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Green Product, Green Advertising, and Green Trust on Repurchase Intention (A Study of AQUA Bottled Drinking Water Consumers in DKI Jakarta)

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Abstract

Objectives: Growing concerns about plastic waste and increasing competition in the bottled drinking water industry have highlighted the importance of environmentally responsible marketing. This study examines the effects of green product, green advertising, and green trust on repurchase intention among AQUA consumers in DKI Jakarta. **Methodology:** This quantitative study involved 160 AQUA consumers selected through purposive sampling. Data were collected using a five-point Likert-scale questionnaire and analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 4. **Finding:** The results revealed that green product (β = 0.330, $p < 0.001$), green advertising (β = 0.218, p = 0.002), and green trust (β = 0.415, $p < 0.001$) positively and significantly influenced repurchase intention. The model explained 65.6% of the variance in repurchase intention (R^2 = 0.656), with green trust emerging as the strongest predictor. **Conclusion:** Environmental product attributes, credible advertising, and consumer trust significantly strengthen repurchase intention. These findings emphasise the importance of prioritising transparent environmental commitments, sustainable product innovations, and credible marketing communication to encourage repeat purchases.

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INTRODUCTION

Global environmental pollution posed a serious challenge to the long-term sustainability of the planet and occurred in various forms, including air, water, soil, and noise pollution (Awewomom et al., 2024). Plastic was among the most difficult materials to decompose, and plastic pollution became a pressing environmental issue as a result of rising consumption, poor biodegradability, and ineffective waste management, all of

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which led to the accumulation of waste that polluted ecosystems (Fayshal, 2024). The United Nations Environment Programme projected that the volume of plastic waste entering the ocean could nearly triple by 2040 if no meaningful intervention was taken. Indonesia itself ranked third among the countries producing the largest volume of plastic waste in the world, after India and Nigeria, generating approximately 3.4 million tons of plastic waste each year (Paino, 2024). This high volume of plastic waste in developing countries such as Indonesia was driven by increasing consumption of single-use plastics and weak waste-management infrastructure (Benson et al., 2022), a structural challenge that continued to confront major Indonesian cities (Zahrah et al., 2024).

The problem was clearly visible in DKI Jakarta. As a coastal city with a population of more than ten million, rapid urbanization and a consumption pattern that still relied heavily on single-use plastics worsened environmental conditions, particularly the balance of the coastal ecosystem (Nengsih & Mokodompit, 2024). A 2022 study by Waste4Change covering five municipalities in DKI Jakarta found that around 87.52 percent, or 244.72 tons per day, of flexible plastic waste still ended up in final disposal sites, while only 2.99 percent was successfully recycled (Defitri, 2022). Addressing this gap between high plastic-waste generation and low recycling rates required companies to adopt appropriate strategies, since the success of such strategies depended heavily on how well organizational resources were directed toward sustainability goals (Suprapto et al., 2022). One strategic response was green marketing, an approach that integrated sustainability values into a company's products, processes, and business communication (Nakhla et al., 2025). Danone-AQUA, one of the leading companies in the bottled drinking water (AMDK) industry, consistently implemented this strategy, making it a relevant subject for further study in this research.

PT Tirta Investama, through its AQUA brand, was one of the most widely recognized providers of bottled drinking water in Indonesia, offering various packaging sizes ranging from 240 ml cups to 19-liter gallons designed to support the mobility and practical needs of modern consumers (Tirani & Widayat, 2022). Since being acquired by the France-based Danone Group in 2001, AQUA placed greater emphasis on environmentally oriented business practices through green marketing and corporate social responsibility (Danone Indonesia, 2022). One tangible form of this commitment was the development of green products through more environmentally friendly packaging. AQUA's gallon packaging was designed to be 100 percent circular and reusable, while its 600 ml and 1500 ml bottles contained 35 percent recycled PET (rPET). In addition, the 600 ml rPET and AQUALIFE variants used 100 percent recycled material. This commitment extended beyond product characteristics into programs that supported plastic-waste management, including the #BijakBerplastik movement, which collected 31,506 tons of PET bottle waste in 2024. The initiative was supported by the SAMTAKU education program, which reached approximately 1.12 million schoolchildren, and by a large-scale plastic recycling collection center developed in collaboration with Prevented Ocean Plastic Southeast Asia (Danone Indonesia, 2024).

