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THE EFFECT OF GREEN PRODUCT, GREEN BRAND AND GREEN ADVERTISING ON PURCHASE DECISIONS ON DETERGENT PRODUCTS IN BANDA ACEH CITY

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ABSTRACT

The purpose of this study was to determine the effect of green products, green brands and green advertising on purchasing decisions for detergent products in Banda Aceh City. This study uses quantitative research with a sample of 100 respondents who are consumers of detergent products in Banda Aceh City. Data collection techniques using a list of questionnaires and data analysis techniques using Partial Least Square. The results of the research show that: (1) the effect of green products has a negative and significant effect on purchasing decisions; (2) the effect of green brand has a negative and significant effect on decisions; (3) the effect of green advertising has a positive and significant effect on purchasing decisions; (4) green products cannot act as an intervening variable in the relationship between green brands and purchasing decisions and (5) green advertising cannot act as an intervening variable in the relationship between green brands and purchasing decisions.

KEYWORDS: Green Product, Green Brand, Green Advertising and Purchase Decision

1. INTRODUCTION

Public awareness of the environment has become a very important issue in this era of globalization, such as pollution and waste that are difficult to recycle. The issue raised in this aspect is the increasing behavior of people in finding, choosing and buying environmentally friendly products that can provide benefits for themselves, society, and all life on earth. Increased sensitivity to the environment and the tendency to

choose products that are more environmentally friendly are one of the most important factors in the adoption of green marketing ideas.

Detergent is one of the necessities that is needed by many people for the purpose of washing clothes, so the need for detergent products is quite high, including for the people of Banda Aceh City. However, along with these needs, the community also needs to pay attention to how the impact and consequences of these needs on the environment.

Companies that understand how consumer decisions will respond to various product features, prices and advertising stimuli that have an edge over their competitors. Excessive use of detergents can cause an increase in the environmental burden of pollution due to waste that enters directly into water sources and takes place continuously.

Excessive use of detergents can cause an increase in the environmental burden of pollution due to waste that enters directly into water sources and takes place continuously. Excessive use of detergents can cause an increase in the environmental burden of pollution due to waste that enters directly into water sources and takes place continuously. Consumer understanding of green products in Banda Aceh City as shown in Table 1.1

Table 1.1 Green Product Purchase Behavior in Banda Aceh City

No	Behavior	Quantity (Consumer)	Percentage (%)
1	Not aware of green products.	12	60,0
2	Knowing about green products but not buying.	6	30,0
3	Knowing and prioritizing green products in their purchases.	2	10,0
	Amount	20	100

Source: Preliminary Survey Results, 2021

Detergent is a brand that is already known by the consumer layer, because of that manufacturers are competing to provide the best quality of their products. All walks of life use detergents to wash dirty clothes and the smell of sweat sticks to their clothes. Clean and fragrant clothes will make a person confident in carrying out their daily activities.

There are several top brands that produce soap detergents in powder and liquid form that are popular in Indonesia, the following can be seen in the Top Brand Index (TBI) as follows:

Table 2. Top Brand Index of Detergents for 2020-2021

Brand	TBI 2020	TBI 2021	Top
Rinso	42,2%	43,3%	Top
Daia	22,5%	18,8%	Top
Attack	12,7%	16,1%	Top

Source: topbrand-award.com

Based on Table 2. that Rinso detergent is ranked 1 (one), Rinso detergent does not only compete with Attack and Daia detergents but also with other brands that have their own advantages to attract purchasing decisions for detergent soap. The purpose of this study was to find out green products, green brands and green advertising simultaneously influence purchasing decisions on detergent products in Banda Aceh City and to find out green brands and green advertising affect purchasing decisions through green products on detergent products in Banda Aceh City.

2. LITERATURE REVIEW

Green product or what can be called an environmentally sound product is a product that is designed and processed in a way to reduce the effects that can pollute the environment, both in the production process, distribution and consumption. Dianti and Paramita (2021), Widodo (2020), define green products as products that are usually durable, not harmless to health, packaging made of recycled materials. According to Septifani et al., (2014), green products are environmentally friendly products, namely products that are not harmful to humans and the environment, do not waste resources, do not produce excessive waste, and do not involve cruelty to animals.

According to Kotler (2016) there are 4 (four) indicators that affect the product, namely product warranty, product features, product design and product packaging. Green product in this study was measured by indicators according to Albab (2020) including product perception, packaging, and content composition.

