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Green Marketing, Green Perceived Value, and Price Perception: Their Effects on Eco Bag Purchase Decisions at Alfamart Sidoarjo

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ABSTRACT
The increasing problem of plastic waste in Indonesia has encouraged retail industry players to introduce eco-friendly products such as eco bags as an alternative to single-use plastic bags. However, the declining sales of eco bags at Alfamart Sidoarjo during the 2023–2025 period indicates that the green marketing strategy implemented has not been fully effective in driving consumer purchasing decisions. This study aims to analyze the effect of green marketing, green perceived value, and price perception on the purchasing decision of eco bags at Alfamart Sidoarjo. This study employed a quantitative approach with purposive sampling technique involving 102 respondents, data collection through questionnaires, and data analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3 software. The results show that green marketing has a positive but insignificant effect on purchasing decisions, green perceived value has a positive and significant effect on purchasing decisions, and price perception has a positive and significant effect on purchasing decisions with the greatest contribution among the three variables examined.

Keywords: Eco Bag, Green Marketing, Green Perceived Value, Price Perception, Purchase Decision.
JEL Code: M31, D12, Q56

I. Introduction

Environmental issues have become one of the greatest challenges faced by global society, including Indonesia. In recent years, environmental degradation and global warming have increasingly threatened ecosystem sustainability due to continuously growing human activities. Syahadat & Putra (2022) explain that environmental degradation can stem from two main factors, namely natural disasters and human actions. Based on various studies, human activities such as deforestation, mining, and waste disposal have become the largest contributors to this damage. More alarmingly, the damage caused by human activities tends to be more severe than natural damage, as it is continuous and can worsen over time (Ramadhan et al., 2024). One of the most prominent environmental problems resulting from human activity is the increasing generation of waste. According to Aulia & Hadju (2024), waste generation refers to the amount of waste produced by society within a certain period, measured either by volume or weight per capita per day, and can also be calculated based on building area or road length. The waste problem is closely related to population growth, which continues to increase every year. In addition, the increase in the volume and types of waste is also influenced

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by people's lifestyles and consumption patterns. Thus, the amount or volume of waste produced is directly proportional to the level of consumption of goods or materials used in daily life (Zumira & Surtikanti, 2023).

Based on data from the National Waste Management Information System (SIPSN) in 2025, the composition of waste in Indonesia is dominated by food scraps at 38.29%, followed by plastic at 19.47%, wood/branches at 13.18%, and paper/cardboard in fourth place at 11.11%. Other types of waste such as metal, fabric, rubber/leather, glass, and others have smaller proportions but still contribute to the national waste volume. Although food scraps make up the largest share, organic waste of this type is actually easier to manage because it can decompose naturally or be processed into compost (Latifa et al., 2025). In contrast, plastic waste, although its percentage is smaller than food scraps, causes far greater and longer-lasting environmental damage (Safitri, 2025). The slow decomposition process of plastic causes various serious impacts, ranging from river and soil contamination, obstruction of groundwater absorption, to the generation of microplastic particles that are hazardous to human health and ecosystems (M. N. A. Putra et al., 2024). In response to these issues, the Indonesian government through Law Number 18 of 2008 on Waste Management promotes two main approaches, namely waste reduction and waste handling (Latifa et al., 2025). Waste reduction is carried out through the implementation of the 3R concept (reduce, reuse, recycle) across various waste sources such as households, commercial activities, and public facilities (Bintang & Wahyudi, 2025). This step is expected to drive changes in consumer behavior, encouraging them to choose more environmentally friendly options, such as using reusable shopping bags. This policy has spurred the emergence of various eco-friendly product alternatives, one of which is the eco bag a reusable shopping bag that serves as a substitute for single-use plastic bags.

