THE EFFECT OF ECO-LABELING, GREEN PROMOTION, AND BRAND IMAGE ON PURCHASING DECISIONS OF GREENFIELDS MILK

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INFORMASI ARTIKEL	ABSTRACT
	Nowadays, the aspect of people's decision in buying a product sees its impact on the environment. PT Greenfields in its marketing implements an environmentally friendly packaging system and carries out CSR that is oriented towards environmental empowerment. This study is oriented to examine eco-label, green promotion, and brand image in purchase decisions on Greenfields Milk purchase in Neroktog, Tangerang. This groundwork method is quantitative with a sample of 100 people calculated applying the Lemeshow formula because the population is unknown. The researcher distributed questionnaires to Greenfields Milk consumers, thus finding that the eco-label variable affects purchase decisions. The hypothesis is accepted and the eco-label variable shows a positive and significant effect. Then the green promotion variable does not effect the purchase decision. Then the brand image variable affects purchase decisions. Thus the hypothesis is accepted and this variable shows a positive and significant impact. Simultaneously, the three independent variables influence the dependent variable based on the results of the F test calculation.This finding supports the importance of environmentally friendly attributes for packaged milk products because it can improve

consumers in deciding to purchase products.

INTRODUCTION

Increasing public awareness of environmental issues has significant social and ecological implications, particularly regarding consumption.(Nguyen-Viet, 2022) Conversely, numerous companies have acknowledged their responsibility for deteriorating environmental conditions through green marketing initiatives.(Kaur & Bhatia, 2018) Green marketing innovation is propelled by various factors, including product development utilizing organic materials, eco-friendly packaging, and corporate social responsibility (CSR) towards local communities. (Eldesouky et al., 2020; Rachmi et al., 2023) With green marketing serving as a response to environmental challenges, it offers consumers more informed considerations when making purchasing decisions.(Larasati et al., 2021) Naturally, consumers are inclined to favor 'environmentally friendly' products as a prudent choice for a sustainable future.

Several packaged beverage products in Indonesia have adopted green marketing strategies, including the packaged milk offerings from PT. Greenfields available in the market. According to UHT Milk sales data from e-commerce, compiled by the Compas Team for the periods of March 1-31 and September 16-30, 2023, Greenfields milk experienced a decline in sales during both the March and September periods. Below is a table detailing the sales data for UHT milk brands.

Table 1
Top 5 Highest Sales of UHT Milk Brand

Brand	Market Share (%)	
	March 2023	**September 2023**
Frisian Flag	44,65%	18,2%
Ultra Milk	7,85%	15,6%
Greenfields	18,74%	11,3%
Indomilk	2,96%	<10%
Diamond	3,45%	<10%

Source : www.compas.co.id/article/top-5-brand-susu-uht/

Greenfields milk sales during the March 2023 period reached 18.74%, securing the second position among three other UHT milk brands. However, by September, Greenfields milk sales declined to 11.3%, resulting in a shift to third place, with Ultra Milk taking the lead. In addition to sales data analysis, the Compas Team conducted research on the seven top-selling UHT milk brands on Shopee and Tokopedia during the period of May 1-15, 2023. The details of the market share percentages for these seven UHT milk brands are as follows.

Table 2
Top 7 Most Excellent UHT Milk Sellers in E-commerce

Brand	E-commerce	Market Share (%)
		Maret 2023

Ultramilk Official Store	Tokopedia	26,9%
Frisian Flag Official	Tokopedia	9%
Japfa Best official	Shopee	7,1%
Shopee Supermarket	Shopee	6,55%
Greenfields Official Store	Tokopedia	5,63%
Nestle Indonesia	Shopee	4,87%
Frisian Flag Official Shop	Shopee	4,12%

Source : www.compas.co.id/article/seller-susu-uht/

According to the table above, the Ultra High Technology Milk Brand ranks as the most prominent on Shopee and Tokopedia, while Greenfields occupies the fourth position among seven milk brands in the e-commerce sector. During this period, the market share of the Greenfields store on Tokopedia reached 5.63%, whereas the Greenfields store on Shopee did not qualify for the Top 7 Sellers category. Research findings from the Compas Team indicate that Greenfields milk has yet to achieve the top position in either sales or as a leading seller in the e-commerce landscape.