According to Albab (2020) a green brand or green brand is a green brand image that gets a perception and is associated in the minds of consumers related to product or service offerings. Dahlstrom in Azmi Albab (2020) states that a green brand is a set of attributes and benefits of a brand associated

with reducing the influence of the brand on the environment that is perceived to be environmentally friendly.

Green advertising is a marketing strategy that links advertising with environmental issues so that consumers can distinguish green advertising from other product advertisements. Khoiruman (2020), states that green advertising needs to be carried out properly and appropriately, and must be clearly, transparently and understandably related to environmental claims so that companies can attract the attention and goodwill of consumers.

Decision making is an individual activity that is directly involved in obtaining and using the goods offered (Kotler and Armstrong, 2016). According to Tjiptono (2017: 156) purchasing decisions are based on information about the advantages of a product that is arranged so that it creates a sense of fun that will change someone to make a purchase decision. Meanwhile, decision making is one of the responsibilities of every executive, regardless of the function and level of management (Sunyoto and Burhanudin, 2016:55).

In this study, the indicators used by the author to measure purchasing decisions were adopted from the opinion of Kotler and Armstrong (2016) which said that (1) recognizing problems, (2) searching for information, (3) evaluating alternatives, (4) buying decisions and (5) behavior. post purchase.

Research conducted by Asyhari et al., (2021) with the title The Influence of Green Marketing Strategy on Purchasing Decision with Mediation Role Brand Image. The results showed that green marketing, corporate social marketing, green product innovation had a significant positive effect on brand image. Green marketing, corporate social marketing, green product innovation and brand image have a significant positive effect on purchasing decisions. Brand image directly has a significant effect on purchasing purchases. Green marketing indirectly has a significant influence on purchasing decisions through brand image. The previous research can be seen in Table 3.

Table 3. Previous Research

No	Title, Researcher Name (Year)	Research methods	Research result	Equality	Difference
1	The Influence of Green Products and Green Advertising on Purchase Decisions for Philips LED Lights in Jember. Pamungkas, Prasodjo, and Indraningrat (2015).	Multiple Linear Regression Analysis	Green product has no effect on purchasing decisions for Philips LED lamps in Jember and green advertising variables have an effect and green advertising variables do not affect purchasing decisions for Philips LED lamps in Jember	–Green Product and Green Advertising Independent Variables –Consumer Decision Dependent Variable	Location and object of research Research Sample
2	Analysis of Green Product and Green Marketing Strategy on Purchase Decisions for The Body Shop Products in Manado Town Square. Ahmad, Lapijan and Soegoto (2016).	Multiple Linear Regression Analysis	Green product and green marketing strategy simultaneously affect consumer purchasing decisions. Partially green product has a significant effect on purchasing decisions and green marketing strategy has no effect significant to purchasing decisions.	–Green Product Independent Variable –Consumer Decision Dependent Variable	–Location and object of research –Research Sample –Green Marketing Strategy Variables
3	The Influence of Green Product, Green Advertising and Green Brand on Purchase Decisions (Survey of Students of the Department of Business Administration, Class of 2013/2014 and 2014/2015 Faculty of Administrative Sciences,	Multiple Linear Regression Analysis	<i>Green product, green advertising and green brand simultaneously and partially have a significant influence on purchasing decisions</i>	–Green Product, Green Advertising and Green Brand Independent Variables –Consumer Decision Dependent Variable	Location and object of research Research Sample

	Universitas Brawijaya, Consumers of ADES Brand Bottled Drinking Water). Ridwan, Fauzi and Bafadhal (2015).				
4	<i>Green Marketing: Strengthen the Brand Image and Increase the Consumers' Purchase Decision.</i> Genoveva and Dian Ridho Samukti (2020)	<i>Path Analysis</i>	<p>The results showed that</p> <ol style="list-style-type: none"> 1. Green marketing has a significant positive effect on brand image. 2. Green marketing has a significant positive effect on purchasing decisions 3. Brand image directly has a significant negative effect on purchases. 4. Green marketing indirectly has a significant influence on purchasing decisions through brand image as a mediating variable 	<ul style="list-style-type: none"> –Independent Variables Green Marketing – Variable Dependent Purchase Decision 	– Mediate Variable (Z) that is Brand Image
5	<i>The Influence Of Green Marketing Strategy On Purchasing Decision With Mediation Role Brand Image.</i> Asyhari dan Sitty Yuwaliatin (2021)	<i>Path Analysis</i>	<p>The results showed that</p> <ol style="list-style-type: none"> 1. Green marketing, corporate social marketing, green product innovation have a significant positive effect on brand image. 2. Green marketing, corporate social marketing, green product innovation and brand image 	<ul style="list-style-type: none"> – Independent Variables – Green Marketing and Green Product Innovation – Green marketing, corporate social marketing, green 	<ul style="list-style-type: none"> Mediate Variable (Z) Brand Image Independent Variable Corporate Social Marketing

			have a positive effect	product innovation and brand image have a positive effect	
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Based on the explanation above, a research framework is drawn up as shown in Figure 1 as follows.

