	9.908	0.000	H9 Accepted
B	0.616			
S a	0.022			
S b	0.053			

Based on the results of the Sobel test output above, it was found that the calculated t value was recorded at 9.908. When compared with the t table value (1.968), the calculated t value is proven to be greater. In addition, the significance value shows 0.000, which means it is smaller than the standard of 0.05.

This finding proves that Consumer Trust as a mediating variable (Z) is significantly able to mediate the influence between Brand Image (X2) on Purchasing Decisions (Y). Thus, the ninth hypothesis (H9) in this study is declared accepted.

Analysis of the Mediating Effect of Consumer Trust on Green Perceived Risk

Table 10. Results of the Sobel Mediation Tes:

Relationship of Variables		T. Statistic	P. Value	Conclusion
A	0.451	9.770	0.000	H10 Accepted
B	0.616			
S a	0.025			
S b	0.053			

Based on the results of the Sobel test output above, it was found that the calculated t value was recorded at 9,770. When compared with the t table value (1,968), the calculated t value is proven to be greater. In addition, the significance value shows 0.000, which means it is smaller than the standard of 0.05. This finding proves that Consumer Trust as a mediating variable (Z) is significantly able to mediate the influence between Green Perceived Risk (X3) on Purchasing Decisions (Y). Thus, the ninth hypothesis (H10) in this study is declared accepted.

Discussion

The influence of Green Marketing on Purchasing Decisions (H1) shows positive and significant results. Based on the results of the regression analysis, a significance value of 0.000 (<0.05) was obtained, indicating that Green Marketing influences AQUA consumers' purchasing decisions. This indicates that a marketing strategy that emphasizes environmental awareness can increase consumer interest in choosing AQUA products. Environmental programs and the use of more environmentally friendly packaging make consumers have a positive perception of the product. Thus, H1 is accepted.

The influence of Brand Image on Purchasing Decisions (H2) shows positive and significant results with a significance value of 0.000 (<0.05). This indicates that Brand Image is able to increase AQUA consumers' Purchasing Decisions. AQUA's brand image, which is widely known by the public, makes consumers feel more confident in the quality and safety of the product, thus encouraging purchasing decisions. Thus, H2 is accepted.

The influence of Green Perceived Risk on Purchasing Decisions (H3) shows positive and significant results with a significance value of 0.000 (<0.05). This indicates that the risk perception related to the BPA issue in reusable gallon packaging influences AQUA consumers' purchasing decisions. The higher the risk consumers perceive regarding product safety, the more likely it is that consumers' purchasing decisions will change. Thus, H3 is accepted.

The effect of Green Marketing on Consumer Trust (H4) shows positive and significant results with a significance value of 0.000 (<0.05). This indicates that Green Marketing can increase Consumer Trust in AQUA products. The company's strategy that demonstrates concern for the environment makes consumers feel more confident in the company's commitment to maintaining product quality and safety. Thus, H4 is accepted.

The impact of Brand Image on Consumer Trust (H5) shows a significant and favorable effect, with a p-value of 0.000 (<0.05). This suggests that an enhanced AQUA brand image is associated with greater consumer trust in the product. AQUA's reputation as a trusted bottled

water brand is an important factor in building consumer trust. Thus, H5 is accepted.

The influence of Green Perceived Risk on Consumer Trust (H6) demonstrates favorable and substantial outcomes, with a significance value of 0.000 (<0.05). This indicates that the risk perception associated with BPA in reusable gallon packaging affects consumer trust in AQUA goods. Consumer apprehensions over package safety can undermine confidence in product usage. Consequently, H6 is affirmed. The Influence of Consumer Trust on Purchasing Decisions (H7) demonstrates favorable and significant results, with a p-value of 0.000 (<0.05). This suggests that increased consumer trust in AQUA goods is associated with higher purchase rates. Consumers typically select things deemed safe, high-quality, and reliable. Consequently, H7 is approved. The mediating effect of Consumer Trust on the relationship between Green Marketing and Purchasing Decisions (H8) is significant, with a p-value of 0.000 (<0.05). This suggests that Consumer Trust can mitigate the impact of Green Marketing on AQUA consumers' purchasing decisions. The impact of Green Marketing on purchasing decisions intensifies when consumers possess a high degree of trust in the product. Consequently, H8 is approved.

The mediating effect of Consumer Trust on the relationship between Brand Image and Purchasing Decisions (H9) is significant, with a p-value of 0.000 (<0.05). This indicates that Consumer Trust can mitigate the impact of Brand Image on AQUA consumers' Purchasing Decisions. A superior brand image for AQUA enhances consumer trust, hence elevating purchasing decisions. Consequently, H9 is approved. The mediating effect of Consumer Trust on the relationship between Green Perceived Risk and Purchasing Decisions (H10) is significant, with a p-value of 0.000 (<0.05). This suggests that Consumer Trust serves as a mediator in the relationship between Green Perceived Risk and AQUA consumers' Purchasing Decisions. Consumers' risk perceptions regarding the BPA issue can affect purchasing decisions based on the degree of trust in the product. Consequently, H10 is acceptable.

CONCLUSION

This study examines the impact of Green Marketing, Brand Image, and Green Perceived Risk on customer purchasing decisions for AQUA, with customer Trust serving as an intervening variable regarding the BPA issue in reusable gallon containers. The research findings indicate that Green Marketing, Brand Image, and Green Perceived Risk significantly and positively affect AQUA customer purchase decisions. This indicates that environmentally conscious marketing methods, a positive brand image, and consumer perceptions of risk regarding the BPA issue are determinants of customer purchasing decisions for AQUA products. Moreover, Green Marketing, Brand Image, and Green Perceived Risk have been shown to positively and significantly affect Consumer Trust. The findings suggest that consumer views of the company's environmental considerations, brand reputation, and product safety significantly influence consumer trust in AQUA products. The findings of this study indicate that Consumer Trust exerts a favorable and significant influence on Purchasing Decisions. Increased consumer trust in the quality, safety, and reputation of AQUA

goods correlates with a greater likelihood of purchase. Moreover, Consumer Trust has been demonstrated to mediate the interaction among Green Marketing, Brand Image, and Green Perceived Risk in relation to Purchasing Decisions. This indicates that the impact of these three criteria on purchasing decisions is not solely direct, but is significantly amplified by the establishment of consumer trust in AQUA products.

Overall, this study confirms that consumer trust is a crucial factor in maintaining consumer purchasing decisions amidst the growing issue of BPA in reusable gallon jugs. Therefore, companies need not only to develop a strong marketing strategy and brand image, but also to maintain transparency of information and product safety to maintain consumer trust.

Based on the research findings, several recommendations can be made. AQUA is advised to continue enhancing its green marketing strategy through more active and sustainable environmental programs to maintain its brand image and increase consumer trust. Furthermore, the company needs to provide clear and transparent information regarding the safety of reusable gallon packaging and its BPA content, in accordance with the Indonesian Food and Drug Authority standards, to alleviate consumer concerns about health risks.

The company is also advised to continue maintaining product quality and strengthening public communication regarding safety and environmental awareness. This is crucial to maintaining consumer trust and increasing purchasing decisions for AQUA products amidst the growing issue of BPA in reusable gallon containers.

Future researchers are advised to enhance this study by including additional pertinent variables, such as product quality, consumer loyalty, consumer satisfaction, or purchase intention, to provide a more comprehensive understanding of the determinants of consumer purchasing decisions. Furthermore, future research could also use different research objects or respondent characteristics to allow for broader comparison and generalization of the results.

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