Despite this sustained commitment, AQUA still faces challenges in maintaining its brand position amid intensifying competition in the AMDK industry, as reflected in the

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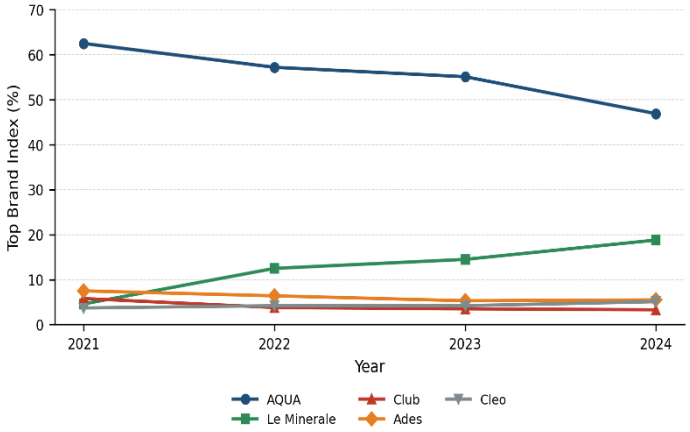
Figure 1. Top Brand Index Comparison of Bottled Drinking-Water Brands, 2021-2024



Source: Processed from Top Brand Award (2024)

Figure 1 shows a consistent decline in AQUA's brand performance over the past four years, from 62.50 percent in 2021 to only 46.90 percent in 2024. This decline is driven by several factors, including operational challenges and growing consumer awareness of environmental issues; although AQUA is known for its high product quality, its brand image has weakened owing to negative perceptions of the company's environmental responsibility. This condition contrasts with Le Minerale, whose index rose sharply from 4.60 percent in 2021 to 18.80 percent in 2024, driven by an aggressive marketing strategy and a positive brand image, particularly among younger consumers and urban families.

Prior studies showed inconsistent findings regarding these relationships. Amaliyah et al. (2025) and Putra and Prasetyawati (2021) found that green product positively and significantly affected repurchase intention. Regarding green advertising, Putra and Prasetyawati (2021) and Pradnyani and Oktora (2024) found a positive and significant effect, whereas Anggraeni and Putra (2024). For green trust, Nakhla et al. (2025) and Kusumaningrum (2024) both reported a positive and significant effect on repurchase intention. Building on phenomena described above, this study analysed the effects of green product, green advertising, and green trust on the repurchase intention of AQUA bottled drinking water consumers in DKI Jakarta, with the aim of providing recommendations for a more targeted green marketing strategy.

LITERATURE REVIEW

Green Marketing

Green marketing was a strategic marketing approach that incorporated environmental considerations into product design, promotion, and overall business practices to satisfy consumer needs while minimizing environmental impact (Wardhana, 2023). As environmental issues became increasingly important to both businesses and consumers, companies began to adopt marketing strategies that not only focused on achieving economic objectives but also emphasized environmental responsibility and sustainability. In this context, green marketing integrated environmental sustainability principles into product design, business processes, and communication with consumers, enabling firms to align their marketing activities with broader sustainability goals while creating value for environmentally conscious consumers (Halim et al., 2024).