In the retail industry, Alfamart as Indonesia's largest minimarket chain with more than 23,277 outlets and holding the top position in the Top Brand Index (Alfamart, 2025), plays a strategic role in encouraging a shift in consumer behavior toward more environmentally friendly consumption patterns. Alfamart has implemented a green marketing strategy through a paid plastic bag policy, first piloted in April 2016 at a rate of Rp200 per bag, then rolled out nationally from July 1, 2016 across all outlets in Indonesia (Sujatmiko, 2016). This policy is part of the Free Plastic Bag Movement (KPTG), coordinated with the Ministry of Environment and Forestry (KLHK) and the Indonesian Retail Merchants Association (APRINDO), with the primary goal of reducing single-use plastic consumption (Susilawati, 2023). To this day, Alfamart runs intensive campaigns using posters and banners across all outlets, as well as various social media platforms such as Instagram, X, Facebook, and TikTok, to promote the single-use plastic bag-free movement.Green marketing itself refers to the application of environmental considerations across all elements of marketing, both in the development of new products and the renewal of existing ones, encompassing aspects of packaging, advertising, and production methods through a marketing mix approach (Nugroho & Ambardi, 2024). According to (Lestari et al., 2022), green marketing practices include providing environmentally friendly products, reducing waste, and using communication strategies that emphasize environmental awareness. In this context, Alfamart not only implements the paid plastic bag policy but also actively expands its green marketing programs through broader and more structured initiatives.

Among Alfamart's green marketing strategies is the distribution of eco bags to the public as a replacement for single-use plastic bags (Setiagraha et al., 2023). In commemoration of "Earth Day," Alfamart simultaneously launched eco-friendly shopping bag distribution campaigns for residents near Alfamart stores across 32 cities in Indonesia every April (Alamudi, 2022). In addition, Alfamart also conducts outreach through the Kampung Alfamart Sahabat Bumi program to educate residents on the use of eco bags (Alexander, 2023). Another program involves actively inviting the public to exchange old plastic bags for free eco-friendly bags as a concrete step toward a plastic waste-free Indonesia (Alex, 2022). These initiatives as a whole reflect Alfamart's commitment to making green marketing not merely a business strategy, but also part of the company's long-term social and environmental responsibility. These various strategies have indirectly shaped the green perceived value of Alfamart's eco bags, namely the consumer perception that eco bags offer greater value compared to single-use plastic bags. This value is seen not only from the functional aspect eco bags being stronger, reusable, and more cost-effective in the long run but also from their environmental benefits,

ISSN [Online]: 2776-6349

particularly in reducing single-use plastic consumption (Rivai, 2025). This positive perception is also reflected in public conversations on social media, where consumers view eco bags as having higher utility because they are stronger, more durable, and offer long-term benefits compared to plastic bags that tear easily and are discarded after a single use. Furthermore, the use of eco-friendly shopping bags is seen as making a real contribution to reducing plastic waste in Indonesia, reflecting consumer awareness of the environmental impact of everyday consumption activities (Annuralam, 2025). This is consistent with a study by Alamsyah & Salim (2024), which found that perceived ecological value has a significant positive impact on purchase choices, both directly and through purchase intention. These findings indicate that consumer environmental values and awareness play an important role in driving the purchase of eco-friendly shopping bags. However, field data reveals a decline in eco bag sales at Alfamart Sidoarjo during the 2023–2025 period, despite the company's consistent implementation of various green marketing campaigns. This condition indicates that some consumers still prefer paid plastic bags as they are considered more practical and economical. According to Salsabillah (2025), customers feel that using a personal shopping bag is inconvenient and inefficient. A study by Wulandari & Miswanto (2022) found that purchasing behavior toward eco-friendly products is influenced by consumers' level of environmental awareness, their understanding of "green" products, and their perception of the prices set. Therefore, education about the importance of reducing plastic waste becomes a critical factor in supporting the effectiveness of green marketing (2025).

On the other hand, price is also a significant consideration in consumer purchase decisions. According to research by Nurfatmah et al. (2024), price perception is one of the biggest barriers to purchasing eco-friendly products. Price perception refers to how consumers evaluate a price whether they perceive it as too high, affordable, or commensurate with the value and benefits received. Thus, how consumers interpret price can serve as a basis for determining purchase decisions. From the company's perspective, price is an important element that directly affects revenue and profitability, as pricing determines the level of product demand (Sitorus, 2022). From the consumer's perspective, price is often used to assess the value and benefits obtained from a good or service, so that price perception ultimately contributes to the purchase decision-making process (Pramesti & Talumantak, 2024). This situation is reflected in Alfamart's shopping bag price data, which shows that the prices of eco bags and eco paper bags have increased gradually each year. The price of a 30 x 40 cm eco bag rose from Rp3,500 in 2023 to Rp4,100 in 2025, while the 38 x 45 cm size increased from Rp4,500 to Rp5,100 over the same period. In contrast, the price of plastic bags has remained unchanged at Rp200 per piece. This considerable price difference has the potential to influence consumers' tendency in choosing the type of shopping bag during purchase transactions (Agripina & Santoso, 2024). Although eco bags offer long-term benefits as they can be used repeatedly and contribute to reducing plastic waste, their relatively higher price compared to plastic bags may create differing price perceptions among consumers (Utomo & Dwiyanto, 2022).

