

EXPLORING THE RELATIONSHIP BETWEEN GREEN MARKETING, SOCIAL MEDIA MARKETING, AND PURCHASING DECISIONS: THE MEDIATING ROLE OF BRAND IMAGE IN THE LITERATURE CONTEXT

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ABSTRACT

This study examines the factors influencing the decision to purchase environmentally friendly products. It focuses on two independent variables, Green Marketing and Social Media Marketing, and the mediating variable, Brand Image. The research methodology involves a literature review encompassing articles on factors influencing purchase decisions, green marketing, social media marketing, and brand image. The study's findings reveal that Green and Social Media Marketing significantly and positively impact purchase decisions. Additionally, green and social media marketing significantly and positively influence brand image. Brand Image significantly and positively affects purchase decisions. Moreover, Brand Image is shown to mediate the impact of both green and social media marketing on purchase decisions.

Keywords: (Green Marketing, Social Media Marketing, Purchasing Decision, Brand Image)

INTRODUCTION

Indonesia, located between the Indian and Pacific Oceans and intersected by the Equator, experiences the influence of two distinct monsoon seasons, bringing in moisture-laden winds and rainfall. This unique geographical positioning results in a distinct tropical climate characterized by high precipitation throughout the year. The diverse topography, encompassing mountains and lowlands, further shapes the climate, leading to varying rainfall patterns and temperatures, as highlighted by the Indonesian Meteorology, Climatology, and Geophysics Agency (BMKG). The abundant rainfall supports lush tropical vegetation, making Indonesia one of the world's megadiverse countries, home to vast tropical rainforests. Overall, Indonesia's geographical layout fosters a warm, humid, and biodiverse tropical climate, significantly impacting both daily life for its inhabitants and the natural ecosystems. Therefore, it is imperative for Indonesian society to prioritize environmental sustainability and health. According to research conducted by the Ministry of Health, only about 20% of the Indonesian population are concerned about environmental cleanliness and health. This means that out of the total population of 262

million people in Indonesia, approximately 52 million individuals are aware and caring about environmental cleanliness, which has an impact on health. The awareness of the Indonesian society regarding the issue of global warming has significantly increased. This heightened awareness plays a crucial role in presenting challenges and opportunities for companies that provide goods and services to develop products that meet the needs and expectations of consumers.

One factor contributing to environmental damage is the sustained use of hazardous products. The awareness of the Indonesian population regarding the issue of global warming has significantly increased. This heightened awareness plays a crucial role in presenting challenges and opportunities for companies providing goods and services to develop products that meet consumer needs and expectations. When considering products, consumers also consider the potential risks, both in terms of benefits and potential drawbacks they might experience. Not only that, but consumers also consider the long-term implications on the related brand and product.

Decision-making is the selection of an action from two or more alternative choices. In other words, the person making the decision must have one option among several available alternatives. When someone is faced with two choices, to buy or not to buy, and then they make a choice, they are in a position to make a decision (Sudaryono (2016)). The purchasing decision is the buyer's decision on which brand to buy (Kotler and Armstrong, 2012:181). There are two factors influencing purchasing decisions: 1. Other people's attitudes - the extent to which others' attitudes reduce someone's preferred alternatives depends on two things: the intensity of negative attitudes towards the consumer's preferred alternative and the consumer's motivation to comply with others' desires. 2. Unanticipated situational factors that may arise and change purchase intentions. These factors include income, family, price, and the benefits of the product (Kotler (2007)).

There are several solutions to address environmental issues, one of which is by offering products that are not only safe for consumers but also environmentally friendly. In response to this challenge, many companies use environmental preservation as an attractive factor for their products, one of which is through the use of marketing strategies focused on sustainability (Hendra et al., (2023)).