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Theory Of Planned Behavior

This study was grounded in the Theory of Planned Behavior (TPB), developed by Ajzen (1991), which explained that an individual's intention to perform a behavior was influenced by three factors: attitude toward the behavior, subjective norms, and perceived behavioral control. These three factors collectively influenced actual behavior (Ajzen, 1991, as cited in Hidayat & Sananta, 2024). In the context of green marketing, TPB was used to explain how consumers' attitudes toward environmental issues, the social pressure they perceived from their surroundings, and their perceived ability to act, such as having sufficient money, time, or information, shaped their intention to choose environmentally friendly products (Wilson & Edelyn, 2022).

Repurchase Intention

Repurchase intention referred to an individual's subjective evaluation when considering whether to buy or use a product or service from the same company again, based on both current conditions and future expectations (Hellier et al., 2003, as cited in Cahyanti & Ekawati, 2021). It reflected a consumer's willingness to continue purchasing a product after previous consumption experiences and represented an important indicator of future purchasing behavior. Customers who repurchased a product and remained loyal to a brand contributed significantly to a company's sales growth and long-term business performance (Idrus et al., 2023). Furthermore, repurchase intention was influenced by consumers' perceptions of product value together with their trust in the brand (Cahyanti & Ekawati, 2021). When consumers perceived that a product consistently met their expectations and trusted the company's commitment to delivering quality and environmental responsibility, they were more likely to develop a stronger intention to repurchase the product in the future.

Green Product

Janah and Nugroho (2023) explained that a green product referred to a product produced through environmentally friendly methods that aimed to minimize negative impacts on the environment. The products and their packaging were also made from recycled materials while supporting the preservation of natural resources. Similarly, Gosani, as cited in Prameka and Kurniawan (2021), stated that green or environmentally friendly products had become increasingly used over the past several decades. This indicated that environmentally friendly products had attracted considerable consumer interest and had become an important focus for marketers in educating consumers and encouraging positive actions toward environmental preservation.

Green Advertising

Vanessa and Ariestya (2024) defined green advertising as an advertising strategy that focused on communicating the environmental benefits of a product, making it different from conventional advertising, which primarily emphasized commercial aspects. Through this strategy, companies encouraged consumers to adopt more environmentally responsible behavior while strengthening their image as organizations committed to environmental sustainability. Similarly, Mirah et al. (2025) described green advertising as a marketing communication strategy that promoted environmentally friendly products and supported efforts to reduce negative environmental impacts. This strategy targeted consumers who were concerned about environmental issues and helped

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build a positive corporate image by highlighting the company's commitment to sustainability through the products it offered.

Green Trust

Trust played an important role in building consumers' confidence in a company's credibility and ability to meet their expectations (Rivaldi & Marlapa, 2026). In the context of green marketing, this trust was related to consumers' beliefs in a company's environmental claims and commitments. Chen (2013, as cited in Lisnaningrum, 2020) defined green trust as consumers' willingness to rely on a product or brand based on its environmental credibility, commitment, and integrity. Supporting this view, Chrysna et al. (2022) explained that green trust was built through product credibility, environmental responsibility, and the brand's commitment to sustainability, which encouraged consumers to trust and choose environmentally friendly products.

Effect of Green Product on Repurchase Intention

Green product was defined as a product that provided value to consumers while reducing negative environmental impacts throughout its life cycle (Budjang et al., 2024). Products that were perceived as environmentally friendly created additional value for consumers because they reflected sustainability principles in their production and use. Previous studies reported a positive relationship between green product and repurchase intention. Amaliyah et al. (2025) found that green product positively and significantly affected repurchase intention. Similar findings were reported by Putra and Prasetyawati (2021), who showed that environmentally friendly product characteristics encouraged consumers to repurchase a brand. These findings suggested that stronger consumer perceptions of a product's environmental attributes increased the likelihood of repurchase intention.

H1: Green product positively and significantly affected repurchase intention.

