



The Influence of Green Products, Healthy Lifestyle, and Brand Image on Purchasing Decisions of Lemonilo Noodles in Bangkalan City – Kamal Village

Aisya Isnaini Kartika Putri*, Devangga Putra Adhitya Pratama, Syamsul Arifin

Sekolah Tinggi Ilmu Ekonomi Pemuda Surabaya

DOI: <https://doi.org/10.53697/emak.v6i4.3016>

*Correspondence: Aisya Isnaini Kartika Putri

E-mail: aisyaisnaini@gmail.com

Received: 24-08-2025

Accepted: 24-09-2025

Published: 24-10-2025



Copyright: © 2025 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

Abstract: This study aims to determine the influence of Green Product, Healthy Lifestyle, and Brand Image on purchasing decisions for Lemonilo instant noodles. The background of this study is based on the increasing consumer awareness of the importance of healthy and environmentally friendly products, as well as the growing image of Lemonilo as a pioneer of healthy instant noodles in Indonesia. The research method used is a quantitative approach with multiple linear regression analysis techniques. Data were obtained from 93 respondents in Kamal Village, Bangkalan Regency, collected through questionnaires. The independent variables in this study are Green Product (X1), Healthy Lifestyle (X2), and Brand Image (X3), while the dependent variable is Purchase Decision (Y). The results of the study indicate that partially and simultaneously the three independent variables have a significant effect on purchasing decisions. The regression coefficient shows that Green Product has the most dominant influence, followed by Brand Image and Healthy Lifestyle. The R Square value of 1.000 indicates that 100% of the variation in purchasing decisions can be explained by these three variables. This study concludes that environmental aspects, healthy lifestyle, and brand image are important factors in influencing consumer behavior towards purchasing Lemonilo instant noodles. This research is expected to provide input for companies in developing marketing strategies based on sustainability and health.

Keywords: Green Product, Healthy Lifestyle, Brand Image, Purchasing Decision, Healthy Instant Noodles.

Introduction

Research Phenomenon

In recent years, public awareness of the importance of healthy and environmentally friendly products has increased, particularly in the context of consuming convenience foods such as instant noodles. Lemonilo instant noodle products are an innovation that promotes the concept of a green product and a healthy lifestyle, offering a healthier alternative to conventional instant noodles, made with natural ingredients, without preservatives, synthetic dyes, and added MSG (Gunawan, 2022) (Yuniari & Rahanatha, 2024). This phenomenon is supported by data on the very high consumption of instant noodles in Indonesia, placing Indonesia as one of the countries with the largest instant noodle consumption in the world (Gramediwila, 2025) (Central Statistics Agency, 2024).

In addition to health and environmental aspects, Lemonilo's brand image as a pioneer of healthy instant noodles in Indonesia has been further strengthened through digital campaigns and healthy lifestyle education. A positive brand image is a major draw for increasingly discerning consumers, especially in areas with easy access to modern products, such as Bangkalan-Kamal Village (Gunawan, 2022; Dhaefina, 2021).

Research Problems

Despite the growing trend of consuming environmentally friendly and healthy products, challenges remain in making Lemonilo instant noodles a top choice for consumers. Initial surveys indicate that while consumers recognize and appreciate Lemonilo's green product concept, healthy lifestyle, and brand image, they have not yet fully prioritized these products in their instant noodle purchasing decisions (Yuniari & Rahanatha, 2024) (Gramediwila, 2025). This raises questions about the extent to which these three factors influence consumer purchasing behavior in the Bangkalan-Kamal Village area.

Another issue that emerged was the discrepancy between previous research and local surveys, where a healthy lifestyle did not always significantly influence purchasing decisions, while green products and brand image tended to have a positive impact (Gramediwila, 2025) (Gunawan, 2022). Factors such as personal preference, recommendations from others, and perceptions of product quality also influenced consumers' decisions in choosing Lemonilo instant noodles (Adawiyah et al, 2022) (Dhaefina, 2021).

Furthermore, competition from other established instant noodle brands with high sales volumes presents a challenge for Lemonilo in maintaining its position as the consumer's preferred healthy instant noodle (Gunawan, 2022) (Jesica et al, 2023). Therefore, it is important to understand in-depth how green products, a healthy lifestyle, and brand image contribute to consumer purchasing decisions in the study area.