Sidoarjo was selected as the research location because it is one of the regencies with rapid economic growth and retail activity in East Java. According to data from the Central Statistics Agency (BPS) in (2025), the population of Sidoarjo Regency has reached 2,193,692 people. The high consumption activity and the presence of various modern retail outlets in Sidoarjo create significant opportunities for the use of eco-friendly products such as eco bags. In addition, Sidoarjo also faces serious problems related to waste accumulation. Based on data from the Sidoarjo Regency Environmental Service (2025), the volume of waste generated reaches 1,340 tons per day, a portion of which consists of plastic waste. This problem is further compounded by flooding that frequently occurs in several areas of Sidoarjo, one of the causes being blockages caused by plastic waste (Suparno, 2025). This condition underscores the urgency of encouraging Sidoarjo residents to switch to more environmentally friendly alternatives such as eco bags, while also making Sidoarjo a relevant and representative context for examining consumer behavior toward eco-friendly products.

Previous studies have examined variables relevant to this research. According to Sinaga & Pudjoprastyono (2025), their research found that green marketing has a positive and significant effect on purchasing decisions at Starbucks in Surabaya. Furthermore, Alamsyah & Salim (2024) demonstrated that green perceived value has a positive and significant effect on purchasing decisions for Alfamart's eco bags in

ISSN [Online]: 2776-6349

Bengkulu. Additionally, Syaputra & Murtiningsih (2025), in their research on Pizza Hut Delivery consumers in West Jakarta, found that price perception has a positive and significant effect on purchasing decisions. Based on this urgency, this study was conducted to analyze whether green marketing strategies, green perceived value, and price perception genuinely impact purchasing decisions for eco bags at Alfamart Sidoarjo.

II. Literature Review and Hypothesis Development

2.1. Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is a theory developed by Ajzen (1991)as an extension of the Theory of Reasoned Action (TRA). TPB proposes that a person's behavior is influenced by three main variables, namely attitude toward behavior, which refers to a person's evaluation of a particular behavior whether that behavior is considered beneficial or not for themselves. Second, subjective norms, which refer to the social pressure felt by a person from their surrounding environment, in the form of either support or expectations from those closest to them regarding the behavior they intend to perform. Third, perceived behavioral control, which is an individual's perception of how easy or difficult a behavior is to carry out based on their own beliefs (Rozenkowska, 2023). These three variables collectively shape an individual's intention to behave, whereby intention is believed to be the strongest predictor of actual behavior (Darsono et al., 2023). Therefore, when a consumer already has a strong intention toward a product, that intention will ultimately drive them to make a purchasing decision.

2.2. Theory of Consumption Value

The Theory of Consumption Value is a theory introduced by Sheth et al. in (1991) to explain the factors underlying consumers' decisions to purchase or reject a product. Furthermore, this theory also provides an explanation of how consumers determine their choice between one type of product and another, as well as why consumers prefer certain brands over others, all of which are based on the value contained within the product itself. This theory explains that consumer decisions in choosing or rejecting a product are based on five core values, namely functional value related to product quality and price, social value associated with image within the surrounding environment, emotional value related to feelings experienced when using the product, conditional value influenced by particular situations, and epistemic value arising from consumers' desire to experience something new. These five values collectively shape consumer considerations in evaluating and ultimately determining the product or brand that best suits their needs (Maharani & Purnamarini, 2022).