Effect of Green Advertising on Repurchase Intention

Green advertising was described as a marketing communication strategy that promoted environmentally friendly products while highlighting a company's commitment to environmental sustainability (Mirah et al., 2025). By communicating environmental values, green advertising helped consumers develop more positive perceptions of a brand. Putra and Prasetyawati (2021) found that green advertising positively and significantly affected repurchase intention among Starbucks consumers. Likewise, Pradnyani and Oktora (2024) reported a significant positive effect of green advertising on repurchase intention. However, Anggraeni and Putra (2024) found no significant effect among Generation Z consumers of AQUA gallon products in Bandung, indicating inconsistent findings in previous research. Based on these findings, this study proposed the following hypothesis.

H2: Green advertising positively and significantly affected repurchase intention.

Effect of Green Trust on Repurchase Intention

Trust played an important role in strengthening consumers' confidence in a company's credibility and ability to fulfill its commitments (Rivaldi & Marlapa, 2026). In the context of green marketing, green trust referred to consumers' willingness to rely on a brand based on its environmental credibility, integrity, and commitment (Chen, 2013, as cited in Lisnaningrum, 2020). Previous studies consistently showed a positive relationship between green trust and repurchase intention. Nakhla et al. (2025) reported

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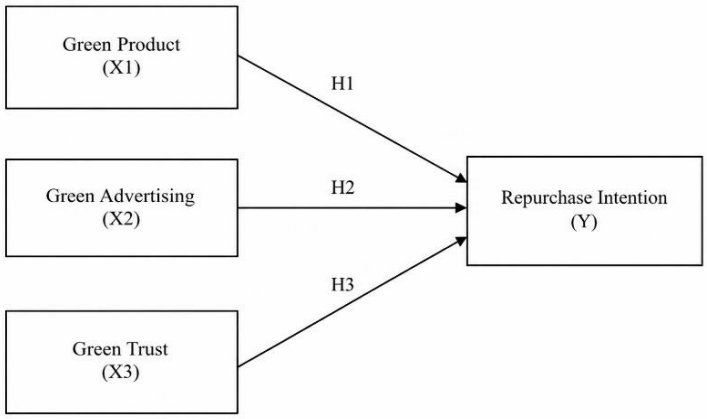
that green trust positively and significantly affected repurchase intention among Generation Z consumers. Similarly, Kusumaningrum (2024) found that consumers who trusted a brand's environmental commitment were more likely to repurchase its products. These findings indicated that stronger green trust increased consumers' intention to repurchase environmentally friendly products

H3: Green trust positively and significantly affected repurchase intention.

Based on the theoretical review and hypothesis development above, the conceptual framework of this study is presented in Figure 2, in which green product (X1), green advertising (X2), and green trust (X3) are positioned as independent variables influencing repurchase intention (Y) as the dependent variable.

Figure 2. Conceptual Framework and Research Hypotheses



Source: Developed by the authors (2025)

METHODS

This study used a quantitative approach to examine the effects of green product, green advertising, and green trust as independent variables on repurchase intention as the dependent variable (Sugiyono, 2023). The research was conducted in DKI Jakarta, with AQUA bottled drinking water (AMDK) consumers as the object of the study. The research subjects consisted of individuals who had purchased and consumed AQUA bottled drinking water in DKI Jakarta. Data were collected through an online questionnaire (Google Form) using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The population consisted of all consumers who had purchased AQUA bottled drinking water in DKI Jakarta. Since the exact population size was unknown, the sample was determined using a non-probability sampling technique with a purposive sampling approach. The sample size was calculated based on the recommendation of Hair et al. (2022), who suggested that an adequate sample for multivariate analysis could be obtained by multiplying the number of indicators by five to ten. With 32 indicators across four constructs, the minimum sample size was 160 respondents. Respondents were required to (1) reside in DKI Jakarta, (2) be between 17 and 50 years old, (3) be male or female, and (4) have any employment status.

