



The Influence of Green Marketing Attitude Environment Awareness and Health on Purchasing Decisions for Somethinc Product

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ABSTRACT

This research aims to analyze the influence of green marketing, attitudes, environmental awareness and health on purchasing decisions for certain products. The data source used in this research is primary data obtained using data collection techniques by distributing questionnaires using Google Form. The method in this research uses SEM (Structural Equation Model) with the PLS (Partial Least Square) version 3.0 approach. The number of samples tested was 118 respondents. The sampling technique used purposive sampling. The research results show that attitude, environmental awareness and health have a positive and significant effect on purchasing decisions, but green marketing has no effect on purchasing decisions. The managerial implications that can be given are that companies need to re-evaluate green marketing, increase their focus on understanding consumer attitudes and must continue to increase environmental and health awareness which can help consumers make purchasing decisions.

INTRODUCTION

Public awareness of the importance of quality of life and good health means that people have business opportunities for innovative products, one of which is environmentally friendly skincare. The emergence of public awareness of environmental and health issues has influenced the industrial world to develop marketing concepts that prioritize environmental and health issues or what is better known as the green marketing concept. Based on 2020 research data from Kantar, consumers who care about environmentally friendly products in Indonesia increased 112% from 2019 to 2020. Handayani (2021) in (Nadiya & Ishak, 2022)

Environmental concern factors are also believed to influence purchasing decisions. Meanwhile, an approach to marketing activities based on environment conservation is a new breakthrough in the field of marketing which is expected to become a large market opportunity and be able to create purchasing decisions for consumers. This concept is called green marketing which can be a promising business opportunity. The existence of this concept will convince people more in deciding to buy skincare products that prioritize environmental conditions (Puspitasari et al., 2021)

The use of technology in product marketing makes most people aware of the importance of paying attention to environmental issues. One of the brands that actively responds to environmental issues is local skincare products which were born in 2019. Something presents skincare products to meet the needs of customers who often look for skincare and make-up with the best quality and has been certified halal to support the lifestyle of urban communities. Accessed December 4 2024 <https://lindungihutan.com/blog/brand-skincare-lokal-peduli-lingkungan>.

According to data from the Indonesian Digital Marketing Association, in February 2022 sales for the skincare category reached IDR 33.4 million. The increasing number of skincare products available on various online platforms supports increased sales of skincare products. The most popular and attention-grabbing skincare product in 2020 so far is Somethinc



Figure 1. Data on Best Selling Local Skincare Sales in E-Commerce (Source: <https://compas.co.id/article/brand-skincare-lokal-terlaris/>)

Something is a local skincare product that was founded in 2019 and was founded by Irene Ursula, although it is classified as a new skincare brand, Somethinc produces

makeup, bodycare and beauty tools that are able to compete with many other products by targeting young users, especially generation Z. Somethinc has also developed formulas and ingredients. which is suitable for all skin types and climate conditions in Indonesia, so it is able to compete with skincare products from other countries. Apart from that, local skincare brands also prioritize the use of natural ingredients that are environmentally friendly and sustainable. Apart from that, somethinc also collaborates with Waste4Change by providing dropboxes at every somethinc outlet for consumers to return their empty packaging and get a voucher of IDR 10,000 for each item collected. This shows that some things pay attention to environmental issues that are sustainable for the environment and can be a marketing strategy for the good of consumers and also products (Permana et al., 2024)

According to (Kotler & Keller, 2016) Purchasing Decisions, namely consumers express preferences among the brands available in a collection of choices and that can also influence consumers to buy the most attractive and preferred brands. There are many variables that might affect a consumer's decision to buy a good or service, but often, they focus on things like price, quality, and well-known brands. Considering the statement above, a purchasing Making a choice means taking action to purchase a product that has been selected from various other alternative choices and consumers can determine a brand that meets the minimum standards of all that is required

Green marketing itself is an approach that extends to the process of implementing the marketing mix to optimize consumption, production, distribution channels, promotion, packaging and remarketing of products by taking into account the impact on the environment (Pertiwi & Sulistyowati, 2021) This assertion is consistent with the findings of the study carried out by (Pertiwi & Sulistyowati, 2021); (Puspitasari et al., 2021); (Asrianto, 2013); (Zaky & Purnami, 2020) which claims that consumers' decisions are influenced by green marketing differs from studies carried out by (Widelia et al., 2016) which shows that green marketing has no impact on the decisions made when buying.