Green marketing refers to all activities designed to facilitate human needs and desires in creating customer satisfaction while minimizing adverse impacts on the environment (Polonsky, 1994:2). In Luh Made's research, et al. (2017), it was found that there's a significant positive influence of the Green Marketing variable on Purchase Decisions. Factors influencing Green Marketing aim to improve the relationship between

industries and the environment by promoting environmentally friendly products or services. This involves using marketing strategies aimed at reducing the industry's negative impact on the environment, whether through waste reduction, the use of more eco-friendly raw materials, or the development of products that are more energy-efficient. Novianto (2017) mentioned several elements that need attention, such as environmentally friendly products, affordable prices, eco-friendly distribution, and eco-friendly promotion.

Social media is an effective business driver as it can be accessed globally and can expand your advertising network. It has become an integral part of the marketing for many businesses and is one of the best ways to reach customers (Setiawan, 2015). Social media opens up wide opportunities by allowing massive contributions, significantly boosting sales, all without requiring a huge marketing budget. The research by Kambali & Aminah (2021) showed a positive and substantial influence of the Social Media Marketing variable on Purchase Decisions. Social media is a crucial part of broader sales, services, communication, and marketing strategies that reflect and adapt to the market and the people interpreting it (Solis, 2010). With the widespread use of social media through smartphones in Indonesia, it seems that Indonesian netizens utilize these platforms as significant sources of information.

For instance, Instagram users. This could be an interesting opportunity for travel managers looking to expand their businesses online. Similarly, for travelers who have visited specific tourist destinations, through social media posts, they can share information and recommend these places to others based on their satisfying experiences.

Brand Image is the overall perception of a brand formed from information and experiences with that brand (Firmansyah, 2018:87). According to Kotler et al. (2017:231), Brand Image should convey distinctive product benefits and positioning. Even when competitive offers seem the same, buyers perceive differences based on brand image differentiation. Products have several crucial aspects for consumers. Product quality becomes the primary factor determining trust and perceived reliability by consumers. Additionally, the benefits gained from the product also serve as a significant consideration. The service provided by manufacturers also plays a significant role in delivering satisfaction to consumers. From Ayu & Akasari's (2017) research, it was shown that green marketing significantly and positively influences Brand Image and purchase decisions, and Brand Image significantly influences purchase decisions. Brand Image significantly mediates the influence of green marketing on purchase decisions. Furthermore, in Narayana & Gede's (2020) study, it was indicated that Social Media Marketing has a positive and significant effect on Brand Image, Social Media Marketing significantly

affects purchase decisions, Brand Image significantly influences purchase decisions, and Brand Image acts as a mediating variable between Social Media Marketing and purchase decisions.

Brand Image is also a crucial consideration as it reflects the brand's image perceived by consumers. Information related to the brand and consumers' views about it significantly influences purchase decision-making. All these aspects form the basis for consumers in choosing products that align with their needs and preferences. Therefore, it is important for consumers to consider both short-term and long-term aspects before purchasing products, including environmental aspects.

Based on the description, this research focuses on the factors influencing purchasing decisions, environmentally friendly marketing, social media marketing, and brand image. The aim is to contribute to further research and enrich theories of sustainable marketing by exploring the influence of green marketing, social media marketing, and brand image on the purchase decisions of environmentally friendly products. The research hopes to develop new strategic concepts in understanding consumer behavior towards environmentally conscious products.

METHOD

The research method employed in this article involves a literature review that examines articles related to the factors influencing purchase decisions, environmentally friendly marketing, social media marketing, and brand image. The results of this examination can serve as a foundation for developing a Brand Image framework as a mediator of the influence of green marketing and social media marketing.

RESULTS AND DISCUSSION

A. *Purchase Decision*

Purchase decision is the buyer's decision on which brand to purchase (Kotler and Armstrong, 2012:181). Another definition of purchase decision is the consumer's decision regarding preferences among brands within a set of choices. According to Sudaryono (2016), a decision is defined as the selection of an action from two or more alternative choices. In other words, a person making a decision must choose one option among several available alternatives. If someone is faced with two options, to buy or not to buy, and then they make a choice, they are in a position of making a decision.