Upon closer examination, several factors influence consumers' decisions to purchase a product. Primarily, eco-labels or environmentally friendly materials. Previous research has shown a correlation between eco-friendly labels and purchases. decisions. Studies have yielded favorable outcomes (Amalia et al., 2023; Ayes et al., 2024; Di Martino et al., 2019); however, (Rachmi et al., 2023) present findings that challenge earlier conclusions, suggesting that elevated prices associated with eco-labels may diminish consumer purchasing interest. Second, green promotions, have been shown through previous research to positively influence purchase decisions, as evidenced by the studies consoled by (Amalia et al., 2023; Larasati et al., 2021; Lestari et al., 2023; Paramita et al., 2021; Rauf et al., 2024). Third, brand image. Current research show a positive interrelation between brand image and purchasing choices on purchasing Ultra brand milk products (Halawa & Dewi, 2019) and UHT Indomilk milk products (Fidriyanti et al., 2023; Nurbayzura & Soebiantoro, 2023)

Based on the studies cited as empirical evidence, it can be asserted that the eco-labeling, green promotion, and brand image significantly affect customers' purchasing decisions. This empirical evidence will serve as a foundation for the author's research; however, it is essential to highlight the differences that constitute a research gap in this study. While there are similarities in the selection of variables, not all studies employ the same variables as this research, encompassing both dependent and independent variables. The most notable distinction lies in the choice of material objects, as the author has selected Greenfields Milk, for which no comparable research has been conducted.

The scientific considerations for selecting Greenfields brand milk products include several key factors. First, Greenfields Milk is distinguished by its branding as a product made from 100% fresh cow's milk, with cows imported from Australia, and is produced through a rigorous maintenance process. The brand upholds the motto "Quality, Integrity, Cooperation, and Commitment". It is not uncommon for Greenfields milk to be recognized as a top product, often recommended for its exceptional quality.(Apriliani, n.d.; Syah, 2022) Second, the packaging utilized by Greenfields prominently features eco-labels certified by international organizations, specifically "the PEFC (Program for

the Endorsement of Forest Certification) and FSC (Forest Stewardship Council)" labels. Below is an image of the PEFC and FSC eco-labels found on Greenfields milk packaging. Third, Greenfields demonstrates a lack of responsiveness to environmental concerns, despite pressure from residents, environmental advocates, and council members. This inattention is attributed to the environmental pollution inflicted by PT Greenfields on the surrounding community. According to the (Redaksi, 2021), PT Greenfields has breached two regulations: Law No. 32, Article 23 of 2009, regarding Environmental Protection and Management, and Law No. 11, Article 77 of 2020, pertaining to the Omnibus Law or Job Creation. This matter was only presented to the Blitar court in 2022, which called for PT Greenfields to adopt a more environmentally conscious approach.(Riady, 2022) Ultimately, PT Greenfields constructed a biogas reactor valued at 54 billion at the Blitar farm and contributed pine seedlings in Gunung Kawi, Malang Regency.(Ashari, 2023; Mulyono, 2023)

This study contributes to understanding of consumer behavior by spesifically examining the impact of eco-label, green promotion, and brand image on purchase decisions of Greefields milk. By addressing the research gap regarding the effectiveness of the variables, this research can help clarify the relationship between sustainable barnding and consumer choice. Ultimately, the research aims to inform both academic and practical approach to sustainable marketing, fostering a deeper understanding of howe eco-consious consumers make purcahsing decisions in the background of environmental challenges. Thus, this study investigates the partial and simultaneous relationships among the variables of eco-labeling, green promotion, and brand image in relation to the dependent variable of purchasing decisions.

