

# The Effect of Green Marketing on Product Purchasing Decisions with E-Wom as a Mediating Variable

Green Marketing on  
Product Purchasing  
Decisions

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Submitted:  
16 OCTOBER 2023

Accepted:  
27 DECEMBER 2023

## ABSTRACT

Marketing communications in this modern era has experienced very significant developments. The increasingly advanced development of the times demands that everything must change in such a way, keeping up with current developments in the field of marketing communications. The aim of this research is to analyze the influence of Green Marketing on Garnier product purchasing decisions in Surakarta with E-Wom as an intervening variable. This type of research is quantitative research. The population of this research is Garnier product users in Surakarta. This research uses primary data. So the minimum sample that researchers can take is 100 respondents. Sampling technique in this research. using purposive sampling. This research uses SMARTPLS 3.0 software. This research uses Structural Equation Model (SEM) analysis with Partial Least Square (PLS). The results of this research are that Green Marketing has a positive and significant influence on Purchasing Decisions. Green Marketing has a positive and significant influence on E-WOM. E-WOM has a positive and significant influence on purchasing decisions. E-WOM can mediate the relationship between Green Marketing and Purchasing Decisions.

**Keywords:** E-Wom, Green Marketing, Purchase Decision

## ABSTRAK

Komunikasi pemasaran di era modern ini mengalami perkembangan yang sangat signifikan. Perkembangan zaman yang semakin maju menuntut segala sesuatunya harus berubah sedemikian rupa, mengikuti perkembangan zaman Bidang komunikasi pemasaran. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh Green Marketing terhadap Keputusan Pembelian produk Garnier di Surakarta dengan E-Wom sebagai variabel intervening. Jenis penelitian ini adalah penelitian kuantitatif. Populasi dari penelitian ini adalah pengguna produk garnier di Surakarta. Penelitian ini menggunakan data primer. Maka sampel minimal yang dapat diambil peneliti adalah 100 responden. Teknik pengambilan sampel dalam penelitian ini. menggunakan purposive sampling. Penelitian ini menggunakan bantuan software SMARTPLS 3.0. Penelitian ini menggunakan analisis Structural Equation Model (SEM) dengan Partial Least Square (PLS). Hasil dari penelitian ini adalah Green Marketing memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian. Green Marketing memiliki pengaruh positif dan signifikan terhadap E-WOM. E-WOM memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian. E-WOM dapat memediasi hubungan antara Green Marketing dan Keputusan Pembelian.

**Kata kunci:** E-Wom, Pemasaran Ramah Lingkungan, Keputusan Pembelian

**JIMKES**

Jurnal Ilmiah Manajemen  
Kesatuan  
Vol. 12 No. 1, 2024  
pp. 141-150  
IBI Kesatuan  
ISSN 2337 – 786X  
E-ISSN 2721 – 169X  
DOI: 10.37641/jimkes.v12i1.2397

## **INTRODUCTION**

In this modern era, the development of marketing communication has undergone significant progress. This change is driven by technological advancements and the demand to keep up with the times. The field of marketing communication has undergone a noticeable shift compared to the past (Alifia & Dewi, 2022). This transformation is not only influenced by modernization but also by various other factors that actively contribute to the development of the marketing communication field, leading to continuous updates (Onurlubaş, 2019). Innovations and breakthroughs in marketing communication continue to evolve, influenced by various topics or issues being discussed globally (Kusuma et al., 2017; Satrio et al., 2021). From these topics, new marketing communication strategies emerge to meet the demands and developments of the time. With the dynamic development in the marketing world, companies in various sectors must adapt to expand their businesses, including PT L'oreal Indonesia, which produces Garnier products. Appearance is crucial for every individual, starting with skincare and maintenance to boost confidence. Therefore, in facing the developments in marketing communication, PT L'oreal Indonesia and Garnier products must adapt to new and relevant marketing strategies to remain competitive in this ever-changing market.