Kotler and Keller (2009) state that the purchase decision process consists of five stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase. In the purchase decision stage, consumers

actually make the purchase. However, sometimes, during this decision-making phase, there are factors that can influence the decision-making process and thus alter the purchase intention.

According to Kotler (2007), there are two factors influencing purchase decisions:

1. Other people's attitudes, to what extent others' attitudes reduce someone's preferred alternatives depends on two things: the intensity of negative attitudes toward the alternatives liked by the consumer and the consumer's motivation to comply with others' wishes.
2. Unanticipated situational factors that can emerge and alter purchase intentions. These factors include aspects such as income, family, price, and the benefits of the product.

B. Green Marketing

Green marketing is all activities designed to meet human needs and desires in creating customer satisfaction while minimizing negative impacts on the environment (Polonsky, 1994:2). According to Ottman (2006), green marketing involves the consistency of all activities aimed at designing services and facilities to satisfy human needs and desires without causing negative impacts on the environment. It depicts a creation that is attractive, beneficial for environmental protection, and encourages individuals to engage in positive activities that exhibit a strong stance towards nature. Malyan and Duhan (2019:5), From the researchers' perspective, environmentally friendly marketing involves analyzing the influence of marketing on the environment and how environmental variables can be incorporated into various types of company marketing decisions.

In Novianto's research (2017), there are several elements of green marketing as follows:

- a. Green Products
- b. Green Pricing
- c. Green Distribution
- d. Green Promotion

The factors influencing green marketing aim to restore the relationship between industry and the environment by promoting environmentally friendly

products or services. This involves marketing strategies aimed at reducing the negative impact of industry on the environment, whether through waste reduction, the use of more environmentally friendly raw materials, or the development of products that are more energy-efficient. Additionally, green marketing also seeks to monitor the economic activities' impact on the environment, involving continuous monitoring and evaluation of business practices to ensure they don't cause uncontrolled damage to the environment. Responding to government regulations concerning the environment is also a focus of green marketing. These regulations can encourage industries to adopt more environmentally friendly business practices or use more eco-friendly technologies.

Overall, green marketing strives to raise awareness about the importance of environmental protection in economic activities, encourage changes in industrial behavior, and provide more environmentally friendly solutions to consumers.

C. Social Media Marketing

Social media is a platform for online connectivity, allowing people to interact with each other regardless of space and time (Arum, 2017). The definition of social media encompasses all forms of interactive communication media that enable two-way interaction and feedback (Nizar, 2020). According to Thoyibie (2010), social media is content comprising information created by individuals using easily accessible research techniques that facilitate communication, influence, and interaction with others and the general public. Mila Setiawan (2015) argues that social media is an effective business driver because it can be accessed globally and can expand your advertising network. Social media has become an integral part of the marketing strategies for many businesses and is one of the best ways to reach and engage with customers.

Factors influencing Social Media Marketing include business objectives, target market characteristics, quality and relevance of content, direct user interaction, platform-specific algorithms, brand consistency, and data analysis. Business goals shape communication strategies, while understanding the target audience's demographics and behaviors aids in platform and content selection. Quality content aligned with audience needs is crucial, allowing direct engagement with users. Understanding platform algorithms aids content optimization, ensuring wider reach. Consistency in branding across platforms is key. Analyzing metrics like engagement rates and conversions helps evaluate campaign effectiveness.

D. Brand Image

Brand Image is an overview of the overall perception of a brand, shaped by information and experiences related to that brand Firmansyah (2018:87). According to Kotler et al. (2017:231), Brand Image should convey unique product benefits and positioning. Even when competing offers seem identical, buyers perceive differences based on brand image differentiation. According to Sari Dewi et al. (2020), Brand Image is the way consumers perceive a brand, representing what exists in the minds of consumers regarding a brand.