LITERATURE REVIEW
Purchasing Decision
The purchase decision represents the process of evaluating whether to acquire a product.(Kotler & Armstrong, 2018) The objective of marketing is to persuade consumers to choose the offered product or service.(Carrapichano, 2021, p. 153) Prior to making a purchase, individuals undergo a series of stages.(Anang Firmansyah, 2018, pp. 27–30; Carrapichano, 2021, pp. 154–157; Kotler & Armstrong, 2018; Zusrony, 2021, p. 49) These five stages serve as indicators in this study.

1. Problem Identification
2. Information Research
3. Alternative Assessment
4. Acquisition Determination
5. Post-Purchase Conduct

Eco-label
Eco-label or ecolabel refers to an environmental labeling system designed to identify and promote products and services that are environmentally friendly.(*What Is an Eco Label*, n.d.) The eco-label serves as the most significant tool in green marketing. (Rahbar & Abdul Wahid, 2011, p. 74) This aligns with the opportunities available to companies that recognize the importance of eco-labels for entering and capturing market share.(Muslim & Indriani, 2014, p. 68) Eco-labels play a crucial role in the advancement

of sustainable marketing.(Mak & Crane, 2015a, p. 2) It has been established that eco-labels assist consumers in identifying green products, thereby serving as a certification that companies should pursue.(Agustini, Suciarto, et al., 2019, pp. 66–67) The following are three indicators of the eco-label variable.

1. Awareness
2. Knowledge
3. Trust

Green Promotion

Green promotion refers to the implementation of green marketing principles within a company, ensuring that every facet of the marketing campaign takes environmental considerations into account.(Amrita et al., 2024, p. 1) This approach aligns with the core dimensions of holistic marketing, as marketing activities and programs exert broader influences, including legal, ethical, social, and environmental implications.(Kotler & Keller, 2012a, p. xvii) Business entities can adopt environmentally friendly practices through three primary avenues: value-added processes (at the organizational level), management systems (at the organizational level), and product offerings (at the product level).(Kirgiz, 2016, p. 3) Several critical aspects identified by (Kirgiz, 2016, pp. 51–61)serve as indicators for this study.

1. Sustainable Promotion
2. Green Public Relations
3. Green Social Media

Brand Image

According to (Kotler & Keller, 2012a, p. 248), brand image encompasses the extrinsic characteristics of a product or service, including the brand's efforts to fulfill the psychological or social needs of consumers. Market research findings have been instrumental in identifying and establishing various brand foundations. In contemporary times, building a brand presents greater challenges than in the past, due to factors such as advertising costs and the proliferation of brands in the marketplace. (Aaker, 1992, pp. 7–8) identifies four indicators that define brand image.(Nazelina et al., 2020, p. 249) Ouline these indicators as follows.

1. Well-known brands
2. Memorable marks
3. The brand is trustworthy
4. Easily recognizable symbols or logos

RESEARCH METHOD

This research utilizes a quantitative methodology with an explanatory research design to either support or refute existing hypotheses, thus elucidating the connection between the independent variables Eco-label (X1), Green Promotion (X2), and brand image (X3) in relation to the dependent variable Purchase Decision (Y). The participants in this study were consumers who had purchased Greenfields milk and resided in Neroktog at Tangerang, Indonesia, resulting in an infinite population since the exact number could not be determined. A total of 100 respondents were sampled to represent

the characteristics of the population, and data was gathered through the distribution of questionnaires. This study employed a non-probability sampling technique. The data utilized in this work is quantitative, incorporating both major and minor sources. A Likert scale is employed to gauge the responses from participants, which include Truly Agree, Agree, Neutral, Disagree, and Truly Disagree. The data analysis methods applied in this study consist of Validity testing, reliability testing, multiple linear regression, coefficient of determination testing, partial T testing, and simultaneous F testing, all conducted using IBM SPSS for Windows Version 26.