Skin care products or cosmetics are used with the aim of enhancing appearance. Additionally, cosmetics have other benefits, such as moisturizing, skin brightening, addressing premature aging, and serving as skin protection from harmful sunlight that can cause skin cancer. Currently, the use of cosmetics is not limited to women but is also embraced by men. Evaluation of a person's physical appearance usually begins with the face, where facial cleanser products are commonly used as facial care, especially among teenagers. Numerous facial cleanser products from various brands are available in the market. Faced with this situation, companies must make maximum efforts to design the best marketing strategies so that potential buyers can provide their valuable feedback on facial cleanser products (Puspita & Rahmawan, 2021; Hartono & Wicaksana, 2023).

According to the Top Brand Index in the Facial Cleansing Soap category from 2018-2020, Garnier held the third position but still experienced a decline in sales during that period. It is known that in 2018, Garnier product sales were 16.8%, and there was a decrease in 2019 to 15.3%. In 2020, there was also a further decrease to 13.8%. This data is supported by the sales figures for Garnier facial cleanser products from 2019-2020 at a store in Surabaya, which explains a decrease in product sales by 125 units from 2019 to 2020 (Alifia & Dewi, 2022).

In making purchasing decisions, everyone always has considerations. A purchasing decision is a process in which an individual evaluates products from various options and then decides to buy one product among the available choices. In the current digital era, the influence of Electronic Word-of-Mouth (E-WOM) is also a crucial factor in purchasing decisions. Consumer recommendations or reviews found on online platforms can impact consumer perceptions of a product or brand. Therefore, companies need to pay attention not only to green marketing aspects but also to various interactions and consumer responses in the digital world to better understand the dynamics of consumer purchasing decisions. Thus, the aim of this research is to analyze the influence of green marketing on product purchasing decisions with E-WOM as a mediating variable.

## **LITERATURE REVIEW**

Purchasing decision is the condition in which an individual chooses one from various available options (Kotler & Keller, 2012). Consumers always engage in physical activities when deciding to purchase a product. Consumer purchasing decisions in the current modern era can be influenced by green marketing and Electronic Word-of-Mouth (E-WOM) (Akbar & Rubiyanti, 2023). The term green marketing was first introduced to the public by the American Marketing Association (AMA) in a workshop in the early 90s with the theme "Ecological Marketing." The primary goal of green marketing is not only to generate profits for the company but also to contribute to the environment or various

aspects related to ecosystem sustainability (Elmas, 2019). According to Yulianti (2020), green marketing not only promotes environmentally friendly products but also demands reorientation and environmental responsibility from all areas, activities, and departments of an organization. Hence, green marketing can be considered a concept that aims to meet consumer needs by attempting to minimize the environmental impact. Green marketing strategies can shape a positive image for consumers of a product, influencing consumer behavior that triggers purchasing decisions (Rachmawaty & Hasbi, 2020; Randi & Nengsih, 2023).

In addition to green marketing, the existence of Electronic Word-of-Mouth (E-WOM) is also one of the variables considered by consumers in the purchasing process. With technological advancements, marketing can now leverage social media, which has a positive impact on the purchasing decisions made by consumers. Word of mouth has now evolved into E-WOM along with technological progress. Purchasing reviews through online platforms have a significant impact on consumer behavior in determining or choosing a product (Chrisnathaniel et al., 2021; Almaudina et al., 2023). E-WOM itself can be generated using the internet through various online media such as Facebook, Twitter, blogs, Myspace, and others. The credibility, quality, and quantity of E-WOM have a significant influence on purchasing decisions because consumer experiences from various regions can either enhance or diminish the perceived quality of a product (Soinbala & Bessie, 2020).

In a study conducted by Kartika & Ganarsih (2019), the results indicated that Electronic Word-of-Mouth (E-WOM) has a negative impact on purchasing decisions. In contrast, Kristiawan & Keni (2020) found different results, where their research suggested that E-WOM has a positive influence on purchasing decisions. Despite the differences in research findings, it is evident that E-WOM has become a crucial factor that companies need to consider in designing their marketing strategies. Being aware of and understanding how consumer reviews and recommendations spread through online platforms can help companies enhance their product image and positively influence consumer purchasing decisions. Thus, the hypotheses proposed in this study are as follows:

- H1. Green marketing has a positive effect on purchase decisions
- H2. Green marketing has a positive effect on E-WOM
- H3. E-WOM has a positive effect on purchase decisions
- H4. E-WOM mediates the effect of green marketing on purchase decisions

