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Sustainable Choices in Bottled Water: Linking Green Product and Brand Image to Repurchase Intention Through Trust and Satisfaction – A Study of Consumers in Jakarta

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Abstract: This study examines the influence of green product attributes and green brand image on consumers' green repurchase intention, with green trust and green satisfaction serving as mediating variables, in the context of Danone Aqua Life consumers in Jakarta. Employing a quantitative research design, data were gathered through a structured questionnaire administered to 145 respondents. The study reveals that green product attributes and green brand image positively influence green trust and green satisfaction, both of which significantly boost green repurchase intention. Mediation analysis shows that green trust and green satisfaction partially mediate the links between the independent variables (green product, green brand image) and the dependent variable (green repurchase intention). Grounded in the Theory of Planned Behavior, the findings highlight how trust and satisfaction shape consumers' intentions to repurchase eco-friendly products, offering practical implications for enhancing sustainable marketing strategies in the bottled water industry.

Keywords: Green Product, Green Brand Image, Green Trust, Green Satisfaction, Green Repurchase Intention, Theory of Planned Behavior, Sustainable Consumer Behavior

INTRODUCTION

In recent decades, the increasing urgency of climate change and worldwide environmental deterioration has markedly raised public awareness regarding sustainability. Consequently, consumers and organizations have redirected their focus towards more environmentally sustainable behaviors and activities. This progression has led to green marketing, a strategic initiative by companies to exhibit ecological responsibility while meeting the demands of increasingly knowledgeable, environmentally aware consumers. There has been a rise in a consumer demographic identified as green customers, making purchasing choices based on environmental and health-related factors (P Hadi & Prabawani, 2024). In advanced economies, this demographic has impacted both market demand and manufacturing

methodologies, compelling enterprises to create environmentally sustainable products that are advantageous to human health.

As environmental awareness continues to grow, the significance of eco-friendly products, produced through sustainable methods, minimized waste, resource efficiency, and recyclability, is also increasing (Tsai et al., 2020). Organizations that effectively articulate their environmental commitments are more inclined to cultivate consumer trust, satisfaction, and enduring loyalty. T. B. Chen & Chai (2010) found that consumers with a favorable perception of a product's environmental attributes are more inclined to repurchase it. Similarly, Lisnaningrum et al. (2020) stated "If consumers feel the benefits of a product towards the environment is high, it will increase trust and repurchase in the product." These findings highlight the significant role of green trust and green satisfaction in encouraging consumers to repurchase environmentally friendly products.

Moreover, consumers' readiness to financially endorse eco-friendly items reflects the worldwide transition towards sustainability. The Global Consumer Insights Pulse Survey conducted by PWC (2021) indicates that consumers are increasingly adapting to become more eco-conscious and digitally oriented in their purchasing behavior. Indonesia ranks among the countries with the highest environmental awareness, with 86% of consumers actively choosing products with environmentally friendly packaging or reducing packaging use. This figure is higher than in Vietnam and the Philippines (74%) and Egypt (68%), highlighting Indonesia's position as a key market in the shift toward sustainable consumption. These insights present a persuasive justification for corporations to integrate environmental responsibility into their fundamental business strategy to align with changing customer values and maintain long-term competitiveness.

In response to this increasing demand, numerous enterprises have introduced sustainable product innovations that mitigate ecological effects via recyclable packaging, resource-efficient manufacturing, and diminished waste. Danone-Aqua has introduced Aqua Life, a bottled water product exclusively wrapped in recycled and recyclable plastic, as part of its comprehensive sustainability push, the #BijakBerplastik campaign. Aqua's market dominance has diminished from 60% in 2020 to 55.1% in 2023, as reported by the Top Brand Index (Top Brand Award, 2024). Simultaneously, rivals like Le Minerale have achieved market traction, indicating that a green positioning strategy alone may not ensure consumer loyalty or market dominance. This development prompts essential inquiries regarding the efficacy of green marketing in cultivating consumer trust, satisfaction, and repurchase behavior.