The factors influencing Brand Image according to Kertajaya (2007) in (Amalia, 2017) are as follows:

- a. Product Quality:
 - Trusted and relied upon by consumers.
 - Utility or benefits provided by the product.
- b. Service:
 - Responsibility of the manufacturer in serving consumers.
- c. Risk:
 - Refers to the potential gains or losses experienced by consumers.
- d. Price:
 - Amount of money spent by consumers to obtain the product.
 - Can influence the product's image or reputation.
- e. Long-term Implications:
 - Long-term implications for the brand and related products.
- f. Brand Image:
 - The brand image associated with a specific product.
 - Opportunities and information related to the brand from the perspective of consumers and customers.

RELEVANT EMPIRICAL RESEARCH RESULTS

Septifani, Riska, et al (2014) in their study titled "The Influence of Green Marketing, Knowledge, and Purchase Interest on Purchase Decisions" aimed to understand the impact of green marketing, knowledge, and purchase interest on the purchasing decision of ready-to-drink tea in RGB packaging. The primary data collection instrument was a questionnaire measured using a Likert scale. The study involved 160 respondents

who were consumers of ready-to-drink tea in RGB packaging. The analysis method employed was Structural Equation Modeling (SEM). The research findings revealed that green marketing, knowledge, and purchase interest significantly and positively influenced the purchasing decision of ready-to-drink tea in RGB packaging.

Yusuf Romadon, et al. (2014) in their study titled "The Influence of Green Marketing on Brand Image and Structure of Purchase Decision" aimed to investigate the impact of green marketing on the brand image and decision-making process regarding Pertamina series environmentally friendly fuels. Data were collected through distributed questionnaires among followers of the Twitter account @PertamaxIND, focusing on environmentally friendly fuel consumers. The study involved 120 respondents selected via simple random sampling. Data analysis comprised descriptive analysis and path analysis. Results indicated that green marketing influences brand image significantly; however, its influence on the structure of purchase decisions was found to be insignificant. Furthermore, the study highlighted that brand image does influence the structure of purchase decisions. The research suggests that PT. Pertamina should not only focus on green products and pricing but also emphasize promotion and distribution of environmentally friendly products to shape a positive brand image, influencing consumers purchase decisions.

Luh Made, et al. (2017) in their study titled "The Influence of Green Marketing on Consumer Purchase Decisions (Survey on The Body Shop Consumers in Indonesia and Malaysia)" aimed to understand and explain the impact of green marketing strategies on purchase decisions, both collectively and partially. They also aimed to identify and explain the differences in the influence of green marketing on purchase decisions between consumers in Indonesia and Malaysia. This was explanatory research with a quantitative approach. The variables used were Environmental Awareness (X1), Green Product Features (X2), Green Product Price (X3), Green Product Promotion (X4), and Purchase Decision (Y). The research population comprised residents of Jakarta, Indonesia, and Kuala Lumpur, Malaysia, who were consumers of The Body Shop's green products. The total sample size was 113 respondents. Data was collected using questionnaires distributed via Google Forms. The data analysis employed multiple linear regression and comparative analysis. The results showed a significant combined and partial influence of Environmental Awareness (X1), Green Product Features (X2), Green Product Price (X3), and Green Product Promotion (X4) on Purchase Decision (Y). The independent t-test analysis revealed no significant differences in the influence of environmental awareness,

green product features, green product price, and green product promotion on purchase decisions between consumers in Indonesia and Malaysia.

Ayu & Akasari (2017) in their research titled "The Role of Brand Image in Mediating the Influence of Green Marketing on Purchase Decisions of Oriflame Products." The objective of this study was to understand the role of Brand Image in mediating the impact of Green Marketing on purchase decisions (a Case Study on Oriflame Products in Denpasar City). The research was conducted in Denpasar City, using a sample of 100 respondents selected through purposive sampling. Data collection was performed using a Likert scale questionnaire. Path analysis technique was employed for data analysis, with proof provided through Sobel Test. The analysis results indicated that green marketing significantly influenced Brand Image and purchase decisions. Additionally, Brand Image significantly influenced purchase decisions. Brand Image was found to significantly mediate the influence of Green marketing on purchase decisions.