RESEARCH RESULTS AND DISCUSSION

Validity and Reliability Test

In this analysis, the data presented of the effect eco-label, green promotion, brand image and purchase decision among Greenfields milk buyers in Neroktog at Tangerang, Indonesia. Validity and reliability testing of questionnaire items is a step beginning in testing and data analysis. The following is data from the results of validity test calculations on variables eco-label, green promotion, brand image, and purchasing decisions:

Table 3
Validity Test Result

No	Indicator	R Count	R Table	Result
1	**Purchase Decisions**			
	Declaration 1	0.519	0.374	Workable
	Declaration 2	0.718	0.374	Workable
	Declaration 3	0.660	0.374	Workable
	Declaration 4	0.773	0.374	Workable
	Declaration 5	0.634	0.374	Workable
	Declaration 6	0.645	0.374	Workable
	Declaration 7	0.689	0.374	Workable
	Declaration 8	0.570	0.374	Workable
	Declaration 9	0.711	0.374	Workable
	Declaration 10	0.675	0.374	Workable
2	**Eco Label**			
	Declaration 11	0.825	0.374	Workable
	Declaration 12	0.831	0.374	Workable
	Declaration 13	0.846	0.374	Workable
	Declaration 14	0.818	0.374	Workable
	Declaration 15	0.873	0.374	Workable
	Declaration 16	0.901	0.374	Workable
	Declaration 17	0.676	0.374	Workable
	Declaration 18	0.871	0.374	Workable
	Declaration 19	0.876	0.374	Workable
	Declaration 20	0.872	0.374	Workable
3	**Green Promotion**			
	Declaration 21	0.768	0.374	Workable
	Declaration 22	0.850	0.374	Workable

	Declaration 23	0.863	0.374	Workable
	Declaration 24	0.798	0.374	Workable
	Declaration 25	0.799	0.374	Workable
	Declaration 26	0.865	0.374	Workable
	Declaration 27	0.664	0.374	Workable
	Declaration 28	0.752	0.374	Workable
	Declaration 29	0.825	0.374	Workable
	Declaration 30	0.701	0.374	Workable
4	**Brand Image**			
	Declaration 31	0.851	0.374	Workable
	Declaration 32	0.836	0.374	Workable
	Declaration 33	0.820	0.374	Workable
	Declaration 34	0.831	0.374	Workable
	Declaration 35	0.801	0.374	Workable
	Declaration 36	0.833	0.374	Workable
	Declaration 37	0.726	0.374	Workable
	Declaration 38	0.733	0.374	Workable
	Declaration 39	0.729	0.374	Workable
	Declaration 40	0.691	0.374	Workable

Estabilished on the outcomes of the validity test listed in Table 3, it appears that all the indicators andbeclarations used in this research have a calculated r that is considerable than the r table = 0.374 so all the indicators and declarations in this research are workable.

Table 4
Reliability Test Result

No.	Variable	Cronbach's Alpha Result	Cronbach's Alpha Provision	Result
1	Purchase Decision	0.852	0.6	Reliable
2	Eco-label	0.954	0.6	Reliable
3	Green Promotion	0.931	0.6	Reliable
4	Brand Image	0.931	0.6	Reliable

Table 4 shows that all independent variables have Cronbach's Alpha above the Cronbach's Alpha = 0.6 so it can be said that all the measures for each variable from this research questionnaire are reliable and suitable as measuring tools.

Multiple Linear Regression Analysis

Multiple linear regression examination points to regulate if or not there is an influence of two or more independent variables on the dependent variable. By using this examination, it can regulate the direction of the connection between the independent variables Eco-label, Green Promotion, Brand Image and the dependent variable Purchase Decisions, and can also devine the value of the dependent variable if the value of the

independent variable grow or become less. The test outcomes are as follows:

Table 5
Multiple Linear Regression Analysis

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,691	2,328		2,874	,005
	Eco Label	,328	,096	,355	3,440	,001
	Green Promotion	-,004	,105	-,005	-,041	,968
	Brand Image	,463	,081	,536	5,729	,000

The following is a multiple linear regression equation:

$Y = a + b_1X_1 + b_2X_2 - b_3X_3 + e$

$Y = 6.691 + 0.328 – 0.004 + 0.463 \ e$

By referring to the data above and"the multiple linear regression equation, it can be explained as follows:

1. The constant value (α) is 6.691, defining that if the Eco-label (X_1), Green Promotion (X_2), and Brand Image (X_3) variables are nought, then the purchasing decision value or Purchase Decision (Y) will remain at 6,691. which means that there are still purchasing decisions that have an effect by other factors that are not counted in this model.