Purpose, Urgency, and Novelty of the Research

This study aims to systematically analyze the influence of green products, healthy lifestyles, and brand image on purchasing decisions for Lemonilo instant noodles in Bangkalan City and Kamal Village. The urgency of this research lies in the need for companies to formulate sustainability- and health-based marketing strategies relevant to local consumer preferences. The novelty of this research lies in its focus on the Bangkalan-Kamal Village area, which is characterized by access to and consumption of modern products. It also uses primary data and multiple linear regression analysis to empirically test the relationships between variables (Yuniari & Rahanatha, 2024; Gramediwila, 2025). Therefore, the research results are expected to contribute to the development of healthy instant noodle product marketing strategies in Indonesia and enrich the literature related to consumer behavior towards environmentally friendly products and healthy lifestyles (Gunawan, 2022) (Dhaefina, 2021).

Methodology

Types and Methods of Research

This study used a quantitative approach with a survey method, which aimed to examine the influence of green product, healthy lifestyle, and brand image on purchasing decisions for Lemonilo instant noodles in Bangkalan City, Kamal Village. The quantitative method

was chosen because it can measure the relationship between variables objectively and systematically through statistical analysis, in accordance with the positivist paradigm (Sugiyono, 2022) (Cresswell, 2021). The survey was conducted by distributing closed-ended online questionnaires to respondents who met the research criteria, allowing for numerical analysis and generalizable conclusions (Sudaryono, 2023) (Emzir, 2022).

Data Analysis Instruments and Techniques

The main instrument in this study was a questionnaire designed based on indicators of green product, healthy lifestyle, brand image, and purchasing decision variables. The questionnaire used a four-point Likert scale to facilitate respondents in assessing each statement (Sukendra & Atmaja, 2020) (Shalihah et al, 2022). The validity and reliability of the instrument were tested using SPSS version 22, with Pearson's validity test and Cronbach's Alpha reliability to ensure data accuracy and consistency (Sugiyono, 2022) (Emzir, 2022). Data analysis was performed using multiple linear regression to determine the effect of each independent variable on purchasing decisions, as well as classical assumption tests such as normality, multicollinearity, and heteroscedasticity (Cresswell, 2021) (Shalihah et al, 2022).

Population and Sample

The study population was residents of Bangkalan City, Kamal Village, aged 13-30 years, who had consumed Lemonilo noodles, did not smoke, did not consume alcohol, and practiced a healthy lifestyle. The study sample consisted of 93 respondents selected using purposive sampling, which is the determination of the sample based on certain criteria relevant to the research objectives (Sugiyono, 2022) (Sekaran & Bougie, 2016). This technique ensures that the data collected comes from individuals who truly match the characteristics of the target population (Sudaryono, 2023) (Shalihah et al, 2022).

Research Procedures

The research procedure began with the development of a questionnaire based on the operational definitions of the variables, followed by instrument validity and reliability testing. The questionnaire was distributed online via Google Forms to eligible respondents. The collected data were then processed and analyzed using multiple linear regression statistical techniques, and classical assumption tests were conducted to ensure the feasibility of the analytical model (Sugiyono, 2022) (Cresswell, 2021). The study was conducted over two months, consisting of one month of data collection and one month of data processing and analysis. The results are expected to provide an empirical overview of the influence of green products, healthy lifestyles, and brand image on purchasing decisions for Lemonilo instant noodles in the study area (Gunawan, 2022) (Yuniari & Rahanatha, 2024).

Results and Discussion

Validity Test

Table 1. Validity Test Results

Item	r value	Information
KP1	0.782	VALID
KP2	0.76	VALID
GP3	0.745	VALID

Item	r value	Information
GP4	0.768	VALID
GP5	0.811	VALID
HL1	0.758	VALID
HL2	0.679	VALID
BI1	0.753	VALID
BI2	0.789	VALID
BI3	0.8	VALID

All correlation values have $r > 0.3$ and $p\text{-value} < 0.05$, so it can be concluded that all items in this instrument are valid and worthy of further research.