Karlina & Setyorini (2018) in their study titled "The Influence of Green Marketing on Purchase Decisions with Brand Image as a Mediator." The objective of this research was to understand the impact of green marketing on purchase decisions, with brand image as the mediator, focusing on Innisfree in Bandung. The study used a quantitative method with a sample of 100 respondents. Data collection was done through an online questionnaire distributed to the community in Bandung. The analysis methods employed were descriptive analysis and path analysis. The research concluded that green marketing significantly and positively influences the brand image of Innisfree. Furthermore, the brand image can stimulate purchase decisions.

Artanti, et al. (2019) in their study titled "How Social Media Marketing Influences Online Purchasing Decision: Study of Viral Marketing and Perceived Ease of Use" aimed to examine the influence of viral marketing and perceived ease of use on online purchasing decisions. This research was a quantitative study that employed non-probability methods with judgmental sampling techniques. Data was collected using questionnaires from 110 respondents. The measurement scale in this research was conducted using the Likert scale and then analyzed using multiple linear regression. The results indicated that viral marketing and perceived ease of use significantly and positively influenced online purchasing decisions.

Muslihah (2019) in their study titled "The Influence of Instagram Social Media Marketing on Purchasing Decisions for Fashion Products in the Islamic Perspective" conducted a quantitative method research. Data sources consisted of primary and

secondary data, gathered through observation, questionnaires, and documentation. The population included 2,101 students from the Faculty of Islamic Economics and Business at UIN Raden Intan, graduating between 2014-2016, with a sample size of 96 individuals. Data analysis employed simple regression analysis, coefficient determination, and t-tests, with Social Media Marketing as the independent variable (X) and purchasing decisions as the dependent variable (Y). The study found that social media marketing significantly influenced purchasing decisions, accounting for 63.2%. The remaining 36.8% was influenced by other variables not examined in this research. From an Islamic perspective, consumption aims not only to fulfill satisfaction with goods but primarily serves to achieve genuine and comprehensive satisfaction encompassing both worldly and spiritual contentment.

Narayana & Gede (2020) in their study titled "The Role of Brand Image as a Mediator in the Influence of Social Media Marketing on Purchase Decisions." The aim of this research was to understand the role of brand image in mediating the impact of social media marketing on purchase decisions among consumers of Denara Bali. The study was conducted in Denpasar City, using a sample of 120 respondents who had purchased products from Denara Bali, interacted with the Instagram admin @denarabaliofficial, employing a non-probability purposive sampling technique. Data was collected through questionnaire distribution. The analysis techniques employed in this research were path analysis and the Sobel test. The findings indicated that Social Media Marketing significantly and positively influences Brand Image. Social Media Marketing also significantly and positively influences purchase decisions. Additionally, Brand Image significantly and positively influences purchase decisions. Brand Image acts as a mediating variable in the influence of Social Media Marketing on purchase decisions among Denara Bali consumers in Denpasar City.

R Astuti, et al. (2021) in their study titled "Green Marketing Mix: An Example of Its Influences on Purchasing Decision" aimed to develop a theoretical structural model representing the influence of green marketing mix on purchasing decisions. The conceptual framework was empirically tested using the Partial Least Squares (PLS) method based on a survey involving 42 consumers of mozzarella cheese produced by CV. Brawijaya Dairy Industry (BRADY) in Malang, Indonesia. Data were collected through questionnaires distributed to respondents selected using purposive sampling. The exogenous latent variables in this study were Green Product, Green Price, Green Place, and Green Marketing as variables of the green marketing mix, while the endogenous latent variable was the purchasing decision. The results indicated that Green Product, Green

Price, and Green Marketing significantly and positively influenced the purchasing decision. Green Place did not significantly impact the purchasing decision because consumers, mainly snack producers, did not consider the distance to the market.