2.3. Green Marketing

Green marketing developed as a response to the growing public awareness of environmental issues and the demand for businesses to be accountable for the impact of their activities. Green marketing began to gain widespread recognition and discussion from the late 1980s to the early 1990s, although its foundational concept had been introduced earlier through the "Ecological Marketing" seminar held by the American Marketing Association (AMA) in 1975, which subsequently gave rise to early publications related to environmentally friendly marketing. Green marketing is also frequently referred to as environmental marketing. The American Marketing Association states that green marketing encompasses various marketing activities including the process of product development, promotion, packaging, and distribution, all directed toward reducing environmental damage or even generating a positive impact on the environment. Green marketing is a marketing strategy that focuses on environmental responsibility, emphasizing ecological awareness aspects ranging from the selection of environmentally friendly materials, energy conservation, waste management, to active participation in environmental preservation (Redjeki et al., 2025). According to

ISSN [Online]: 2776-6349

the American Marketing Association, green marketing encompasses various activities focused on the development, promotion, packaging, and distribution of products in order to minimize negative impacts on the environment. The implementation of green marketing is reflected in the green marketing mix, which consists of four main components, namely green product, green price, green place, and green promotion (Azzahra et al., 2025).

2.4. Green Perceived Value

Green perceived value is consumers' assessment of the overall benefits obtained from the use of environmentally friendly products or services, which encompasses a comparison between the benefits received and the sacrifices made, while taking into account environmental awareness, sustainability expectations, and consumer needs oriented toward environmental preservation (Chen & Chang, 2012). Customer perceived value is an important concept in marketing and brand building that indicates that the success of a product is largely determined by consumers' belief in its ability to meet their needs. In the marketing process, companies can convey various messages through the communication strategies they employ; however it is ultimately the consumers who interpret, evaluate, and respond to these messages according to their own perceptions (Manasra, 2025). When consumers perceive that the value obtained is greater than or equal to the sacrifices made, this will foster a positive attitude, increase interest, and influence purchase decisions as well as sustainable consumer behavior (Apriliani & Aqmala, 2021). Consumer assessment of green perceived value is measured through five indicators, namely perceived environmental benefits, functional benefits of the product, the alignment between benefits and sacrifices (value for money), alignment with personal values and lifestyle, and the overall value of environmentally friendly products (Alamsyah & Salim, 2024).

2.5. Price Perception

Price perception is consumers' assessment of the level of fairness and appropriateness of a product's price, based on a comparison between the price paid and the benefits received as well as consumer expectations (Mulyasari & Aminah, 2025). Price perception plays an important role in influencing consumer behavior, as a price assessment that is considered appropriate and fair tends to encourage consumers to make purchases, whereas a price that is perceived as unreasonable can hinder purchasing decisions (Kusuma et al., 2025). Price perception plays an important role in influencing consumer behavior, as a price evaluation that is considered appropriate and fair tends to encourage consumers to make a purchase, whereas a price that is perceived as inappropriate can hinder purchase decisions. The indicators of price perception in this study encompass price affordability, the alignment of price with product quality, price competitiveness, and the alignment of price with product utility (Syaputra & Murtiningsih, 2025).

2.6. Purchase Decision

Purchase decision is a process of how individuals or groups learn, select, purchase, use, and evaluate products, ideas, or experiences in order to fulfill their needs, which is known as consumer behavior (Kuncahyo, 2025). Purchase decision is a process that drives consumers in determining their choice to buy a product in accordance with their needs and desires, through a series of stages comprising problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Pramono, 2023). Consumers first conduct an evaluation of various available alternatives to ensure that the choice made is in accordance with their preferences and expected benefits. According to Damayanti et al. (2023), purchasing decisions represent consumer behavior that emerges through a process of consideration of various factors such as product quality, price, and product characteristics before the consumer ultimately makes a choice. The indicators of purchase decision in this study include awareness of the need for the product, determination of

ISSN [Online]: 2776-6349

a purchase in accordance with one's needs, establishment of the purchase decision, and feelings experienced after buying (Azzahra et al., 2025).

Based on the theory and conceptual framework above, the following hypotheses can be formulated:

H1: Green marketing has a positive effect on the purchase decision of eco bags at Alfamart Sidoarjo.

H2: Green perceived value has a positive effect on the purchase decision of eco bags at Alfamart Sidoarjo.

H3: Price perception has a positive effect on the purchase decision of eco bags at Alfamart Sidoarjo.