Reliability Test

Table 2. Test Results

Variables	Number of Items	Cronbach's Alpha	Information
Green Product	5	.863	Reliable
Healthy Lifestyle	2	.810	Reliable
Brand image	3	.842	Reliable
Buying decision	10	.943	Reliable

Based on information from 93 participants, a Cronbach's alpha value of 0.943 was obtained. This figure is higher than the minimum threshold of 0.70, indicating that the measurement instrument in this study has a very good level of reliability. Thus, all items in the questionnaire—which include the variables of Environmentally Friendly Products, Healthy Lifestyle, and Brand Image related to the purchase decision for Lemonilo Noodles—were deemed consistent and reliable for further analysis.

Normality Test

Table 3. Test Results

<i>Unstandardized Residual</i>	
N	100
<i>Asymp.Sig.(2-tailed)</i>	0.063

Based on Table 3, it can be seen that the Asymp.Sig. (2-tailed) value is 0.063. These results indicate that the regression equation model is normally distributed because the Asymp.Sig. (2-tailed) The value in this study is greater than the alpha value of 0.05.

Multicollinearity Test

Table 4. Test Results

Variables	Tolerance	VIF
<i>Green Product</i>	0.525	1,906
<i>Healthy Lifestyle</i>	0.561	1,784
<i>Brand Image</i>	0.450	2,223

The multicollinearity test aims to examine whether the regression model has a correlation or relationship between independent variables. Table 4 shows that the tolerance

and VIF values for the green product, healthy lifestyle, and brand image variables are greater than 0.10 and the VIF values are less than 10, indicating that the regression equation model is free from multicollinearity.

Heteroscedasticity Test

Table 5. Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1	2,375	0.701		3,387	0.001
Green Product	0.070	0.075	0.128	0.932	0.354
Healthy Lifestyle	-0.086	0.064	-0.178	-1,339	0.184
Brand Image	-0.067	0.075	-0.132	-0.891	0.375

The heteroscedasticity test aims to determine whether there is inequality in the variance of the residuals from one observation to another in the regression model (Ghozali, 2018). Table 5 shows that the significance value of the green product variable is 0.354, the healthy lifestyle variable is 0.184, and the brand image variable is 0.375. These values are greater than 0.05, indicating there is no influence between the independent variables on the absolute residual.

Simple Linear Regression Analysis

Table 6. Analysis Results

Model	Coefficients			
	Coefficient (B)	Std. Error	T	Sig
(Constant)	0	0.070	0.001	0.999
Green Product Coefficient (b1)	5,000	0.026	190.71	.000
Healthy Lifestyle Coefficient (b2)	2,000	0.024	84.23	.000
Brand Image Coefficient	3,000	0.023	131.36	.000
R²= 0.100				

The results of the multiple linear regression analysis in this study indicate that the R-squared value is 1,000, which means that all variations in the purchasing decision of Lemonilo noodles can be fully explained by three independent variables, namely environmentally friendly products, healthy lifestyle, and brand image. This very high R-squared value indicates that the regression model has a very strong level of explanation for the observational data, although this can also occur if the data used is very uniform or homogeneous.

The regression equation obtained is $Y = 5,000X_1 + 2,000X_2 + 3,000X_3$, where each independent variable has a positive contribution to purchasing decisions. All variables in this model are proven to have a statistically significant effect on purchasing decisions, with a p-value <0.05 , so it can be concluded that environmentally friendly products, healthy lifestyles, and brand image together or partially have a real influence in encouraging consumers to choose Lemonilo noodles.

Discussion

The results of the multiple linear regression analysis in this study confirmed that three main factors—Green Product, Healthy Lifestyle, and Brand Image—have a significant influence on purchasing decisions for Lemonilo noodles in Bangkalan-Kamal Village, both partially and simultaneously. These findings reinforce the understanding that consumers are increasingly considering environmental sustainability and health aspects when choosing instant noodle products, in line with the global trend of sustainable consumption (Yuniari & Rahanatha, 2024) (Gamediwila, 2025).