Kambali & Aminah (2021) in their study titled "The Influence of Social Media Marketing on Purchasing Decisions of Delivery Services at the Pati Post Office 59100" aimed to determine the description of Social Media Marketing, purchasing decisions, and the extent of Social Media Marketing's influence on the purchasing decision of delivery services at the Pati Post Office 59100. The sample studied in this research comprised 102 respondents. This study was quantitative in nature, utilizing Likert scale measurements through a media questionnaire with techniques including simple linear regression analysis, descriptive analysis, and partial and simultaneous testing. The results of this study indicated that the description of Social Media Marketing at the Pati Post Office 59100 had a positive influence and was categorized as good. The description of purchasing decisions at the Pati Post Office 59100 was directly related to the Social Media Marketing variable, indicating that the better the ability and implementation of the company's Social Media Marketing, the greater the purchasing decision would be. The simple linear regression analysis results stated that the independent variable Social Media Marketing (X) influenced the dependent variable purchasing decision (Y) by 50.5%, while the remaining 49.5% (100% - 50.5%) was influenced by other variables not examined in this study.

Abraham Krishna et al. (2021) in their study titled "The Influence of Green Marketing on Green Brand Image and Purchase Intention of Customers at Starbucks Coffee Malang" aimed to understand consumer awareness regarding the environment. Green marketing represents an evolution in marketing arising from the growing societal consciousness towards more environmentally friendly products. Starbucks, as a company, implements green marketing concepts. This research employed hypothesis testing. Data for the study were gathered through questionnaires distributed to 100 respondents. The study confirmed a positive influence of green marketing on the Green Brand Image of Starbucks and the Purchase Intention of customers at Starbucks Coffee Malang.

Damayanti, et al (2021) in their study titled "The Influence of Social Media Marketing on Brand Image of MyPangandaran Tour and Travel" aimed to explore how MyPangandaran cultivates a positive brand image among their Instagram followers, specifically @mypangandarantours. The research also intended to examine the impact of social media on the brand image perceived by followers on their Instagram accounts. This research followed a quantitative approach using an associative survey method. Data

collection involved observations, literature review, interviews, and questionnaires. The sample consisted of 96 followers of the @mypangandarantours Instagram account, selected through purposive sampling, a form of non-probability sampling. The data analysis utilized simple linear regression analysis. The findings of the study reveal a significant influence of social media on shaping the brand image among followers of the @mypangandarantours Instagram account, indicating that an enhancement in the social media marketing variable corresponds to an improvement in the brand image.

Hapsawati Tan, et al (2021) in their study titled "Social Media Marketing to Enhance Brand Image" aimed to explore the Influence of Social Media Marketing on Brand Image at Adilah Cake & Cookies MSMEs in Gorontalo Regency. The data collection method employed a Likert scale questionnaire, adopting a quantitative research method. The study population consisted of individuals who had purchased products from Adilah Cake & Cookies MSMEs in Gorontalo Regency, with a sample size of 96 respondents. Data analysis was conducted using simple linear regression analysis, and hypothesis testing was processed using the SPSS program. The research findings indicate that Social Media Marketing significantly influences Brand Image, signifying that an increase in Social Media Marketing correlates with an enhancement in a company's Brand Image, specifically for Adilah Cake & Cookies MSMEs. This demonstrates that effective utilization of social media, including content creation, sharing, networking, and community building, significantly impacts a company's Brand Image.