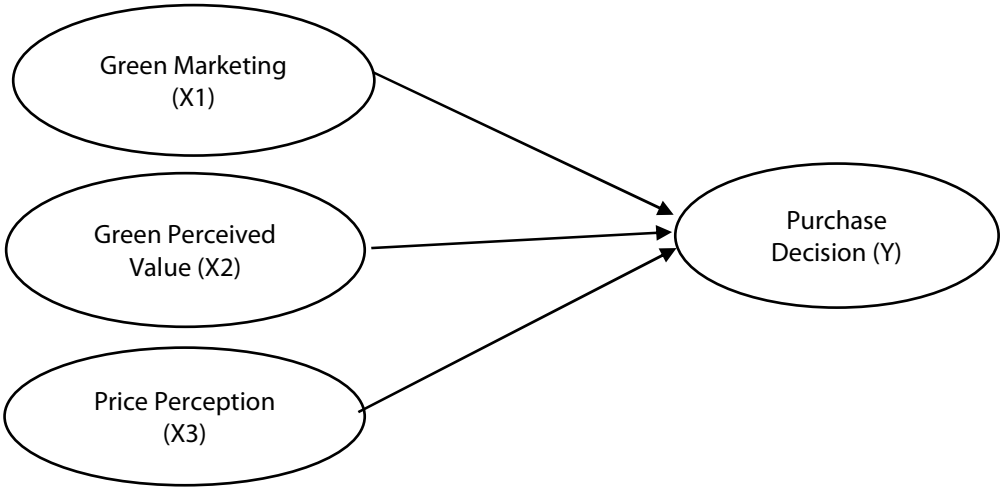

Figure 1 Conceptual Framework

III. Research Method

The research method used in this study is quantitative research. This study employs an ordinal scale, and attitude measurement was conducted using a Likert scale of 1–5 distributed through Google Form. The sampling technique applied is non-probability sampling with a purposive sampling method based on certain criteria, resulting in a sample of 102 respondents determined based on the number of indicators (17 indicators) multiplied by 6 parameters. The respondents were predominantly female at 79.4%, aged 17–25 years at 43.1%, and residing in Sukodono District at 55.9%. A sample is a portion of the population selected to represent certain characteristics of the overall research object (Suriani et al., 2023). Primary data were collected through the distribution of questionnaires, while secondary data were obtained from scientific journals, books, and other relevant literary sources. Data analysis was carried out using the Structural Equation Modeling method based on Partial Least Squares (PLS-SEM) with the assistance of SmartPLS 3 software.

IV. Result and Discussion

4.1. Analysis Result

a. Outer Model

Table 1. Outer Loading

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)
X1.1 <- Green Marketing	0,805	0,802	0,053	15,291
X1.2 <- Green Marketing	0,826	0,829	0,038	21,746
X1.3 <- Green Marketing	0,791	0,787	0,049	16,248
X1.4 <- Green Marketing	0,779	0,774	0,057	13,638

ISSN [Online]: 2776-6349

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)
X2.1 <- Green Perceived Value	0,799	0,789	0,073	10,985
X2.2 <- Green Perceived Value	0,817	0,812	0,042	19,576
X2.3 <- Green Perceived Value	0,850	0,849	0,030	28,699
X2.4 <- Green Perceived Value	0,807	0,800	0,056	14,510
X2.5 <- Green Perceived Value	0,814	0,803	0,056	14,546
X3.1 <- Price Perception	0,896	0,893	0,032	28,433
X3.2 <- Price Perception	0,852	0,853	0,038	22,177
X3.3 <- Price Perception	0,848	0,846	0,036	23,721
X3.4 <- Price Perception	0,871	0,871	0,040	21,592
Y1.1 <- Purchase Decision	0,907	0,904	0,027	34,046
Y1.2 <- Purchase Decision	0,856	0,856	0,046	18,683
Y1.3 <- Purchase Decision	0,891	0,890	0,032	28,010
Y1.4 <- Purchase Decision	0,880	0,875	0,036	24,358

Through the outer loading table, the form of correlation between variables and indicators in the measurement model for reflective variables can be identified, which includes the variables of green marketing, green perceived value, price perception, and purchase decisions. Factor loading describes how strong the relationship between an indicator and its variable is. An indicator is considered valid if its factor loading value is greater than 0.7 or its T-Statistic value is greater than 1.96 (the Z value at $\alpha = 0.05$). Based on Table 1, it is known that all reflective indicators of the three research variables show factor loading values above 0.70 and T-Statistic values > 1.96 ($Z\alpha = 0.05$), so that all indicators are declared to meet the requirements of convergent validity.