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4, which was considered appropriate for testing complex research models without requiring normally distributed data (Ghozali & Kusumadewi,

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2023). The measurement (outer) model was evaluated using convergent validity, discriminant validity, and reliability. Convergent validity was assessed through outer loading values greater than 0.70 and average variance extracted (AVE) values above 0.50. Discriminant validity was examined using the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT), while reliability was evaluated using Cronbach's alpha and composite reliability values above 0.70. The structural (inner) model was evaluated using the coefficient of determination (R^2) and effect size (f^2). Finally, the hypotheses were tested using the bootstrapping procedure with a two-tailed significance level of $\alpha = 0.05$. A hypothesis was supported when the t-statistic exceeded 1.96 and the p-value was less than 0.05 (Hair et al., 2022).

Table 1. Operational Variables

Variable	Author	Dimensions	Scale
Green Product (X1)	Rath (2013); Faizah et al. (2023)	Eco-friendly packaging; Non - hazardous raw materials; Safety for living beings; Eco-label certification	Likert (1–5)
Green Advertising (X2)	Kirgiz (2016), as cited in Vanessa & Ariestya (2024)	Product orientation; Process orientation; Image orientation; Environmental information	Likert (1–5)
Green Trust (X3)	Chen et al. (2015), as cited in Hasanah & Handayani (2020)	Environmental image; Environmental function; Environmental claim; Product performance	Likert (1–5)
Repurchase Intention (Y)	Widayati et al. (2022)	Transactional interest; Referential interest; Preferential interest; Exploratory interest	Likert (1–5)

Source: Processed by the author from the underlying thesis (2025).

RESULT AND DISCUSSION

Result

This section presented the results of the data collected from 160 respondents who met the predetermined sampling criteria. The results included the respondent profile and the evaluation of the measurement model. The respondent profile was presented to describe the characteristics of the respondents involved in the study, while the measurement model was evaluated to determine the validity and reliability of the research instruments.

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Table 2. Respondent Profile

Characteristic	Category	n	%
Gender	Male	50	31.3
	Female	110	68.8
Age	17–20 years	33	20.6
	21–25 years	97	60.6
	26–30 years	18	11.3
	31–40 years	7	4.4
	41–50 years	5	3.1
Domicile	Central Jakarta	16	10.0
	West Jakarta	71	44.4
	South Jakarta	20	12.5
	East Jakarta	23	14.4
	North Jakarta	30	18.8
Occupation	Student (school)	6	3.8
	University student	74	46.3
	Employed	78	48.8
	Other	2	1.3

Source: Primary data processed by the author (2026).

The questionnaire was distributed to 160 respondents who met the sampling criteria. As presented in Table 2, most respondents were female (68.8 percent), while the largest age group was 21–25 years (60.6 percent). Respondents came from all five administrative regions of DKI Jakarta, with the highest proportion living in West Jakarta (44.4 percent). In terms of employment status, most respondents were employees (48.8 percent) or university students (46.3 percent).

Table 3. Convergent Validity (Outer Loading)

GP	Loading	GA	Loading	GT	Loading	RI	Loading
GP1	0.819	GA1	0.817	GT1	0.840	RI1	0.838
GP2	0.843	GA2	0.819	GT2	0.820	RI2	0.817
GP3	0.852	GA3	0.785	GT3	0.844	RI3	0.820
GP4	0.845	GA4	0.809	GT4	0.860	RI4	0.782
GP5	0.877	GA5	0.776	GT5	0.802	RI5	0.788
GP6	0.854	GA6	0.801	GT6	0.831	RI6	0.785
GP7	0.858	GA7	0.848	GT7	0.829	RI7	0.794
GP8	0.829	GA8	0.818	GT8	0.822	RI8	0.758

Source: SmartPLS 4 output (2026)

Table 4. Average Variance Extracted

Variabel	Average Variance Extracted (AVE)
Green product	0.718
Green Advertising	0.655
Green Trust	0.691
Repurchase Intention	0.637

Source: Primary data processed with SmartPLS 4 (2026).