2. The Eco-Label coefficient (X_1) marked with B1 shows a value of 0.328, which measures that each one component grow in the Eco-Label variable will increase purchasing decisions (Y) by 0.328

3. Coefficient B2, namely Green Promotion (X_2), shows a value of -0.004, which measures that each one unit grow in the green promotion variable will reduce purchasing decisions by 0.004.

4. Coefficient B3, namely Brand Image (X_3), shows a value of 0.463, which can be assumed that every each unit increase in the brand image variable (X_3) will increase the Purchase Decision (Y) by 0.463.

Coefficient Of Determination Analysis

A small determination coefficient value indicates that the capability of several independent variables to decode the variety of dependent variables is very restricted. Likewise, if the value is close to 1, then the independent variables display nearlly all the information required to anticipate the dependent variable. The next are the outcomes of the determination coefficient:

Table 6
Coefficient Of Determination Result

Model Summaryᵇ				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,825ª	,680	,670	4,024
a. Predictors: (Constant), Brand Image, Eco Label, Green Promotion				
b. Dependent Variable: Purchase Decision				

From the outcomes that have been processed in table 4.12, we get an Adjusted R Square value (adjusted coefficient of determination) of 0.670, which means that the magnitude of the affect of the independent variables (X), namely Eco-Label (X1), Green Promotion (X2), and Brand Image (X3) on the Purchase Decision, namely the dependent variable (Y) is 67% and 33% is influenced by other variables and for the small difference between R^2 (0.680) and Adjust R^2 (0.670) shows that this model is quite stable and does not experience overfitting, because the addition of independent variables does not make an excessive contribution.

Hypothesis Test (T-Test and F-Test)

Table 7
Partial T Testing

Coefficientsª						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,691	2,328		2,874	,005
	Eco Label	,328	,096	,355	3,440	,001
	Green Promotion	-,004	,105	-,005	-,041	,968
	Brand Image	,463	,081	,536	5,729	,000

Based on the table, the following conclusions can be drawn:
1. Eco-Label coefficient testing (X1)
In the Coefficients table for the Eco-label variable, the significance value is 0.001 < 0.05 and T Calculation is 3.440 > T Table 1.661, so the hypothesis is accepted, so that the

Eco-label variable shows an influence and is significant on the Purchase Decision.

2. Testing the Green Promotion coefficient (X2)

Judging from table 4.13, it shows that the significance value of the Green Promotion variable is 0.968 > 0.05 and the calculated T value is -0.041 < T Table 1.661, which means that the hypothesis is rejected so that the Green Promotion variable shows that it has no effect and is significant on the Purchase Decision.

3. Brand Image coefficient testing (X3)

Reported in the Coefficients table in the table above, the significance value of the Brand Image variable is 0.000 < 0.05 and the calculated T value is 5.729 > T Table 1.661, which means that the hypothesis is accepted and so that this variable shows that it has a significant influence on the Purchase Decision.

Table 8
Simultaneous F Testing

ANOVAᵃ						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3302,450	3	1100,817	67,991	,000ᵇ
	Residual	1554,310	96	16,191		
	Total	4856,760	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Brand Image, Eco Label, Green Promotion						

In the processed outcomes, the F test outcomes express the Sig. value in the Anova table for the effect of independent variables (X1, X2, and X3) on the dependent (Y) which is 0.000 <0.05 and the F Calculation value is 67.991> F Table 2.700 which means that Ho is rejected and Ha is accepted, so there is an influence between the Eco-label variables (X1), Green Promotion (X2), and Brand Image (X3) simultaneously on the Purchase Decision variable (Y).