## **METHODS**

The type of research conducted is quantitative research. Quantitative research is obtained from a sample of the research population, which is then analyzed according to an appropriate statistical method and interpreted (Sugiyono, 2016). The population of this study consists of users of Garnier products in Surakarta. The research employs 14 indicators, and by using estimation based on the number of indicators, the sample size ranges from 70 to 140 individuals. Therefore, the minimum sample that the researcher can take is 100 respondents. This research utilizes primary data, which is obtained through the first source or respondents' answers using a closed questionnaire. The sampling technique in this study employs purposive sampling by selecting samples based on the research objectives, and sample selection depends on data collection. The researcher applies specific criteria that will serve as the sample requirements in this study (Syafnidawaty, 2020). Not all samples meet the criteria set by the author, so the samples capable of becoming respondents are as follows; Aged at least 18 years old, Residing in Surakarta, Having used Garnier products before. This research uses the SmartPLS 3.0 software and applies Structural Equation Model (SEM) analysis with Partial Least Square (PLS).

**RESULTS**

An indicator is considered to meet convergent validity in the good category if the outer loading value is > 0.7. This outer loading value reflects the extent to which the indicator correlates or measures well the research variables being measured. In this case, if the outer loading value of an indicator exceeds 0.7, it can be concluded that the indicator has a high and reliable contribution in measuring the variables represented by the indicator in the research. This is a standard commonly used in factor analysis and convergent validity to ensure that the indicators used can be considered valid and reliable in measuring the construct being represented.

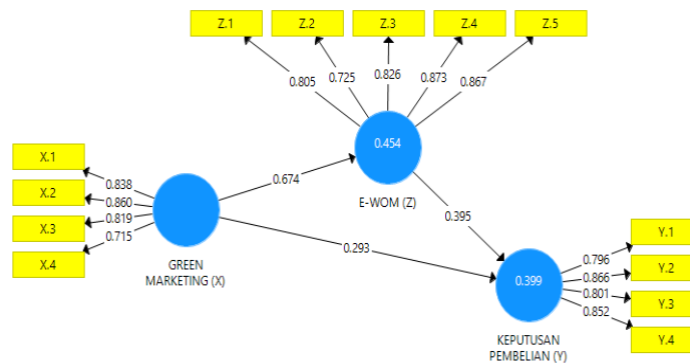


Figure 1. Outer Model

Table 1. Outer Loading Value

Variable	Indicator	Outer Loading
Green Marketing (X1)	X.1	0.838
	X.2	0.860
	X.3	0.819
	X.4	0.715
E-WOM (Z)	Z.1	0.805
	Z.2	0.725
	Z.3	0.826
	Z.4	0.873
	Z.5	0.867
Purchase Decision (Y)	Y.1	0.796
	Y.2	0.866
	Y.3	0.801
	Y.4	0.852

Source: Primary Analysis Data, 2023

Based on table 1, it is known that each indicator of the research variable has many outer loading values > 0.7. Data table 1, there are no variable indicators whose outer loading value is below 0.5, so all indicators are declared feasible or valid for research use and can be used for further analysis. Assessing discriminant validity, namely by looking at the AVE (Average Variance Extracted) value > 0.5 so that it can be said to be valid in discriminant validity. The following is the AVE value of each variable in this study:

Table 2. Average Variance Extracted Value

Variable	AVE	Description
Green Marketing (X)	0.656	Valid
E-WOM (Z)	0.674	Valid
Purchase Decision (Y)	0.688	Valid

Source: Primary Analysis Data, 2023

Based on Table 2, each variable in this study shows an AVE value of > 0.5. Each variable in this study has a respective value for green marketing of 0.656, E-WOM of 0.674, and for purchasing decisions of 0.688. This shows that each variable in this study can be said to be valid in terms of discriminant validity. Reliability test shows the level of consistency and stability of measuring instruments or research instruments in measuring

a concept or construct (Abdillah & Hartono, 2015). Reliability testing in this study used Composite Reliability and Cronbach Alpha. Composite reliability is the part used to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value  $> 0.7$ .