Attitude is also a factor influencing consumers' decisions to buy. This attitude explains the expression of feelings towards likes and dislikes towards a product (Schiffman and Kanuk, 2010). If consumers like the product then they will decide to buy the product and vice versa if consumers don't like the product then consumers will not make a purchase. This assertion is supported by research carried out by (Juairiah et al., 2019); (Dina Safitri, 2023) demonstrates the substantial impact of consumer attitudes on purchasing decisions, but this is different from research (Puspitasari et al., 2021) which shows that attitudes possess no influence over purchase choices.

According to Potabenko (2004) in (Ariescy et al., 2019) environmental awareness a person's capacity for be aware of the relationship between humans and the environment to create a safe and healthy environment. Considering the description above, study carried out by (Ariescy et al., 2019); (Shaharudin et al., 2010) shows that being conscious of the environment has a favorable and substantial impact on consumers' decisions to make purchases, in contrast to research by (Juniwati, 2021) which says Environmental awareness has no appreciable beneficial impact on judgments made about purchases.

Health awareness is concern for one's own health and motivation to maintain health and quality of life by behaving healthily (Setiawati et al., 2018) Based on the above understanding, study carried out by (Puspitasari et al., 2021); (Tsaniyah et al., 2024) shows that health awareness has an impact on the judgments made about purchases.

This research is a development research from research by (Puspitasari et al., 2021) and (Dina Safitri, 2023) Based on the research results above, there are discrepancies in the

research results so that. In this development research, the Attitude variable (Puspitasari et al., 2021) became a direct influencing variable taken from research (Dina Safitri, 2023) Additionally, the research subjects were substituted with enrolled students at several universities in Purwokerto, the person who had used something products.

LITERATURE REVIEW

Cognitive Theory

Cognitive is consumers' thoughts, their beliefs about a product. Cognitive also includes knowledge that is held about a product and stored in memory. Peter and Olson (2010) in (Putri Nugraha et al., 2021) Cognitive theory plays a role when someone looks for information to solve problems and finds solutions whose purpose is as a framework for consumers in decision making. According to Leon Schiffman & Leslie Lazar (2001:222-227) Cognitive, namely consumer beliefs that attitude objects have various properties and that certain behavior causes certain results. This theory is applied in research to clarify the result of green marketing, health awareness, consciousness of the surroundings and attitudes on consumer decisions about purchases for some products of active students in Purwokerto.

Green Marketing

Green Marketing is a marketing strategy that involves "Environmentally Friendly" activities in the implementation of Green marketing itself, which is an approach that extends to the process of implementing the marketing mix to optimize consumption, production, distribution channels, promotion, packaging and remarketing of products by taking into account the impact on the product. environment (Dahlstrom, 2011:6 in (Pertiwi & Sulistyowati, 2021).

As environmental damage increases, companies are increasingly adopting green marketing strategies, and many customers conscious of how crucial it is to preserve the environment by choosing companies that implement the green marketing concept (Pertiwi & Sulistyowati, 2021). This is supported by research (Rosyada & Dwijayanti, 2023);(Puspitasari et al., 2021);(Wisana et al., 2018) which says green marketing influences consumer decisions in part.

H1: Green Marketing has a positive and significant effect on purchasing decisions

Attitude

Attitude is one something that affects the decision to buy. This attitude explains the expression of feelings towards likes and dislikes towards a product (Schiffman and Kanuk, 2010). If consumers like the product then they will decide to buy the product and vice versa. According to Leon Schiffman & Leslie Lazar Kanuk (2001:222-227), there are 3 component attitude models: (1) Cognitive, namely consumer beliefs, (2) Affective, namely consumer emotions or feelings, (3) Conative, this model relates to the possibilities and tendencies that individuals will carry out special actions or behave in a certain way towards the object of that attitude.

Apart from the green marketing concept and the issue of awareness of health and the environment, attitude is also one thing that influences purchasing decisions. This attitude explains the expression of feelings towards likes and dislikes towards a product (Schiffman and Kanuk, 2010). If consumers like the product then they will decide to buy the product and vice versa (Puspitasari et al., 2021) This is supported by research (Dina

Safitri, 2023);(Juairiah et al., 2019) states that attitude has an influence impact judgments about purchases.

H2: Attitude has a positive and significant effect on purchasing decisions

Environmental Awareness

According to Neolaka (2008) in (Ariescy et al., 2019) Environmental awareness is an endeavor in which each and every citizen works to raise public knowledge of the need to protect the environment on the basis of environmental ideals with a philosophy of living peacefully with the natural environment. Meanwhile, the term environment can be interpreted as an area or area and all parts contained therein that surround humans and influence the development of human life (KBBI, 2024).