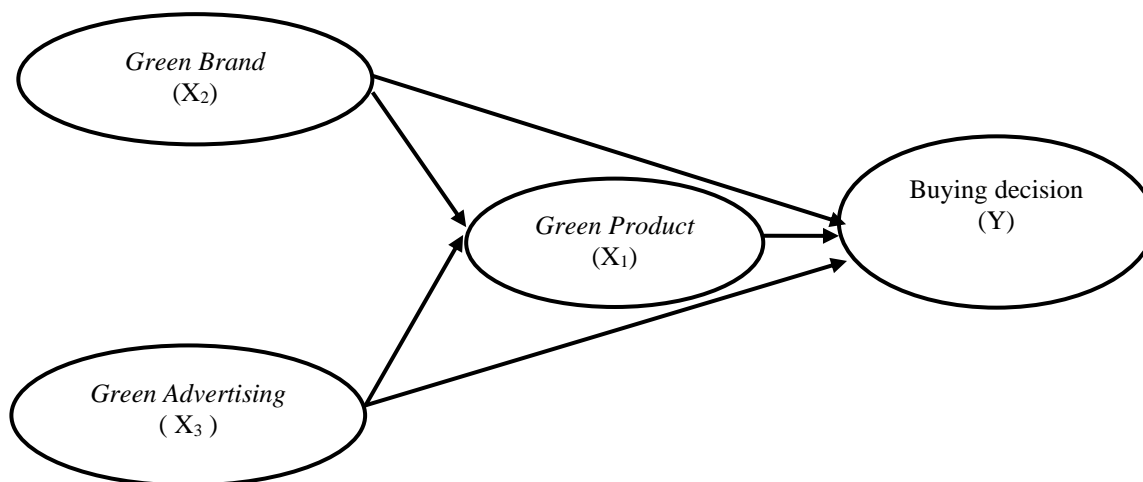


Figure 1. Thinking Framework

The research hypothesis is a temporary answer to the research problem, until it is proven through the collected data (Arikunto, 2017). The hypotheses in this study are as follows:

H₁: Green products have a positive effect on purchasing decisions for detergent products in Banda Aceh City.

H₂: Green brand has a positive effect on purchasing decisions on detergent products in Banda Aceh City.

H₃: Green advertising has a positive effect on purchasing decisions on detergent products in Banda Aceh City.

H₄: Green brand has a positive effect on green products for detergent products in Banda Aceh City.

H₅: Green advertising has a positive effect on green products on detergent products in Banda Aceh City.

H₆: Green products are able to mediate the relationship between green brands and purchasing decisions

H₇: Green products are able to mediate the relationship between green advertising and purchasing decisions.

3. DEA Model Methodology

Operational variables are needed to describe research variables into the concept of dimensions and indicators. The following are the concepts and variables in this study, namely the dependent variable on purchasing decisions (Y) and the independent variables, namely green products (X₁), green brands (X₂) and green advertising (X₃), as shown in Table 4.

Table 4. Definition and Operationalization of Research Variables

No	Variable	Variable Definition	Indicator	Size	Scale	Items
Dependent						
1	Buying decision (Y)	Purchasing decisions are consumer decisions regarding preferences for brands in the choice set (Kotler dan Keller, 2016:240)	1. Recognizing the problem 2. Information search 3. Evaluation of Alternatives 4. Purchase decision 5. Post-purchase behavior Kotler dan Armstrong, 2016)	5-1	Like rt	A1-A5
Independent						
2	Green Product (X ₁)	Green product is a product that does not cause damage to the environment and natural resources and does not cause pollution (Firmansyah et al, 2019)	1. Product warranty 2. Product features 3. Product design 4. Product packaging (Kotler, 2016)	5-1	Like rt	B1-B4