**Table 3.** Composite Reliability

Variable	Composite Reliability
Green Marketing (X)	0.884
E-WOM (Z)	0.911
Purchase Decision (Y)	0.898

Source: Primary Analysis Data, 2023

From table 3, it can be shown that the composite reliability value of all research variables is  $> 0.7$ . With a green marketing value of 0.884, E-WOM of 0.911, and for purchasing decisions of 0.898. This shows that each variable has met the composite reliability so that it can be concluded that all variables have a high level of reliability. The second reliability test is Cronbachs Alpha. Cronbachs Alpha is a test where this test is a statistical technique used to measure internal consistency in instrument reliability tests or psychometric data. The construct is said to be reliable if the Cronbach alpha value is more than 0.60.

**Table 4.** Cronbach Alpha

Variable	Cronbachs Alpha
Green Marketing (X)	0.823
E-WOM (Z)	0.878
Purchase Decision (Y)	0.848

Source: Primary Analysis Data, 2023

Based on table 4, it shows that the Cronbach alpha value of all variables in this study is above  $> 0.7$ , which means that the Cronbach alpha value has met the requirements so that all constructs can be said to be reliable. Multicollinearity test can be seen from the tolerance value and variance inflation factor (VIF). Multicollinearity can be detected with a cut off value that shows a tolerance value  $> 0.1$  or the same as the VIF value  $< 10$ .

**Table 5.** Collinearity Statistic (VIF)

	Purchase Decision	E-WOM
Green Marketing (X)	1,830	1,000
E-WOM (Z)	1,830	
Purchase Decision (Y)		

Source: Primary Analysis Data, 2023

From table 5, the results of Collinearity Statistics (VIF) to see the multicollinearity test with the results of the green marketing variable on E-WOM are 1,000. Then the green marketing variable on purchasing decisions is 1.830. And E-WOM on purchasing decisions is 1,830. If each variable has a cut off value  $> 0.1$  or equal to a VIF value  $< 5$  then this does not violate the multicollinearity test.

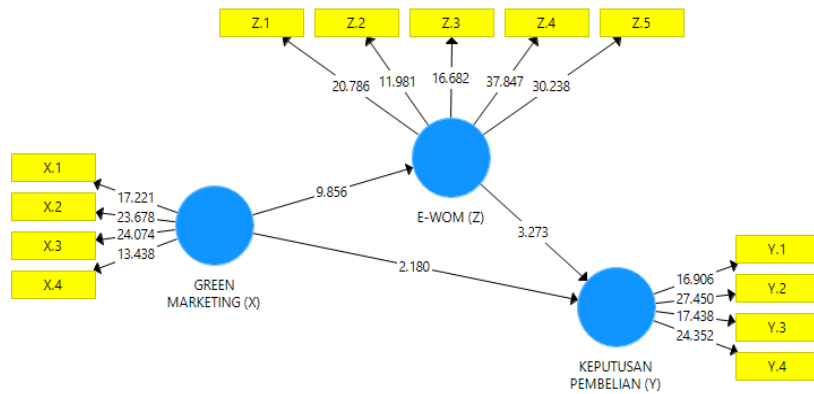


Figure 2. Inner Model

The inner model is used to test the effect between one latent variable and another latent variable. Inner model testing can be done with three analyses, namely measuring the R2 (R-square) value, Godness of Fit (Gof) and path coefficient. This model goodness test consists of two tests, namely R Square (R2) and Q-Square (Q2). The R2 or R-Square value shows the determination of exogenous variables on endogenous variables. The greater the R2 value indicates a better level of determination. R2 values of 0.75, 0.50, and 0.25 can be concluded that the model is strong, moderate, and weak (Ghozali, 2015).

Table 6. R-Square Value

	R-Square
E-WOM	0.454
Purchase Decision	0.399

Source: Primary Analysis Data, 2023

Based on table 6, R-Square is used to see the influence of green marketing variables on E-WOM, namely with a value of 0.454 or 45.4%, it can be said that this relationship is a weak relationship. And the green marketing variable on purchasing decisions, namely with a value of 0.399 or 39.9%, it can be said that this relationship is a weak medium relationship. The next test is the Q-Square test. The Q<sup>2</sup> value in structural model testing is done by looking at the Q<sup>2</sup> (Predictive relevance) value. The Q<sup>2</sup> value can be used to measure how well the observation value produced by the model is also its parameter. A value of Q<sup>2</sup> > 0 indicates that the model has predictive relevance, while a value of Q<sup>2</sup> < 0 indicates that the model lacks predictive relevance. Based on the calculation results, the Q-Square value is 0.672. This value explains the diversity of the research data can be explained by the research model by 67.2%, while the remaining 32.8% is explained by other factors that are outside this research model. Thus, from the results of these calculations, this research model can be declared to have good goodness of fit.