Discussion
The Effect of Eco-label on Purchase Decision

The Eco-label hypothesis test, as indicated in the Coefficients table with a p-value of 0.001 (less than 0.05) and a T Calculation of 3.440 (greater than the T Table value of 1.661), supports the acceptance of the hypothesis, demonstrating that Eco-labels partially influence Purchase Decisions. Greenfields employs packaging that features an eco-label image certified by international alliances, specifically the "PEFC (Program for the Endorsement of Forest Certification)" and "FSC (Forest Stewardship Council)" labels. Eco-labels are pivotal in the advancement of sustainable marketing, as nearly all consumers are swayed by labels or logos, making eco-labels a crucial reference in this context. They serve as certifications awarded to companies that prioritize the ecological safety of their products. Furthermore, the growing public awareness of environmental

issues carries significant social and ecological implications, particularly regarding consumption (Nguyen-Viet, 2022), leading individuals to be more discerning in their product choices.

According to the theory posited by (Mak & Crane, 2015b), eco-labels are pivotal in the advancement of sustainable markets. For the market to effectively address environmental challenges, consumers must be equipped to assess the environmental credibility of a product and contrast it with that of competing offerings. It has been established that eco-labels assist consumers in identifying green products, thereby serving as a certification that companies should pursue (Agustini, SUCIARTO, et al., 2019). Previous studies by (Ayes et al., 2024), (Rachmi et al., 2023), as well as (Marsella & Ekasari, 2023), indicate that eco-labels or environmentally friendly labels can capture the attention of consumers who are conscious of environmental issues. Consequently, the initiative by PT Greenfields, which utilizes packaging made from environmentally friendly materials and has received official certification, will provide consumers with the opportunity to choose to purchase milk from PT Greenfields.

The Effect of Green Promotion on Purchase Decision

The analysis of the questionnaire distributed to respondents indicates that Green Promotion has a significance value of 0.968, which exceeds the threshold of 0.05, and a T Count value of -0.041, which is less than the T Table value of 1.661. This suggests that Green Promotion has no significant partial influence on Purchase Decision, leading to the rejection of this hypothesis. This finding aligns with the identified issue that Greenfields is perceived as insufficiently responsive to its environmental context, primarily due to factory waste that contaminates both air and water. Legally, Greenfields has breached two environmental statutes: Law No. 32, Article 23 of 2009, concerning Environmental Protection and Management, and Law No. 11, Article 77 of 2020, pertaining to the Omnibus Law or Job Creation. The resultant pollution includes a 40% degradation of water quality in areas such as the Berantas Watershed and parts of the Bengawan Solo Watershed. Furthermore, the waste from PT Greenfields' cattle operations has adversely affected the Genjong River and Lekso River. This matter was presented in the Blitar court in 2022, with a call for PT Greenfields to adopt a more environmentally responsible approach.(Riady, 2022)

The responsibility of PT Greenfields is perceived as sluggish in addressing environmental pollution issues, leading to responses that are primarily channeled through legal avenues. This aligns with the theory posited by (Kotler & Keller, 2012b) Kotler and Keller, which asserts that Green Promotion constitutes a marketing activity and program with significant implications across legal, ethical, social, and environmental domains. Consequently, this is interconnected with matters of industrial ecology and environmental sustainability, including the expanded responsibility of PT Greenfields, life cycle analysis, material utilization, resource flows, and ecological efficiency. The findings of this study introduce distinct variations compared to prior research. The Green Promotion variable's influence on Purchase Decision, as evidenced in studies by (Rauf et al., 2024), (Amalia et al., 2023), and (Larasati et al., 2021), yielded significant results. In contrast, this study found no such effect. Therefore, the outcomes of this research highlight a gap for future investigation.