3	<i>Green Brand</i> (X ₂)	Green brand as a set of attributes and benefits of a brand associated with reducing the influence of the brand on the environment that is perceived to be environmentally friendly. (Dahlstrom dalam Azmi, 2016:28)	<ol style="list-style-type: none"> 1. <i>Brand identity</i> 2. <i>Brand personality</i> 3. <i>Brand association</i> 4. <i>Brand attitude and behavior</i> 5. <i>Brand benefit and competence</i> (Keller, 2016)	5-1	Like rt	C1- C5
4	<i>Green Advertising</i> (X ₂)	Green advertising is all activities designed to generate and facilitate any exchange that is intended to satisfy human needs and wants, such as the satisfaction of their needs and wants that occurs while minimizing environmental impact. (Nursanti dan Melisa, 2013:16)	<ol style="list-style-type: none"> 1. Informative Ads 2. Persuasive Advertising 3. Reminder Ads 4. Reinforcement Ads (Kotler dan Keller, 2016)	5-1	Like rt	D1- D4

Source: Secondary Data, 2021

Data analysis in this study used Partial Least Square (PLS). PLS is a component-based or variant-based Structural Equation Modeling (SEM) equation model. Structural Equation Model (SEM) is a field of statistical study that can test a series of relationships that are relatively difficult to measure simultaneously. According to Santoso (2014:119) SEM is a multivariate analysis technique which is a combination of factor analysis and regression analysis (correlation), which aims to examine the relationship between variables that exist in a model, both between indicators and their constructs, or relationships between constructs.

According to Latan and Ghozali (2016: 59), PLS is an alternative approach that shifts from a covariance-based SEM approach to a variance-based approach. Covariance-based SEM generally tests causality or theory, while PLS is more of a predictive model. However, the difference between

covariance-based SEM and component-based PLS is in the use of structural equation models to test theories or develop theories for prediction purposes. The following is the PLS image in this study:

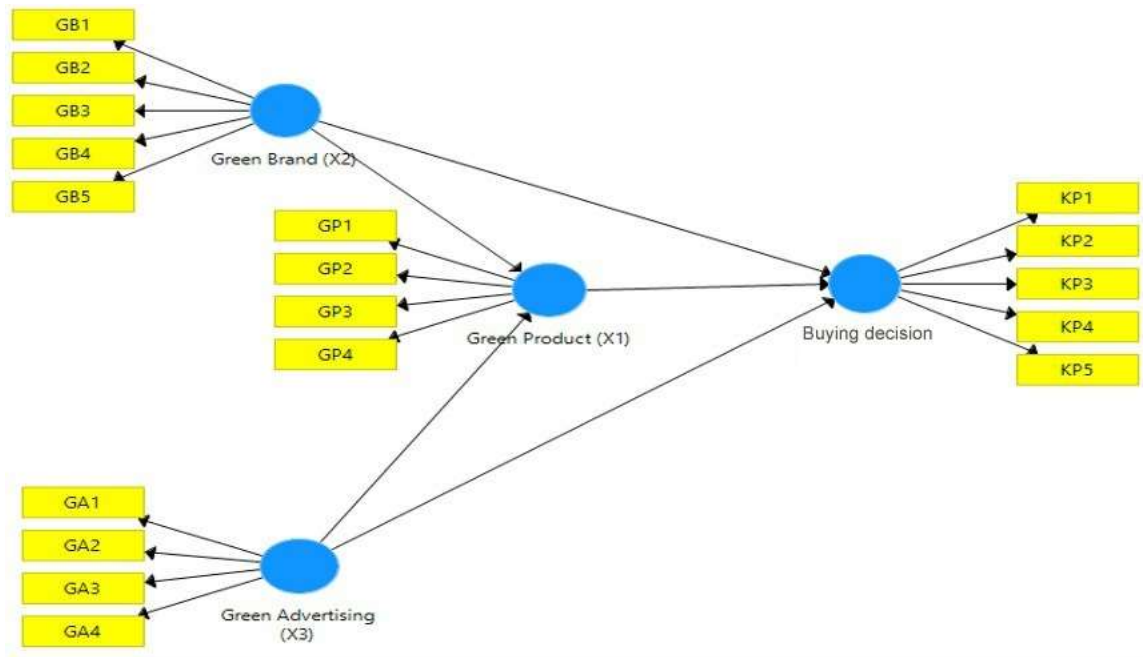


Figure 2. Analysis Model

The analytical method in this study uses the PLS technique which is carried out in two stages, namely:

1. The first stage is to test the measurement model, which is to test the validity and construct reliability of each indicator.
2. The second stage is to test the structure of the model which aims to determine whether there is an influence between variables/correlation between the constructs measured by using PLS itself.