The measurement model was evaluated before the structural relationships were tested. As shown in Table 2 and Table 3, all 32 indicators across the four constructs had outer loading values above 0.70, and the AVE values for all four constructs were above

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0.50. These results showed that the indicators represented their respective constructs and met the convergent validity criteria.

Table 5. Discriminant Validity (Fornell-Larcker Criterion)

Variable	Green Product	Green Advertising	Green Trust	Repurchase Intention
Green Product	0.847			
Green Advertising	0.217	0.809		
Green Trust	0.727	0.536	0.831	
Repurchase Intention	0.679	0.512	0.772	0.798

Source: Primary data processed with SmartPLS 4 (2026).

Table 6. Discriminant Validity (Heterotrait-Monotrait Ratio)

Variable	Green Product	Green Advertising	Green Trust	Repurchase Intention
Green Product	–			
Green Advertising	0.218	–		
Green Trust	0.771	0.565	–	
Repurchase Intention	0.724	0.544	0.830	–

Source: Primary data processed with SmartPLS 4 (2026).

Discriminant validity was assessed using the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT). Table 4 showed that the square root of the AVE for each construct, presented on the diagonal, was higher than its correlations with the other constructs. This result indicated that each construct was sufficiently distinct from the others. The HTMT results in Table 5 also showed that all inter-construct ratios were below the 0.90 threshold. The highest ratio was found between green trust and repurchase intention (0.830), while the lowest was between green product and green advertising (0.218). These results indicated that the constructs in the model were empirically distinct.

Table 7. Reliability Cronbach's Alpha dan Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Green Product	0.944	0.953
Green Advertising	0.925	0.938
Green Trust	0.936	0.947
Repurchase Intention	0.918	0.933

Source: Primary data processed with SmartPLS 4 (2026).

Table 6 presented the reliability results and Average Variance Extracted (AVE) for each construct. The Cronbach’s alpha values (0.918–0.944) and composite reliability values (0.933–0.953) for all constructs were above 0.70. These results showed that the measurement model met the required validity and reliability criteria.

Table 8. R-Square

Variable	R-square	R-square Adjusted
Repurchase Intention	0.656	0.649

Source: Primary data processed with SmartPLS 4 (2026).

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Table 9. F-Square

Variable	Repurchase Intention	Category
Green Product	0.136	Small effect
Green Advertising	0.090	Small effect
Green Trust	0.161	Medium effect

Source: Primary data processed with SmartPLS 4 (2026).

Having met the measurement model criteria, the structural model was then evaluated. As shown in Table 6, green product, green advertising, and green trust together explained 65.6 percent of the variance in repurchase intention ($R^2 = 0.656$; adjusted $R^2 = 0.649$). This result was classified as moderate, while the remaining 34.4 percent was explained by factors outside the model. The Q^2predict value for repurchase intention was 0.633, which was above zero and indicated that the model had predictive relevance. Table 7 presented the effect sizes (f^2) of each independent variable on repurchase intention. Green trust had the largest effect ($f^2 = 0.161$, medium effect), followed by green product ($f^2 = 0.136$, small effect) and green advertising ($f^2 = 0.090$, small effect). These results showed that green trust had the strongest contribution to repurchase intention among the three predictors.

Table 10. Hypothesis Testing

Hypothesis	Path	Original Sample	T-Statistics	P-Values	Decision
H1	Green Product → Repurchase Intention	0.330	4.440	0.000	Accepted
H2	Green Advertising → Repurchase Intention	0.218	3.112	0.002	Accepted
H3	Green Trust → Repurchase Intention	0.415	4.736	0.000	Accepted

Source: Primary data processed with SmartPLS 4 (2026).

Hypotheses were tested using the bootstrapping procedure, and the results were summarized in Table 8. All three paths showed positive and statistically significant effects at the 5 percent significance level. Green trust had the strongest effect on repurchase intention ($\beta = 0.415$; $t = 4.736$; $p = 0.000$), followed by green product ($\beta = 0.330$; $t = 4.440$; $p = 0.000$) and green advertising ($\beta = 0.218$; $t = 3.112$; $p = 0.002$). Since all paths had t-values above 1.96 and p-values below 0.05, with positive original sample coefficients, H1, H2, and H3 were accepted.