For hypothesis testing in this study, we can use the path coefficient value table for direct effects and specific indirect effects for indirect effects (mediation). Test the path coefficient by using the bootstrapping process to see the t statistics or p values (critical ratio) and the original sample value obtained from the process. The p value < 0.05 indicates that there is a direct influence between variables, while the p value > 0.05 indicates that there is no direct influence between variables. In this study, the significance value used is t-statistic 1.96 (significant level = 5%). If the t-statistic value > 1.96 then there is a significant influence.

Table 7. Direct Effect

	Hypothesis	Original Sample	t-Statistics	P Values	Description
Green Marketing (X) -> Purchase Decision (Y)	H1	0,293	2,180	0,030	Positive Significant
Green Marketing (X) -> E-WOM (Z)	H2	0,674	9,856	0,000	Positive Significant

E-WOM (Z) -> Purchase Decision (Y)	H3	0,395	3,273	0,001	Positive Significant
Green Marketing (X) -> E-WOM (Z) -> Purchase Decision (Y)	H4	0,266	2,979	0,003	Positive Significant

Source: Primary Analysis Data, 2023

Based on table 7, the first hypothesis tests whether green marketing has a positive and significant effect on purchasing decisions. From table 7, it shows a t-statistic value of 2.180 with an effect of 0.293 and a p-value of 0.030. With a t-statistic value  $<1.96$  and a p value  $>0.05$ , it can be concluded that hypothesis one is accepted. The second hypothesis tests whether green marketing has a positive and significant effect on E-WOM. Table 7 shows the t-statistic value of 9.856 with an effect of 0.674 and a p-value of 0.000. With a t-statistic value  $<1.96$  and a p-value  $>0.05$ , it can be concluded that hypothesis two is accepted. The third hypothesis tests whether E-WOM has a positive and significant effect on purchasing decisions from table 7, it shows a t-statistic value of 3.273 with an effect size of 0.395 and a p-value of 0.001. With a t-statistic value  $<1.96$  and a p value  $>0.05$ , it can be concluded that the third hypothesis is accepted. If the P-values  $<0.05$  then it is significant. This means that the mediator variable mediates the effect of an exogenous variable on an endogenous variable, in other words, the effect is indirect. If the P-Value  $>0.05$  then it is not significant. Below is the specific indirect model value. The fourth hypothesis tests whether E-WOM mediates the relationship between green marketing and purchasing decisions. Based on the table above, it shows that the t-statistic value is 2.979 which means  $>1.96$  with a p value of 0.003 which means  $<0.05$ . So it can be concluded that green marketing on purchasing decisions can be mediated by E-WOM partially.

## DISCUSSION

Based on the results of the path coefficient test above, the t-statistic value is 2.180, which means  $2.180 > 1.96$  with a magnitude of influence of 0.293 and a p-value of 0.030  $<0.05$ . So partially green marketing has a positive and significant effect on purchasing decisions. The results of this study are in line with research conducted by Alifia & Dewi, (2022) which states that green products are favoured by consumers because they are environmentally friendly so that purchasing decisions will be created due to the offering of green products to consumers. According to Yulianti, (2020) states that green marketing is not only marketing products in an environmentally friendly manner, but also requires reorientation and environmental responsibility of all areas, activities, and departments of an organization. Meanwhile, according to Lukiarti, (2019) green marketing is a concept that refers to meeting consumer needs by trying to minimize the impact of damage to the environment. Green marketing strategies can form a positive image for consumers of a product so that it affects consumer behaviour which triggers purchasing decisions.