While previous research has examined the factors influencing green trust, particularly emphasizing green brand image, product knowledge, and green satisfaction (Chauhan & Goyal, 2024), studies connecting these variables to green repurchase intention, especially concerning bottled water products, are limited. Prior research on green products has predominantly focused on the beauty and personal care sector (Lavuri et al., 2022) or food items (Rashid & Lone, 2024), with little emphasis on green products within the bottled water industry. The study explores the relationship between green product attributes and brand image on the intention to repurchase eco-friendly products, considering green trust and satisfaction as intervening factors. Significantly, no current research has specifically examined a unique product variant, such as Danone Aqua Life, or explored the mediating effect of green satisfaction on the relationship between green brand image and green repurchase intention.

This study explores how green product attributes and brand image influence repurchase intention, with green trust and green satisfaction acting as mediators, focusing on Jakarta consumers who have repurchased Aqua Life within the past six months. It also aims to enrich the theoretical understanding of green consumer behavior, contribute empirical evidence to the literature, and provide actionable insights for marketers seeking to strengthen loyalty through sustainable brand positioning.

Literature

Green Product

Green product is a product that is manufactured in an environmentally friendly manner, has minimal negative impact on the environment, is recyclable, resource-efficient, and does not generate excessive waste (Bravo et al., 2022). Environmentally friendly products are naturally non-toxic, pollution-free, and packaged in eco-conscious ways.

Green products are intended to minimize waste during production while maximizing environmental standards. These products should be durable (not easily damaged), non-toxic, made from recyclable materials, and packaged minimally. “Green products serve as a central element in the green marketing mix and play a vital role in shaping the overall green marketing strategy”. (Mahmoud et al., 2024).

Green Brand Image

Green brand image describes consumers’ perception of a brand’s commitment to environmental responsibility. It can also be described as the mental representation or associations that consumers hold regarding a brand and its products. (Mohammad saleem alshura & Abdelrahim. M. Zabad, 2016). Environmentally conscious consumers tend to trust brands that have a positive environmental image.

According to(Kotler & Keller, 2016), several factors contribute to building a green brand image:

1. Brand association superiority: Satisfaction from meeting consumer needs can lead to positive brand perceptions.
2. Strength of brand associations: Strong brand associations are formed in consumers' minds when they think of a particular brand.
3. Uniqueness of brand associations: A brand with distinct features creates an impression that motivates consumers to explore it further.

Green Trust

Green trust signifies a consumer’s confidence in the environmental claims, ethical standards, and effectiveness of a product or service (Y. S. Chen & Chang, 2013)

According to (Y. S. Chen & Chang, 2013) green trust can be assessed through four key dimensions: the credibility of environmental claims, the company’s reputation, its environmental performance, and its commitment to sustainability initiatives.

Green trust also reflects consumer belief in the effectiveness of environmentally responsible practices implemented by businesses, regardless of their size. (Wu et al., 2018) . Consumers who possess green trust have confidence in a company’s capability to uphold eco-friendly business practices that comply with environmental standards and health guidelines.

Green Satisfaction

According to Solimun & Fernandes (2018) satisfaction is the sense of pleasure experienced by customers when assessing a product or service. In environmentally friendly businesses, green satisfaction refers to the pleasant sense of fulfilment customers experience when their environmental and sustainability-related needs are met (Gil & Jacob, 2018)

According to(Y. S. Chen & Chang, 2013), Green satisfaction can be evaluated through the following indicators:

1. A sense of happiness resulting from choosing the product based on its environmentally conscious image.
2. The belief that purchasing the product was an appropriate decision because of its ecological functionality.

3. A general feeling of satisfaction derived from buying the product due to its environmentally friendly nature.
4. Overall contentment with the product, attributed to its environmental performance.

Green Repurchase Intention

Green repurchase intention refers to the intention to repurchase based on prior experience and reflects high satisfaction when deciding to use an environmentally friendly product again (Dewi S.A & Rastini N.M, 2016). It refers to the act of consumers purchasing a product or service on a recurring basis.

The concept originates from behavioral intention and is a key indicator of customer loyalty(Meilatinova, 2021); (Chuah et al., 2020) (Mahmoud et al., 2024) define it as the tendency of customers to purchase plastic-packaged products from the same business entity consistently. Repurchase behavior is often driven by past benefits such as product performance or value (Hsu et al., 2014). “This is particularly important given the high cost of acquiring new customers and initiating transactions costs five times more than retaining existing ones." (Pfeifer, 2005).