Table 2. Average Variance Extracted

	Average Variance Extracted (AVE)
Green Marketing	0.641
Green Perceived Value	0.669
Purchase Decision	0.781
Price Perception	0.752

The AVE value describes how strong the relationship between indicators and the latent construct they represent is. A latent variable is considered to have good validity if the resulting AVE value is greater than 0.5. Based on Table 2, all variables in this study show AVE values above 0.5. This indicates that all variables have met the Average Variance Extracted requirements and have good validity. Therefore, the variables of green marketing, green perceived value, price perception, and purchase decision can be declared valid.

Table 3. Composite Reliability

	Composite Reliability
Green Marketing	0.877
Green Perceived Value	0.910
Purchase Decision	0.934
Price Perception	0.924

Composite reliability is a measure used to assess the extent to which a measurement instrument can produce consistent and trustworthy results. A variable is considered reliable if its composite reliability value is greater than 0.7. Based on Table 3, all variables in this study obtained composite reliability values above 0.7. These results indicate that all variables have met the specified reliability requirements. Thus, the variables of

ISSN [Online]: 2776-6349

green marketing, green perceived value, price perception, and purchase decisions can be declared reliable and suitable for use as measurement instruments in this study.

b. Inner Model

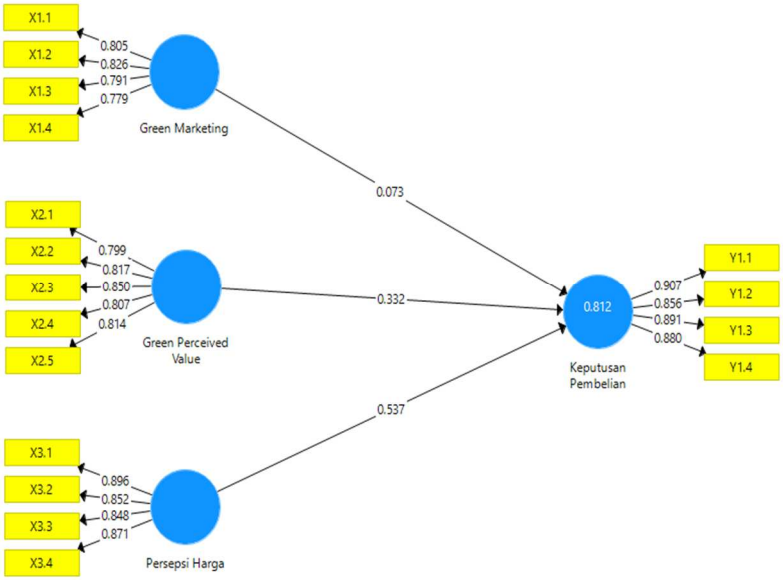

Figure 4. Outer Model

Figure 1 presents the PLS conceptual model which contains information regarding the factor loading values of each indicator from every research variable. In addition, the figure also displays the path coefficient values located in the middle of the arrow lines connecting the exogenous variables with the endogenous variable. The values listed inside the circle of the endogenous variable indicate the magnitude of the R-square value in this study.

Table 5 *R-Square*

	R Square
Purchase Decision	0.812

Structural model testing is carried out by examining the R-square value as part of the model goodness of fit test. The R-square value in this inner model testing describes how well the exogenous variables are able to explain the endogenous variable. The R-square value of the purchase decision variable is 0.812. This means that the green marketing, green perceived value, and price perception variables are able to explain the purchase decision variable by 81.2%, while the remaining 18.8% is explained by other variables outside this research model. Goodness of fit testing is also carried out through Q-square predictive relevance as an indicator to evaluate the predictive accuracy of the model. A model is said to have good predictive relevance if the Q-square value is greater than 0, and conversely, if the Q-square value is less than 0, the model is declared to have poor predictive relevance. The Q-square value in this study is calculated as follows: $Q^2 = 1 - (1 - 0.812)$ $Q^2 = 0.812$. These calculation results indicate that the Q-square value is greater than 0, thus the model in this study can be declared to have good predictive relevance.