Measurement (Outer) Model

Validity and Reliability

This study uses a questionnaire in collecting research data. To determine the level of validity and reliability of the questionnaire, the researchers used the SmartPLS 3.0 program. The validity testing procedure is convergent validity, namely by correlating the item score (component score) with the construct score which then produces the loading factor value. The loading factor value is said to be high if the component or indicator has a correlation of more than 0.70 with the construct to be

measured. However, for research in the early stages of development, a loading factor of 0.5 to 0.6 is considered sufficient (Ghozali, 2017).

Reliability states the extent to which the results or measurements can be trusted or reliable and provide relatively consistent measurement results after several measurements have been made. To measure the level of reliability of the research variables, alpha coefficients or Cronbach's alpha and composite reliability are used. The measurement item is said to be reliable if it has an alpha coefficient value greater than 0.6 (Ghozali, 2017).

Structural (Inner) Model

The purpose of the structural model test is to see the correlation between the measured constructs which is the t-test of the partial least square itself. Structural or inner model can be measured by looking at the value of the R-Square model which shows how much influence between variables in the model. Then the next step is the estimation of the path coefficient which is the estimated value for the path relationship in the structural model obtained by the bootstrapping procedure with a value that is considered significant if the statistical t value is greater than 1.96 (significance level 5%) or greater than 1.65 (significance level 10%) for each path relationship.

4. RESULTS AND DISCUSSION

The characteristics of the respondents in this study were consumers who had purchased or used detergent products in Banda Aceh City and the sample of respondents was 100 people, seen from gender, age, marital status, education level and monthly income as shown in Table 5.

Table 5. Characteristics of Respondents

No	Characteristics	Frequency (Consumer)	Percentage (%)
1	Gender		
	• Man	47	47,0
	• Woman	53	53,0
2	Age		
	• 17-20 years old	13	13,0
	• 21-30 years old	24	24,0
	• 31-40 years old	33	33,0
	• 41-50 years old	17	17,0
	• > 51 years old	13	13,0
3	Marital status		
	• Marry	65	65,0

	• Not married yet	35	35,0
4	Level of education		
	• SMA	21	21,0
	• D3	25	25,0
	• S1	21	21,0
	• S2	20	20,0
	• S3	13	13,0
5	Monthly Income		
	• > Rp 1.000.000,	25	25,0
	• Rp 1.000.000, - Rp 2.999.000,	34	34,0
	• Rp 3.000.000, - Rp 4.999.000,	22	22,0
	• > Rp 5.000.000,	19	19,0

Source: Primary Data, 2022 (processed)

Based on Table 4.1 explains that research on 100 consumers of detergent products in Banda Aceh City, namely:

When viewed from the gender, male consumers are 47 or 47.0% and women are 53 consumers or 53.0%. Judging from the age of respondents aged 17-20 years as many as 13 consumers or 13.0%, ages 21-30 years as many as 24 consumers or 24.0%, ages 31-40 years as many as 33 consumers or 33.0% , age 41-50 years as many as 17 consumers or 17.0%, and age > 51 years as many as 13 consumers or 13.0%.

Judging from the marital status of married as many as 65 consumers or 65.0%, and unmarried as many as 35 consumers or 35.0%. Viewed from the education side of the respondents that SMA as many as 21 consumers or 21.0%, D3 as many as 25 consumers or 25.0%, S1 as many as 21 consumers or 21.0%, S2 as many as 20 consumers or 20.0% and S3 as many as 13 consumers or 13.0%.

Judging from the amount of income per month that monthly income < Rp 1,000,000 as many as 25 consumers or 25.0%, monthly income Rp 1,000,000-Rp 2,999,000 as many as 34 consumers or 34.0%, monthly income Rp 3,000,000 -Rp 4,999,000 as many as 22 consumers or 22.0% and monthly income >Rp 5,000,000 as many as 19 consumers or 19.0%.

Reliability Test

The reliability test in the outer model uses 2 tests, namely composite reliability and conbach-alpha

1. Composite Reliability

Composite Reliability is a test to measure the reliability of a construct. The reliability of the

construct score must be high enough, while the composite reliability criterion is > 0.70 (Villalva A., 2021), as shown in Table 6.