The Relationship Between Green Product and Green Repurchase Intention

The link between green products and green repurchase intention suggests that both product quality and environmental benefits play a significant role in shaping consumers' repurchasing decisions. Organizations that clearly communicate and uphold their sustainability commitments tend to foster greater consumer loyalty and increased repurchase behavior.

This highlights the critical role of transparency and credibility in green marketing strategies for cultivating lasting relationships with eco-conscious consumers. T. B. Chen & Chai (2010) found that consumers with positive perceptions of a product's environmental attributes tend to have a higher intention to repurchase. Similarly, Natalia & Suparna (2023) identified that satisfaction with product quality and belief in environmental benefits significantly drive repurchase intention. Hartmann et al. (2005) also revealed that positive perceptions of eco-friendly brands can enhance consumer loyalty and repurchase intentions.

H1. Green product has a positive and significant effect on green repurchase intention.

The Relationship Between Green Product and Green Trust

Studies on green products have shown a positive relationship between green trust and green purchase intention (Y. S. Chen & Chang, 2012), as consumers prefer to buy environmentally friendly products they trust (Guerreiro & Pacheco, 2021). Green trust is considered a key component in influencing eco-friendly behavior under the Theory of Planned Behavior (Ajzen, 1991) (Y.-S. Chen, 2010) explained that green trust involves the willingness of buyers to rely on eco-friendly products based on environmental and health performance expectations.

H2. Green product has a positive and significant effect on green trust.

The Relationship Between Green Product and Green Satisfaction

In eco-friendly business contexts, green satisfaction reflects consumer happiness with a product or service that contributes to a green ecosystem and supports climate sustainability (Lin et al., 2017) . Y.-S. Chen (2010) found that consumers who believe green products meet expectations in terms of quality and sustainability tend to feel more satisfied. When such products fulfil both functional and environmental expectations, green satisfaction increases.

H3. Green product has a positive and significant effect on green satisfaction.

The Relationship Between Green Brand Image and Green Repurchase Intention

Riki Wijayajaya & Tri Astuti (2018) explained that brand image is the consumer's perception stored in memory, which affects their intent to repurchase. Tjiptono (2011) stated that a positive brand image increases the likelihood of repurchase intentions.

H4. Green brand image has a positive and significant effect on green repurchase intention.

The Relationship Between Green Brand Image and Green Trust

Naili Farida (2015)and Lavuri et al. (2022) found that green brand image significantly statistically impacts green trust. In India, green brand image was shown to positively affect consumer trust and attitudes toward the purchase of premium organic beauty products.

H5. Green brand image has a positive and significant effect on green trust.

The Relationship Between Green Brand Image and Green Satisfaction

Hon & Tu Chiayu (2005)suggested that a company's image is key to consumer satisfaction. Naili Farida (2015) found that green brand image significantly affects green satisfaction, which aligns with Y.-S. Chen (2010) showed that green brand image drives green customer satisfaction.

H6. Green brand image has a positive and significant effect on green satisfaction.

The Relationship Between Green Trust and Green Repurchase Intention

Dwi et al. (2021) found a positive and significant relationship between green trust and repurchase intention. Zebua & Sijabat (2025) emphasized that trust influenced by reputation, product comfort, and benefits plays a crucial role in repurchase decisions.

H7. Green trust has a positive and significant effect on green repurchase intention.

The Relationship Between Green Satisfaction and Green Repurchase Intention

Research on online food products in Taiwan shows that when expectations are met, satisfaction increases repurchase intention (Chang et al., 2014) .Several studies support this finding, including (He et al., 2008) (Yang, 2009)

H8. Green satisfaction has a positive and significant effect on green repurchase intention.

The Mediating Role of Green Trust Between Green Product and Green Repurchase Intention

Studies in India (S et al., 2024) and Indonesia (Mawardi et al., 2024) confirm that green trust significantly mediates the relationship between green product and repurchase intention. Watanabe et al. (2020), Gil & Jacob (2018) and others also found green trust critical in forming repurchase behavior.