Discussion

The effect of green product on repurchase intention (H1) was positive and significant ($\beta = 0.330$; $t = 4.440$; $p = 0.000$). This result indicated that consumers who had more favorable perceptions of AQUA's environmentally friendly product attributes had stronger intentions to repurchase the product. Based on the Theory of Planned Behavior, this finding was related to the attitude component. Consumers who viewed AQUA's recyclable packaging, non-toxic materials, and eco-label information positively tended to develop a more favorable attitude toward the product, which strengthened their behavioral intention. This result was in line with Amaliyah et al. (2025) and Putra and Prasetyawati (2021), who found that green product had a significant effect on repurchase intention. The finding also showed that green product attributes, such as recyclable

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packaging and safe materials, played an important role in encouraging repeat purchases among AQUA consumers in DKI Jakarta.

The effect of green advertising on repurchase intention (H2) was also positive and significant ($\beta = 0.218$; $t = 3.112$; $p = 0.002$). This result showed that consumers who responded more positively to AQUA's environmental advertising messages had stronger intentions to repurchase the product. The finding was consistent with Putra and Prasetyawati (2021) and Pradnyani and Oktora (2024), who also found a positive and significant effect of green advertising on repurchase intention. However, the result differed from Anggraeni and Putra (2024), who found no significant effect among Generation Z consumers of AQUA gallon products in Bandung. This difference suggested that the effect of green advertising could vary depending on the characteristics of the consumers and the research setting. In this study, environmental messages delivered through AQUA's advertising were associated with stronger repurchase intention among consumers in DKI Jakarta. This finding was also consistent with the attitude and subjective norm components of the Theory of Planned Behavior.

The effect of green trust on repurchase intention (H3) was positive and significant and had the strongest effect among the three variables ($\beta = 0.415$; $t = 4.736$; $p = 0.000$). This result confirmed that green trust was the most dominant predictor of repurchase intention in the model. The finding was consistent with Nakhla et al. (2025) and Kusumaningrum (2024), who found that green trust had a positive and significant effect on repurchase intention. From the perspective of the Theory of Planned Behavior, this result was related to perceived behavioral control, as consumers who trusted AQUA's environmental commitments were more confident in continuing to purchase the brand. Among AQUA consumers in DKI Jakarta, the result suggested that maintaining green trust through clear and consistent environmental practices and communication was important for encouraging repeat purchases and maintaining long-term consumer relationships.

CONCLUSION

This study showed that green product, green advertising, and green trust each had a positive and significant effect on the repurchase intention of AMDK AQUA consumers in DKI Jakarta. Together, these variables explained 65.6 percent of the variance in repurchase intention, with green trust emerging as the most dominant predictor. Theoretically, these findings extended the Theory of Planned Behavior into the field of green marketing by showing that consumers' attitudes toward environmental product attributes, exposure to environmental advertising, and trust in a brand's sustainability commitments were related to repurchase behavior. These findings also provided additional evidence from the bottled drinking water sector, which had received less attention than other green marketing contexts.

From a managerial perspective, the results suggested that AQUA and similar green brands should have prioritized green trust by providing clear and verifiable information about their sustainability programs, packaging innovations, and production practices. Trust appeared to have played a greater role in encouraging repeat purchases than product attributes or advertising alone. At the same time, green product attributes, such as recyclable packaging, non-hazardous materials, and clear eco-labeling, remained important. Environmental advertising also needed to communicate environmental benefits clearly and credibly to strengthen consumer trust.

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Future research was encouraged to examine the same model in other regions or product categories. Further studies could also have included mediating or moderating variables, such as brand image or environmental knowledge, to provide a broader understanding of the relationship between green marketing activities and repurchase intention.

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