Based on the results of the path coefficient test above, the t-statistic value is 9.856, which means  $9.856 > 1.96$  with a magnitude of influence of 0.674 and a p-value of 0.000  $<0.05$ . So partially green marketing has a positive and significant effect on E-WOM. The results of this study are in line with research conducted by Immawati & Anggi, (2022) which states that green marketing will have an impact on E-WOM because green marketing focuses on considering consumer satisfaction, needs, desires, and desires in relation to environmental maintenance and preservation. With the objectives implemented by the green marketing concept, it will be able to give a satisfying impression to consumers so that consumers will also not hesitate to recommend to their family or friends. Meanwhile, according to Elmas (2019) Green marketing or green marketing is a concept related to all marketing activities and their development, to stimulate and shape consumer behaviour that cares about environmental sustainability so that consumers who like green products will participate in recommending to others because they consider that recommending green products is the same as they protect the environment. Customers who are satisfied with a company's goods or services, for example, are more likely to share positive electronic Word of Mouth, which can help businesses grow and attract new

customers. Conversely, when customers are dissatisfied, they are more likely to share negative electronic Word of Mouth, which subtly discourages other customers from using the company's products or services (Mubarok & Sholahuddin, 2023).

Based on the results of the path coefficient test above, the t-statistic value is 3.273, which means  $3.273 > 1.96$  with a magnitude of influence of 0.395 and a p-value of  $0.001 < 0.05$ . So partially E-WOM has a positive and significant effect on Purchasing Decisions. The results of this study are in line with research conducted by Kartika & Ganarsih, (2019) which states that with the recommendations or reviews given by other consumers, for example in a sharing review platform or community, it is undoubtedly able to influence consumer purchasing decisions. According to Kadi et al., (2021) Social media is very capable of providing information and influencing purchasing decisions, this is because currently social media users trust the opinions of colleagues or other parties more than marketing strategies from companies in deciding purchases. Meanwhile, according to Soimbala & Bessie, (2020) usually a prospective customer trusts information obtained from close friends or other people more than information obtained from various media such as TV, Radio, Web, and Brochures. Information obtained from friends or other people can be in the form of reviews, stories of experiences or comments about an object or event.

Based on the results of the indirect effect test above, the t-statistic value is 2.979, which means  $2.979 > 1.96$  and a p-value of  $0.003 < 0.05$ . So partially E-WOM can mediate the relationship between Green Marketing and Purchasing Decisions. The results of this study are in line with research conducted by Immawati & Anggi, (2022) which states that green marketing will affect consumer satisfaction and this satisfaction will shape purchasing decisions and consumers' willingness to provide reviews on social media. According to Mubarok & Sholahuddin, (2023) consumer views can influence how effective green marketing is in influencing consumer interest in making purchases. One of the drivers of consumer buying interest is Word of mouth, therefore customer feedback and comments are very important for marketers. Meanwhile, according to Pebrianti et al., (2020) the green marketing model will be able to influence consumer attitudes towards environmentally friendly products. Consumers who tend to be satisfied with green products will be willing to recommend to others even through their social media. E-WOM will have a direct impact on new consumers who will make purchasing decisions on these products.

## **CONCLUSION**

The research findings and subsequent discussion reveal a noteworthy relationship between green marketing, Electronic Word of Mouth (E-WOM), and purchasing decisions. The research concludes that green marketing exerts a partially positive and significant impact on purchasing decisions. This suggests that consumers are inclined towards environmentally friendly products, contributing to their ultimate buying choices. Additionally, the research establishes that green marketing has a positive and significant influence on Electronic Word of Mouth (E-WOM). The positive correlation between green marketing and E-WOM signifies that environmentally conscious marketing practices generate positive discussions and recommendations among consumers, fostering a positive online presence. Furthermore, the research unravels that E-WOM holds a partially positive and significant sway over purchasing decisions. In essence, consumer-generated content and recommendations in the digital space contribute to shaping consumer choices. Indirectly, the research demonstrates that E-WOM functions as a mediator in the relationship between green marketing and purchasing decisions. This implies that a substantial portion of the influence that green marketing exerts on purchasing decisions can be attributed to its impact through E-WOM. The positive influence of green marketing on purchasing decisions can be elucidated by the consumer perspectives shaped by Word of Mouth. Customer feedback and comments, particularly on social media platforms, play a pivotal role in influencing consumer interest and decisions to purchase environmentally friendly products.



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