Table 6. Composite Reliability Results

No	Research variable	Composite Reliability	Information
1	Green Product (X_1)	0,872	Reliabel
2	Green Brand (X_2)	0,902	Reliabel
3	Green Advertising (X_3)	0,884	Reliabel
4	Buying decision (Y)	0,871	Reliabel

Source: Smart PLS 2022 data (processed)

Based on Table 4.6 above, the results of the composite reliability test show that the green product variable (X_1) is reliable, because the composite reliability value is $0.872 > 0.60$, the green brand variable (X_2) is reliable, because the composite reliability value is $0.902 > 0.60$, the green advertising variable (X_3) is reliable, because the composite reliability value is $0.884 > 0.60$ and the purchasing decision variable (Y) is reliable, because the composite reliability value is $0.871 > 0.60$.

Cronbach Alpha

Cronbach alpha is also a test to measure the indicator block that measures the construct. The construct is declared reliable if the Cronbach alpha value is greater than 0.70, as shown in Table 7.

Table 7. Hasil Cronbach Alpha

No	Variabel Penelitian	Conbach Alpha	Keterangan
1	Green Product (X_1)	0,806	Reliabel
2	Green Brand (X_2)	0,839	Reliabel
3	Green Advertising (X_3)	0,825	Reliabel
4	Buying decision (Y)	0,804	Reliabel

Source: Smart PLS 2022 data (processed)

Based on Table 5 above, the results of the cronbach alpha test show that the green product variable (X_1) is reliable, because the cronbach alpha value is $0.806 > 0.70$, the green brand variable (X_2) is reliable, because the cronbach alpha value is $0.839 > 0.70$, the green advertising variable (X_3) is reliable, because the cronbach alpha value is $0.839 > 0.70$ and the purchasing decision variable (Y) is reliable, because the cronbach alpha value is $0.804 > 0.70$.

5. CONCLUSIONS

5.1. The Influence of Green Products on Purchase Decisions

Based on the results of data processing, it is known that there is a negative and significant influence between green products on purchasing decisions for detergent products in Banda Aceh City. In this case, researchers see a lack of understanding of the importance of environmentally friendly products by consumers. Environmentally friendly products may be enough to attract consumers, also know their uses. But they are stopped by the price which is usually more expensive than similar products that are not environmentally friendly. In the end they only know the brand names and their uses. The better and more environmentally friendly a product is, usually the cost component for environmentally friendly activities becomes an additional factor in the price of the product. So that in the end it does not lead to a decision to buy, and even looks for similar products that are cheaper, even though they are not environmentally friendly.

The results of this study are in line with the findings of Pamungkas (2015) which states that green products have no effect on purchasing decisions. This is because consumers who have a low degree of environmental awareness still view environmentally friendly detergent products as expensive products. consumers decide to buy good quality products and consumers buy products only from the side of temporary use because people's purchasing power is still low.

5.2. Effect of Green Brand on Purchase Decision

Based on the results of data processing, it is known that there is a negative and significant influence between green brands on purchasing decisions for detergent products in Banda Aceh City. This finding means that the negative value indicates that if the influence of the green brand decreases, the purchasing decision will also decrease. The more well-known that the detergent brand is environmentally friendly, the less purchasing decisions will be made. This is probably because consumers are not familiar with environmentally friendly detergent brands.

The results of this study are in line with research. The results of this study are in line with the research of Genoveva and Dian (2020), which states that the lower knowledge of brand image results in lower purchasing decisions.

5.3. The Effect of Green Advertising on Purchase Decisions

Based on the results of data processing, it is known that there is a positive and significant influence between green advertising on purchasing decisions for detergent products in Banda Aceh City. This finding means that a positive value indicates that if green advertising is delivered well and with quality it

will increase purchasing decisions on detergent products in Banda Aceh City, because green advertising is an action to influence consumer behavior by encouraging consumers to buy products that are not harmful to consumers. environment and directs consumers' attention to the positive consequences of their buying behavior. This is also because green advertising aims for a product to care about the environment. The advertisement for environmental care illustrates that using environmentally friendly products will have an effect on the environment. This makes consumers will be influenced and decide to buy the product.

5.4. The Influence of Green Brand on Purchase Decisions with Green Product Mediation

Based on the results of the study that the indirect effect of green brand and on purchasing decisions mediated by green products is not significant and has a negative effect. This means that the green product cannot act as an intervening variable (mediator), especially in this study.

5.5. The Effect of Green Advertising on Purchase Decisions with Green Product Mediation

Based on the results of the study that the indirect effect of green advertising on purchasing decisions mediated by green products is significant and has a negative effect. This means that the green product cannot act as an intervening variable (mediator), especially in this study. In this case, the researcher argues that the detergent product between advertisements and products is less supportive.

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