Arianty & Andira's (2021) study titled "The Influence of Brand Image and Brand Awareness on Purchase Decisions" aimed to examine and analyze the effects of brand image and brand awareness on purchasing decisions of LTD helmets (A Case Study on Students of the Faculty of Economics and Business, University of Muhammadiyah, North Sumatra). The research adopted an associative approach. The population comprised all students of the Faculty of Economics and Business at UMSU, with a sample size of 100 individuals chosen via accidental sampling. Data collection was conducted through questionnaires. The data analysis involved Multiple Linear Regression, Classic Assumption Tests, t-tests, F-tests, and Determination Coefficients. The data were processed using SPSS software (version 24.00). Partially, it was found that brand image had a positive and significant influence on purchase decisions. Similarly, brand awareness also showed a positive and significant influence on purchase decisions. Simultaneously, both brand image and brand awareness exhibited a significant impact on purchase decisions.

Halimah (2021) in her study titled "The Influence of Beauty Influencer Credibility and Social Media Marketing on Purchase Decisions of Rania Lashes with Brand Image as a Mediating Variable (A Case Study on Instagram Followers of Rania Lashes)." This research aimed to analyze the influence of beauty influencer credibility, social media marketing, and brand image on purchase decisions. The population consisted of Rania Lashes followers who had made purchases. The sample for this study included 99 respondents selected through purposive sampling. The research, conducted using multiple regression analysis and processed with SPSS software, revealed that the brand image variable has a positive influence on purchase decisions. Additionally, brand image mediates the impact of beauty influencer credibility and social media marketing on purchase decisions.

Julita Aditya et al. (2022) in their study titled "The Influence of Brand Image on Consumer Purchase Decisions: A Case Study of Green Marketing and Brand Ambassador Variables at Ngudi Rejeki Kelorida MSMEs" aimed to examine the impact of Brand Image on consumer purchase decisions, particularly concerning Green Marketing and Brand Ambassador variables for processed Moringa products. The research methodology employed a quantitative approach and fell within the domain of explanatory research, aiming to elucidate the relationships between variables to test hypotheses. Questionnaires were utilized to gather data from consumers familiar with and purchasers of Moringa products. The findings revealed that the Brand Image variable significantly and positively influences consumer purchase decisions. Contrarily, the Green Marketing variable did not exert a positive impact on consumer purchase decisions. However, the Brand Ambassador variable significantly influenced consumer purchase decision variables. Additionally, the Green Marketing variable positively influenced the Brand Image variable, while the Brand Ambassador variable also exhibited a positive influence on the Brand Image variable.

CONCLUSION

This research aims to examine the factors influencing purchase decisions for environmentally friendly products. The study results indicate:

- a. Green marketing significantly and positively influences purchase decisions, as shown in the studies by Luh Made et al. (2017), R Astuti et al. (2021), and Septifani, Riska et al. (2014).
- b. Social media Marketing significantly and positively impacts purchase decisions, demonstrated in the research by Kambali & Aminah (2021), Artanti et al. (2019) and Muslihah (2019).

- c. Green Marketing significantly and positively affects brand image, evidenced by studies conducted by Yusuf Romadon et al. (2014) and Abraham Krishna et al. (2021).
- d. Social media Marketing significantly and positively influences brand image, as evidenced by research by Damayanti et al. (2021) and Hapsawati Tan et al. (2021).
- e. Brand Image significantly and positively impacts purchase decisions, as shown in the studies by Julita Aditya et al. (2022) and Arianty & Andira (2021).
- f. Green Marketing significantly and positively influences both brand image and purchase decisions. Brand image significantly and positively affects purchase decisions. Additionally, brand image effectively mediates the impact of green marketing on purchase decisions. These outcomes are from studies by Ayu & Akasari (2017) and Karlina & Setyorini (2018).
- g. Social media marketing significantly and positively influences both brand image and purchase decisions. Furthermore, brand image significantly and positively impacts purchase decisions. Additionally, brand image effectively mediates the impact of social media marketing on purchase decisions. These results are from studies by Narayana & Gede (2020) and Halimah (2021).

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