The Effect of Brand Image on Purchase Decision

The analysis of the questionnaire completed by 100 respondents indicates that the Brand Image variable significantly impacts Purchase Decision, evidenced by a significance value of 0.000, which is less than 0.05, and a T Count value of 5.729, exceeding the T Table value of 1.661. This suggests that Brand Image exerts a partial influence on Purchase Decision, thereby validiting the hypothesis. Greenfields milk is positioned as a dairy product derived from 100% fresh cow's milk, with cows imported from Australia, and is produced through a rigorous maintenance process. The brand upholds the principles of "Quality, Integrity, Cooperation, and Commitment." Consequently, Greenfields milk frequently ranks as a top product and is highly recommended due to its reputation for superior quality and health benefits. The brand's emphasis on milk quality fosters a positive image among consumers, particularly those with heightened health awareness who prioritize high-quality dairy products.

In accordance with the theory proposed by (Kotler & Keller, 2012b), Brand Image encompasses the extrinsic attributes of a product or service, including the brand's efforts to fulfill the psychological or social needs of its customers. PT Greenfields has successfully addressed the concerns of consumers who prioritize a healthy quality of life. Beyond fulfilling physical needs, PT Greenfields has cultivated a robust personal brand that exerts a psychological influence on consumers. Prior research has demonstrated a positive and significant correlation between brand image variables and purchasing decisions, as reviewed by (Wahyuni, 2023), (Genoveva & Samukti, 2020), and (Halawa & Dewi, 2019). The strong Brand Image of PT Greenfields effectively captures consumer attention. Consequently, the more defined the Brand Image established by PT Greenfields, the greater the likelihood that consumers will choose to purchase Greenfields milk.

The Effect of Eco-label, Green Promotion, and Brand Image on Purchase Decision

The findings of this work support the fourth hypothesis, which posits that the variables Eco-label, Green Promotion, and Brand Image influence Purchase Decision. This implies that the three independent variables must be underpinned by comprehensive concepts and competencies to achieve the company's objectives. In essence, as Eco-label, Green Promotion, and Brand Image improve, the Purchase Decision is likely to increase as well.

The analysis of the questionnaire completed by 100 respondents indicates that the Eco-label, Green Promotion, and Brand Image variables significantly influence Purchase Decision, as evidenced by a significance value of 0.000 in the ANOVA table, which is less than 0.05, and an F Calculation value of 67.991, exceeding the F Table value of 2.700. This suggests a simultaneous effect of the Eco-label (X1), Green Promotion (X2), and Brand Image (X3) on the Purchase Decision variable (Y), thereby validiting the hypothesis. Consequently, if PT Greenfields effectively implements a robust strategy concerning Eco-label, Green Promotion, and Brand Image, consumers are likely to choose Greenfield milk.

CONCLUSION

Estabilished on the findings of the examination, discussions, and hypothesis testing in the study "The Effect of Eco-Label (X1), Green Promotion (X2), and Brand Image (X3) on Purchase Decision (Y) on Greenfields Milk," the conclusions are as follows: First, the Eco-label variable (X1) significantly influences Purchase Decision (Y), evidenced by a significance value of 0.001 < 0.05 and a T Count of 3.440 > T Table 1.661; thus, the hypothesis is accepted. Second, the Green Promotion variable (X2) does not significantly affect Purchase Decision (Y), as indicated by a significance value of 0.968 > 0.05 and a T Count of -0.041 < T Table 1.661, leading to the acceptance of the hypothesis. Third, the Brand Image variable (X3) significantly influences Purchase Decision (Y), with a significance value of 0.000 < 0.05 and a T Count of 5.729 > T Table 1.661, resulting in the acceptance of the hypothesis. Fourth, this study demonstrates that the three independent variables—Eco-label (X1), Green Promotion (X2), and Brand Image (X3)—collectively influence Purchase Decision (Y), as shown by a significance value of 0.000 < 0.05 and an F Calculation value of 67.991 > F Table 2.700, which confirms the acceptance of the hypothesis.

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