H9. Green trust mediates the relationship between green product and green repurchase intention.

The Mediating Role of Green Trust Between Green Brand Image and Green Repurchase Intention

Y.-S. Chen (2010) emphasized that green brand image involves perceptions of environmental commitment, influencing both purchase and repurchase behavior. Sharma R & Singh M (2023) and (Ha, 2021) further explained that reliable ecological performance enhances trust, which in turn strengthens repurchase intentions (Nguyen-Viet et al., 2024); (Huang et al., 2024)

H10. Green trust mediates the relationship between green brand image and green repurchase intention.

The Mediating Role of Green Satisfaction Between Green Product and Green Repurchase Intention

Lam et al. (2016) Y. S. Chen & Chang (2012) and Patterson & Spreng (1997) supported the mediating effect of green satisfaction on the relationship between green product and green repurchase intention.

H11. Green satisfaction mediates the relationship between green product and green repurchase intention.

The Mediating Role of Green Satisfaction Between Green Brand Image and Green Repurchase Intention

Yadav & Pathak (2017) demonstrated that green satisfaction mediates the relationship between green brand image and green purchase intention, based on data from young consumers in a developing market. Although their study focused on initial purchase intention rather than repurchase behavior, the underlying mediation mechanism, where green brand image affects consumer intention through green satisfaction, remains conceptually applicable. Although this model holds considerable relevance, existing research has yet to specifically explore the mediating effect of green satisfaction between green brand image and green repurchase intention, especially within the bottled water sector. To bridge this gap, the current study puts forward the following hypothesis:

H12. Green satisfaction mediates the relationship between green brand image and green repurchase intention.

Conceptual Framework

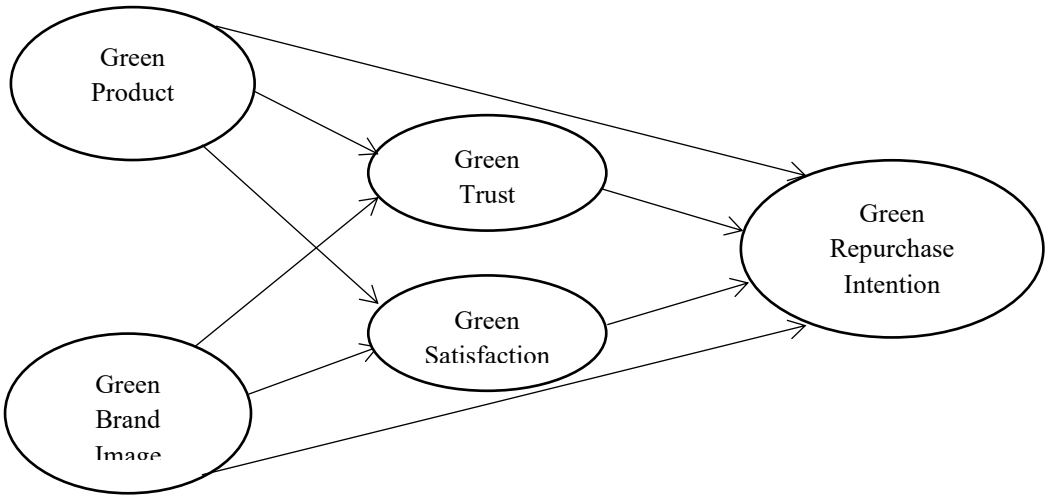


Figure 1. Conceptual Framework

METHOD

Research Approach and Type

This research adopts a quantitative method using an explanatory design, which seeks to clarify causal relationships among variables and test hypotheses grounded in relevant theories. This design was selected as it is well-suited for analyzing both the direct and indirect influences of the independent variables (green product and green brand image) on the dependent variable (green repurchase intention) via two mediators (green trust and green satisfaction).

Research Object and Location

The object of this research is Danone-Aqua consumers, specifically Aqua Life product users, a bottled water product packaged in recycled plastic bottles. The research was conducted in Jakarta area, the primary urban market for Aqua Life and the central location of the company's green marketing campaigns.