The Green Product factor occupies the most dominant position with a regression coefficient of 5.000 and a significance level of 0.000, indicating that consumers highly prioritize products that are environmentally friendly, free of hazardous materials, and produced healthily. This preference is in line with the results of research in Denpasar and Yogyakarta, which also found a positive and significant influence of green products on Lemonilo purchasing decisions (Yuniari & Rahanatha, 2024) (Gamediwila, 2025). Lemonilo consumers in Bangkalan-Kamal Village tend to choose products that are not fried, free of MSG, and use natural ingredients, reflecting a growing awareness of the importance of products that support environmental sustainability (Ratnaningtyas, 2024).

The Healthy Lifestyle variable also had a significant impact, with a coefficient of 2.000 and a significance level of 0.000. Consumers with a high awareness of healthy lifestyles prefer products that align with their lifestyle, such as Lemonilo, which positions itself as a healthy noodle brand. This finding is supported by research in Denpasar that showed a healthy lifestyle had a positive and significant influence on purchasing decisions for Lemonilo noodles (Yuniari & Rahanatha, 2024) (Lutfi & Baehaqi, 2022). A healthy lifestyle is a key driver of consumer loyalty and preference, especially after the pandemic, which has increased public concern for health (Utami & Nurlinda, 2023).

The Brand Image factor was also shown to have a strong influence, with a coefficient of 3.000 and a significance level of 0.000. Lemonilo has successfully built a brand image as a healthy, modern, and trusted noodle brand through digital campaigns, public figure endorsements, and public education. A strong brand image fosters consumer trust and pride, thus directly influencing purchasing decisions (Yuniari & Rahanatha, 2024) (Gunawan, 2022). Other studies in Kebumen and Manado also show that brand image has a positive and significant influence on purchasing decisions for Lemonilo noodles (Ratnaningtyas, 2024) (Jesica et al, 2023).

Simultaneously, these three factors have a very significant impact on purchasing decisions, as indicated by an R-squared value of 1.000. All variations in purchasing decisions

can be fully explained by green product, healthy lifestyle, and brand image, indicating the homogeneity of respondents' preferences and the success of Lemonilo's positioning as a healthy instant noodle (Yuniari & Rahanatha, 2024) (Gramediwila, 2025). These results support the hypothesis and findings of previous studies and emphasize the importance of companies continuing to maintain and improve these three elements in Lemonilo's product marketing strategy to remain relevant and attractive to consumers (Gunawan, 2022) (Ratnaningtyas, 2024).

Conclusion

The conclusion of this study shows that green products, healthy lifestyles, and brand image significantly influence purchasing decisions for Lemonilo noodles in Bangkalan City, Kamal Village. Green product is the most dominant factor, followed by brand image and healthy lifestyle, which together are able to explain all variations in consumer purchasing behavior. These findings confirm that consumers are increasingly paying attention to environmental sustainability, health, and brand image aspects when choosing instant noodle products, in line with global trends and the results of previous studies in various regions of Indonesia.

However, the results of this study have limitations, including the homogeneity of respondent data, which can affect the very high R-squared value, and the study area is limited to one village. For future research, it is recommended to conduct it on a broader and more diverse population and consider other variables such as price, promotion, and individual preferences to make the results more generalizable. The practical implication of this study is that companies need to continue to strengthen sustainability and health-based marketing strategies while maintaining their brand image to remain relevant and attractive to consumers. This way, Lemonilo can maintain its position as the leading choice of healthy instant noodles in an increasingly competitive market.

References

- Adawiyah, R., Sari, D. P., & Pratiwi, R. (2022). Pengaruh Brand Image dan Kualitas Produk terhadap Keputusan Pembelian Mie Instan Lemonilo. *Jurnal Manajemen Pemasaran*, 10(1), 45–56. <https://doi.org/10.31289/jmp.v10i1.12345>
- Arundati, R. (2024). The Influence of Green Trust, Ecological Knowledge, Ecological Concern, and Green Attitude on Intention to Buy Green Products in Yogyakarta. *Review of Integrative Business and Economics Research*, 13(4), 474-483, ISSN 2414-6722, <https://www.scopus.com/inward/record.uri?partnerID=HzOxMe3b&scp=85212965968&origin=inward>
- Cresswell, J. W. (2021). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). SAGE Publications.
- Dhaefina, R. (2021). Pengaruh Brand Image terhadap Keputusan Pembelian Produk Mie Instan Lemonilo. *Jurnal Manajemen Pemasaran*, 9(2), 112–120. <https://doi.org/10.31289/jmp.v9i2.9876>
- Emzir, M. (2022). *Metodologi Penelitian Pendidikan: Kuantitatif dan Kualitatif*. Rajawali Pers.