ISSN [Online]: 2776-6349

Table 6. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Green Marketing -> Purchase Decision	0.073	0.075	0.079	0.921	0.358
Green Perceived Value -> Purchase Decision	0.332	0.333	0.118	2.819	0.005
Price Perception -> Purchase Decision	0.537	0.535	0.117	4.573	0.000

From Table 5, the following conclusions can be drawn: a) Green marketing has a positive but insignificant effect on purchase decisions. This is indicated by an original sample value of 0.73 with a T-statistic of 0.921, which is smaller than 1.96, and a P-value of 0.358, which is greater than 0.05, therefore hypothesis 1 is rejected. Thus, it is proven that green marketing has a positive but insignificant effect on purchase decisions. b) Green perceived value shows a positive and significant effect on purchase decisions, with an original sample value of 0.332 and a T-statistic of 2.819, which is greater than 1.96 (based on the table value of Zα = 0.05). The P-value obtained is 0.005, which is smaller than 0.05, therefore hypothesis 2 is accepted. Thus, it is proven that green perceived value has a positive and significant effect on purchase decisions. c) Price perception shows a positive and significant effect on purchase decisions, with an original sample value of 0.537 and a T-statistic of 4.573, which is greater than 1.96 (based on the table value of Zα = 0.05). The P-value obtained is 0.000, which is smaller than 0.05, therefore hypothesis 3 is accepted. Thus, it is proven that price perception has a positive and significant effect on purchase decisions.

4.2. Discussion

a. The Effect of Green Marketing on Purchase Decision

The research findings indicate that green marketing has a positive but insignificant effect on the purchase decision of Alfamart eco bags in Sidoarjo. This suggests that although the green marketing strategy implemented by Alfamart has a positive direction of influence, the effect is not yet strong enough to encourage consumers in making purchase decisions for Alfamart eco bags. In line with the Theory of Planned Behavior (Azjen, 1991), purchase decisions are not only influenced by green marketing, but also by attitudes, subjective norms, and perceived behavioral control. If these three factors are not yet strong, then purchase intention and purchase decisions will also not be optimal. The factor loading analysis reveals that the indicator with the weakest influence in the green marketing variable is the green promotion indicator, namely that Alfamart provides clear information about the environmental benefits of eco bag usage through its promotional activities. This indicates that Alfamart's promotions have not provided sufficiently clear information about the environmental benefits of using eco bags. This condition shows that Alfamart's green marketing promotions in conveying messages to consumers in Sidoarjo are still not optimal. As a result, consumers tend to view the use of eco bags as an additional cost burden that must be incurred during transactions, without understanding that the use of such products represents a real contribution to environmental conservation.

Furthermore, the dominance of respondents from Sukodono District indicates that the community in that area has a high shopping intensity at Alfamart outlets. However, although Alfamart's green marketing strategy has been actively implemented, it has not been able to significantly drive purchase decisions because consumers still tend to choose paid plastic bags as they are cheaper and more practical. Meanwhile, the low number of respondents from other districts is likely due to the fact that those areas have more modern retail options besides Alfamart, resulting in their visit frequency to Alfamart outlets not being as high as respondents from Sukodono District. The results of this study are consistent with the findings of previous research

ISSN [Online]: 2776-6349

conducted by Azzahra et al. (2025), which showed that green marketing has a positive but insignificant effect on the purchase decision of eco bags at Indomaret Surabaya. Furthermore, the results of this study are also supported by the research of Setiagraha et al. (2023), who found that green marketing does not have a direct effect on purchase decisions at Alfamart Minimarket in Palembang City.