Population and Sample

The target population of this study consisted of Aqua Life consumers residing in Jakarta who had purchased the product at least twice in the preceding six months. A purposive sampling technique was applied to select respondents based on specific criteria, namely individuals who were active users and had prior experience with Aqua Life on more than one occasion within the defined period. In total, data were successfully collected from 145 participants.

Data Types and Sources

This study uses two types of data:

1. Primary Data: Collected via questionnaires from Danone-Aqua consumers who had bought the product at least twice within the past six months.
2. Secondary Data: Obtained from company reports, the official Danone-Aqua website, media articles, and other relevant publications.
3.

Data Analysis Technique

The data was analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM), a variance-based method well-suited for complex models, particularly those with mediating variables and relatively small sample sizes.(Hair et al., 2019)

The analysis consists of two main stages:

1. Measurement Model Evaluation (Outer Model)
   This stage tests convergent validity, discriminant validity, and construct reliability.
2. Structural Model Evaluation (Inner Model)
   This stage examines the relationships between constructs in the structural model, including direct and indirect (mediating) effects.

RESULTS AND DISCUSSION

This chapter presents the results of hypothesis testing by analyzing the measurement model (outer model), which involves assessments of convergent validity, discriminant validity, and composite reliability. In addition, the structural model (inner model) is evaluated through model fit analysis, path coefficient testing, as well as analyses of indirect and total effects. Each component is thoroughly examined to align with the research objectives and to test the proposed hypotheses.

Smart PLS Data Analysis

This section presents the step-by-step testing procedure using Partial Least Squares (PLS) via Smart PLS 4. The process begins with an outer model test, which includes validity and reliability tests, followed by the inner model test, including Goodness of Fit (GOF), F-square, and path coefficients. Finally, hypothesis testing is performed for both direct and indirect relationships.

Outer Model Analysis

The outer model analysis in Partial Least Squares (PLS) connects latent variables with their indicators. It aims to measure the validity and reliability of the indicators representing each latent variable.

Convergent Validity

The outer loading test results reveal that all indicators surpass the 0.70 threshold, confirming that the model meets the criteria for convergent validity. This validity was further assessed by comparing the Average Variance Extracted (AVE) values to the 0.50 benchmark. The findings indicate that all variables have AVE values above 0.50, thereby verifying that each construct fulfills the convergent validity requirements.

Table 1. AVE Score

	Average Variance Extracted (AVE)
GP	**0.593**
GBI	**0.657**
GT	**0.656**
GS	**0.684**
GRI	**0.684**

Source: data analysis, 2025

Discriminant Validity

Discriminant validity is assessed through:

1. Cross loading
2. Fornell-Larcker Criterion: Discriminant validity is acceptable if the square root of AVE for each construct is greater than its correlations with other latent variables.
3. HTMT (Heterotrait-Monotrait Ratio): A value below 0.90 indicates good discriminant validity (Hair et al., 2021)

Table 2. Fornell-Larcker Criterion

	GP	GBI	GT	GS	GRI
GP	**0.770**				
GBI	0.601	**0.811**			
GT	0.589	0.666	**0.810**		
GS	0.578	0.649	0.630	**0.827**	
GRI	0.651	0.716	0.711	**0.717**	**0.827**

Source: data analysis, 2025

Table 3. Heterotrait-Monotrait Ratio (HTMT)

	GP	GBI	GT	GS	GRI
GP					
GBI	0.647				
GT	0.626	0.706			
GS	0.616	0.695	0.670		
GRI	0.688	0.758	0.751	0.762	

Source: data analysis, 2025

The results from all three criteria confirm that the model exhibits strong discriminant validity.

Composite Reliability

The reliability of the constructs was assessed using Composite Reliability and Cronbach's Alpha. The analysis indicated that all variables obtained Composite Reliability values greater than 0.70 and Cronbach's Alpha values exceeding 0.70.

Table 4. Cronbach Alpha and Composite Reliability

	Cronbach's Alpha	*Composite Reliability*
Green Product	0.924	0.936
Green Brand Image	0.925	0.939
Green Trust	0.942	0.950
Green Satisfaction	0.934	0.945
Green Repurchase Intention	0.948	0.956

Source: data analysis, 2025

This confirms that each construct in the model is reliable.