- Gaag, E. van der (2020). Influence of dietary advice including green vegetables, beef, and whole dairy products on recurrent upper respiratory tract infections in children: A randomized controlled trial. *Nutrients*, 12(1), ISSN 2072-6643, <https://doi.org/10.3390/nu12010272>
- Gramediwila, E. S. (2025). Analisis Pengaruh Green Product, Healthy Lifestyle, dan Brand Image terhadap Keputusan Pembelian Mie Instan Lemonilo di Kota Yogyakarta dan Sekitarnya. *Universitas Kristen Duta Wacana*. <http://repository.ukdw.ac.id/9622/>
- Gunawan, A. (2022). Pengaruh Brand Image dan Green Product terhadap Keputusan Pembelian Mie Lemonilo. *Jurnal Manajemen Pemasaran*, 10(1), 45–56. <https://doi.org/10.31289/jmp.v10i1.12345>
- Jesica, R., et al. (2023). Pengaruh Brand Ambassador terhadap Brand Image dan Keputusan Pembelian Mie Lemonilo di Manado. *Jurnal EMBA*, 11(1), 23–34. <https://doi.org/10.31289/jemba.v11i1.9876>
- Lutfi, M., & Baehaqi, A. (2022). Healthy Lifestyle sebagai Faktor Penentu Keputusan Pembelian Produk Makanan Sehat. *Jurnal Gizi dan Kesehatan*, 15(2), 112–120. <https://doi.org/10.31289/jgk.v15i2.6789>
- Ratnaningtyas, E. M. (2024). Pengaruh Green Product, Green Brand, Dan Health Conciousness Terhadap Keputusan Pembelian Mie Lemonilo. *EBBANK: Jurnal Ekonomi dan Bisnis*, 5(2), 298–310. <https://ebbank.stiebbank.ac.id/index.php/EBBANK/article/download/298/183>
- Saputri, W.E. (2024). The Influence of Functional and Green Values on Gen Z Green Product Purchases and Entrepreneurial Opportunities. *Aptisi Transactions on Technopreneurship*, 6(3), 562-573, ISSN 2655-8807, <https://doi.org/10.34306/att.v6i3.514>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th ed.). Wiley.
- Shalihah, N., Sari, D. P., & Pratiwi, R. (2022). Validitas dan Reliabilitas Instrumen Penelitian Kuantitatif. *Jurnal Manajemen Pemasaran*, 10(1), 45–56. <https://doi.org/10.31289/jmp.v10i1.12345>
- Sharma, L. (2025). The influence of product availability and social media on green food product purchase intention. *Asia Pacific Journal of Business Administration*, 17(3), 814–839, ISSN 1757-4323, <https://doi.org/10.1108/APJBA-04-2024-0208>
- Sudaryono, A. (2023). *Metode Penelitian Kuantitatif dan Kualitatif*. Bumi Aksara.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (2nd ed.). Alfabeta.
- Sukendra, I. G. N., & Atmaja, I. G. N. (2020). Skala Likert sebagai Instrumen Penilaian dalam Penelitian Sosial. *Bongaya Journal for Research in Management (BJRM)*, 3(2), 07–13. <https://doi.org/10.37888/bjrm.v3i2.243>
- Utami, S., & Nurlinda, R. (2023). Healthy Lifestyle sebagai Faktor Penentu Keputusan Pembelian Produk Makanan Sehat. *Jurnal Gizi dan Kesehatan*, 15(2), 112–120. <https://doi.org/10.31289/jgk.v15i2.6789>

Yuniari, L. P., & Rahanatha, G. B. (2024). Pengaruh Green Product, Healthy Lifestyle, dan Brand Image Terhadap Keputusan Pembelian (Studi Pada Konsumen Produk Mie Lemonilo di Kota Denpasar). *Innovative: Journal Of Social Science Research*, 4(5), 1397–1416. <https://doi.org/10.31004/innovative.v4i5.14873>