b. The Effect of Green Perceived Value on Purchase Decision

Based on the results of the data analysis that have been found, it is obtained that green perceived value has a positive and significant effect on the purchase decision of Alfamart eco bags in Sidoarjo. This effect indicates a relationship between green perceived value and purchase decision. This means that the higher the value perceived by consumers toward Alfamart eco bag products, the greater the likelihood of consumers making a purchase. This finding can be explained through the Theory of Consumption Values proposed by Sheth et al. (1991), where this theory affirms that consumers tend to make purchases when functional value, social value, emotional value, epistemic value, and conditional value are perceived positively, which will then encourage the formation of purchase decisions. The factor loading analysis results obtained from the questionnaire responses indicate that the benefit-sacrifice conformity indicator has the strongest influence on the green perceived value variable. These findings indicate that consumers place the value of eco-friendly product benefits as the primary consideration in purchasing Alfamart's eco bags. Consumers who hold a positive assessment of the environmental benefits provided by eco bags tend to be more motivated to make a purchase, as they feel that the product offers greater value compared to conventional products. Consumers not only consider the price paid, but also take into account the extent of benefits gained from using eco bags, both in terms of practicality and their contribution to the environment.

The findings of this study also indicate that female respondents tend to consider green perceived value more in their eco bag purchase decisions compared to male respondents. This is because women pay more attention to the direct benefits of the product, such as the durability and the ability of eco bags to be used repeatedly in daily shopping activities. Meanwhile, male respondents tend to consider the basic functions of the product without paying too much attention to the environmental values embedded in the product. The results of this study are consistent with the findings of previous research conducted by Alamsyah & Salim (2024), where green perceived value has a positive and significant effect on the purchase decision of Alfamart eco bag products in Bengkulu. A similar finding was reported by Setiawan & Roosdhani (2025), who found that green perceived value has a positive and significant effect on purchasing decisions for Citra Body Lotion products among Generation Z consumers in Jepara Regency.

c. The Effect of Price Perception on Purchase Decision

The results of the analysis found that price perception has a positive and significant effect on the purchase decision of Alfamart eco bags in Sidoarjo. This effect indicates a relationship between price perception and purchase decision. This means that when consumers assess the price of Alfamart eco bags as a reasonable price and commensurate with the quality received, the greater their desire to make a purchase. This finding is supported by the Theory of Planned Behavior (Azjen, 1991), particularly the aspect of perceived behavioral control, which indicates that price perception influences consumers' ability to make purchases. Based on the factor loading analysis results, the price affordability indicator has the highest loading value in the price perception variable. Consumers consider that the price of eco bags set by Alfamart is still within a reasonable and affordable range, so it does not pose a significant barrier in purchase decision-making. Although the price of eco bags is higher than paid plastic bags, consumers are still willing to purchase them because they consider the price to be proportionate to the benefits obtained, given that eco bags can be used repeatedly, making them more economically advantageous in the long run.

This study indicates that respondents aged 17–25 years tend to consider price perception more in their eco bag purchase decisions compared to other age groups. This is understandable given that most respondents in that age group are still students who have limited purchasing power, so the suitability of the price with the quality and benefits of the product becomes the primary consideration before deciding to make

a purchase. Meanwhile, older age groups tend to have more stable consumption patterns and are more oriented toward the direct usage needs of the product. The results of this study are consistent with the findings of previous research conducted by Putra et al. (2023), where price perception has a positive and significant effect on the purchase decision of Honda motorcycles in Gianyar. A similar finding was reported by Hardono & Vildayanti (2025), who found that price perception has a significant effect on purchasing decisions in Alfagift.

V. Conclusion

Based on the results of the data analysis and discussion that have been conducted, it can be concluded that green marketing has a positive but not significant effect on purchasing decisions for eco bags at Alfamart Sidoarjo, indicating that the green marketing strategy currently implemented has not been strong enough to serve as the primary determining factor in consumer decision-making; green perceived value has a positive and significant effect on purchasing decisions, meaning that the higher the environmental and functional benefits perceived by consumers, the greater their tendency to purchase eco bags; and price perception has a positive and significant effect on purchasing decisions, meaning that consumers' assessment of the fairness and appropriateness of the eco bag's price relative to the quality received is the dominant consideration in their purchasing decision-making. Alfamart is advised to strengthen its green marketing strategy by setting affordable eco bag prices accompanied by education regarding the environmental benefits and long-term economic advantages of using eco bags compared to paid plastic bags. The company should also reinforce consumers' perception of the eco bag's value through brief information at the cashier or via social media about its environmental benefits and ensure that the quality of eco bags in terms of material and durability always remains proportionate to the price. It is further recommended that future research explores additional variables such as green trust and satisfaction, as well as expand the research scope beyond the Sidoarjo area.

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