Inner Model Analysis

The inner model analysis evaluates:

1. R-Square values
2. Goodness of Fit (GOF)
3. Path coefficients

Goodness of Fit (GOF)

Table 5. Goodness of Fit (GOF)

	Saturated Model	*Estimated Model*
SRMR	0.059	0.065

Source: data analysis, 2025

Table 6. R-Square Results

	R^2
Green Trust	0.499
Green Satisfaction	0.476
Green Repurchase Intention	0.686

This shows that:

1. 49.9% of the variation in green trust is explained by green product and green brand image.
2. 47.6% of green satisfaction is explained by the same two predictors.
3. 68.6% of green repurchase intention is explained by all variables.
4. SRMR (Standardized Root Mean Square Residual):
   The model fit is acceptable with an SRMR of 0.065, which is below the threshold of 0.08, indicating a good model fit.

Path Coefficient Analysis

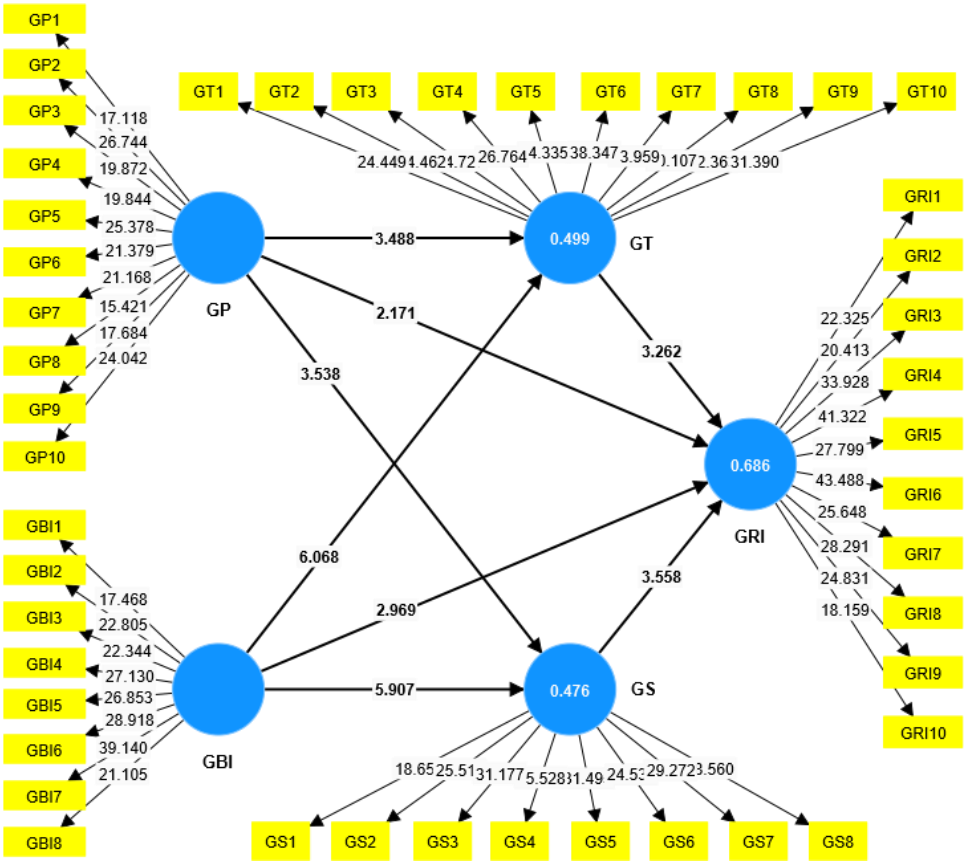
This analysis evaluates the effect of each variable using t-statistics (threshold = 1.96). The results are all direct hypotheses are statistically significant and supported.

Table 7. Path Coefficient Analysis

Path	Coefficient	t-Statistic	p-Value	Conclusion
GP → GT	0.295	3.488	0.000	Accepted
GP → GS	0.294	3.538	0.000	Accepted
GP → GRI	0.186	2.171	0.030	Accepted

Path	Coefficient	t-Statistic	p-Value	Conclusion
GBI → GT	0.489	6.068	0.000	Accepted
GBI → GS	0.472	5.907	0.000	Accepted
GBI → GRI	0.247	2.969	0.003	Accepted
GT → GRI	0.255	3.262	0.001	Accepted
GS → GRI	0.288	3.558	0.000	Accepted

Source: data analysis, 2025



Source: SmartPLS 4 Output

Figure 2. Structural Model (Inner Model) with Path Coefficients

4.1.2.2 Indirect Effects (Mediation)

Table 8. Mediation Path Analysis

Mediation Path	Coefficient	t-Statistic	p-Value	Conclusion
GP → GT → GRI	0.075	2.272	0.023	Accepted
GP → GS → GRI	0.085	2.267	0.023	Accepted
GBI → GT → GRI	0.125	2.718	0.007	Accepted
GBI → GS → GRI	0.136	2.908	0.004	Accepted

Source: data analysis, 2025

All indirect relationships are also statistically significant, indicating that both green trust and green satisfaction mediate the effects of green product and green brand image on repurchase intention.

CONCLUSION

This concluding chapter provides a summary of the research findings and discussions outlined in the preceding chapter. It highlights the main conclusions derived from the hypothesis testing and offers practical insights into the relationships among the studied variables.

These conclusions are grounded in empirical evidence concerning the effects of green products and brand image on green satisfaction and green trust, as well as the role of these mediators in shaping green repurchase intention. Additionally, the findings are interpreted within the framework of the Theory of Planned Behavior (TPB), which forms the theoretical basis of this research.

CONCLUSION

Grounded in the Theory of Planned Behavior, which posits that attitudes, subjective norms, and perceived behavioral control shape individuals' intentions, this study demonstrates that both green product quality and green brand image significantly enhance green trust, green satisfaction, and green repurchase intention among Danone Aqua Life consumers. Green trust and satisfaction, representing favorable attitudes toward the product and brand, serve as critical mediators, strengthening the pathways between product quality, brand image, and repurchase behavior. Higher product quality fosters trust and satisfaction, which in turn reinforce consumers' intentions to repurchase, aligning with TPB's emphasis on the attitudinal basis of behavioral intentions. Similarly, a favorable green brand image builds trust and satisfaction, further motivating repeat purchases. The mediation results confirm that trust and satisfaction partially transmit the effects of both green product and brand image on repurchase intention, highlighting their central roles as attitudinal drivers of consumer loyalty toward environmentally friendly products.

Suggestions

Practical Suggestions

Based on the research conclusions, the following practical suggestions are proposed:

1. Enhance green product quality through eco-friendly packaging, transparent communication, and innovation aligned with sustainability.
2. Reinforce green brand image via compelling storytelling, partnerships with environmental organizations, and wider distribution beyond Jakarta and Bali.
3. Monitor consumer satisfaction regularly to assess perceptions of sustainability and product performance.

Academic Suggestions

1. Evaluating the impact of CSR initiatives on consumer trust, loyalty, and repurchase intentions.
2. Brand comparison analyses between Aqua and competitors like Le Minerale or Nestlé Pure Life to assess differences in green brand influence.
3. Longitudinal studies to explore how sustainable practices affect satisfaction and loyalty over time.
4. Incorporating moderating variables such as environmental concern or perceived value to examine their influence on the main relationships.

Research Limitations

Although this study offers valuable insights, certain limitations remain. While it included detailed segmentation of consumers based on demographic characteristics such as age, gender, and education level, other aspects remain constrained. The cross-sectional design,

relying on one-time data collection, restricts the ability to track changes in consumer behavior over time. Additionally, the study focused solely on the Danone Aqua brand, which may limit the applicability of the findings to other bottled water brands with differing market positions. Lastly, the geographic scope was limited to consumers in Jakarta, potentially reducing the generalizability of the results to regions with different levels of product availability, cultural preferences, or price sensitivity. Moreover, the sample size of 145 respondents further restricts the generalizability of the findings. Future research is encouraged to use larger and more diverse samples across different regions to validate and extend the current results.

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