Environmental awareness has become one of the reasons for consumers to show their responsibility to protect the environment before making purchases. The relationship between the impact of environmental awareness on judgments made on purchases in the results of previous research such as in research (Dina Safitri, 2023);(Ria setiyonovita, 2017) environmental awareness has a significant positive effect on purchasing decisions. Therefore, based on the results of the literature review and evidence from previous research, the researcher proposed a hypothesis:

H3: Environmental awareness has a significant positive effect on purchasing decisions

Health Awareness

Health awareness is concern for one's own health and motivation to maintain health and quality of life through healthy behavior. (Setiawati et al., 2018) someone who thinks about their health tends to be wary of their behavior in deciding to buy a product. Research backs this up (Dan et al., 2024);(Pertwi & Sulistyowati, 2021) According to this study, health awareness has a noteworthy and favorable impact on purchasing decisions. so the researcher proposes a hypothesis:

H4: Health awareness has a positive and significant effect on purchasing decisions.

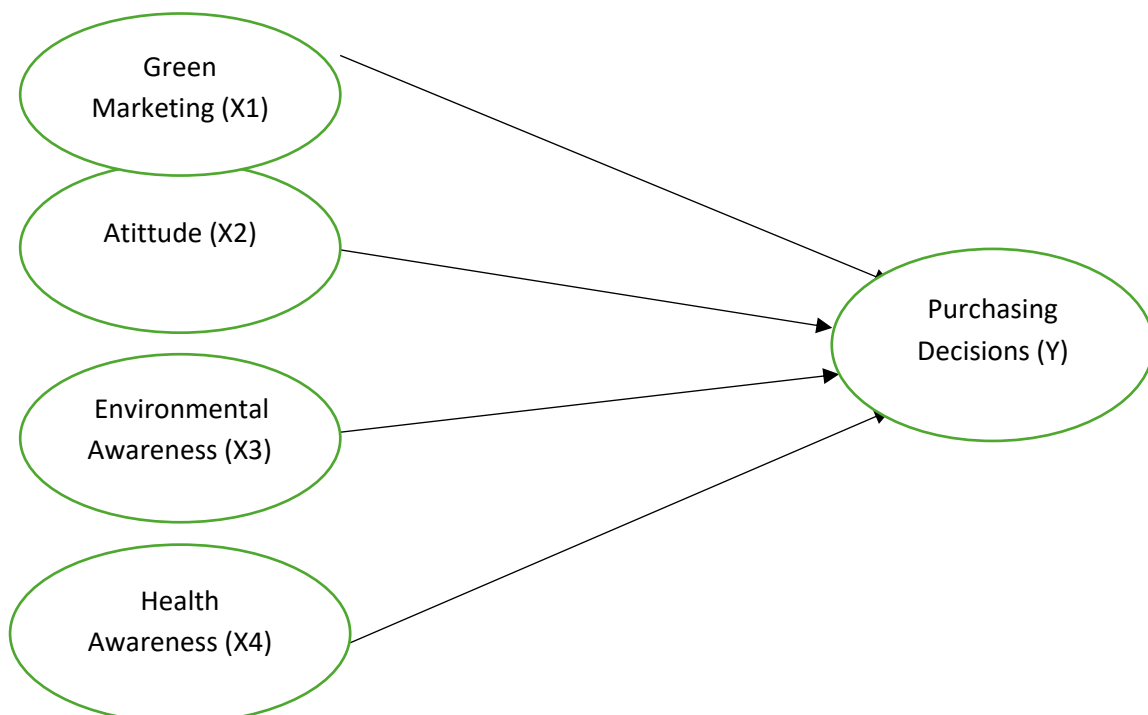


Figure 1. Conceptual Framework

METHODOLOGY

It is quantitative research that has been conducted. According to Sugiyono, 2018 in (Pratamasari et al., 2024) Quantitative data is information gathered by quantifiable data collection in the form of numbers, which is grounded in positivism (concrete) are then examined by statistical techniques, as a tool for assessing and evaluating computations associated with problems. study, and the findings are applied to improve decision making.

Population is something that is generalized in an area made up of things or subjects with particular attributes and features which are recorded by scholars for analysis and researched and then used as a basis for decision making (Sugiyono, 2010) The population referred to in this research is active students in Purwokerto in particular (University Muhammadiyah Purwokerto, Jenderal Soedirman University and Purwokerto State Islamic University) who have used something products. The features that the population possesses are not limited to the sample.

RESEARCH RESULT

This study employs the Structural Equation Modeling (SEM) method with the Partial Least Squares (PLS) analysis tool (version 3.0) which will be applied as a measuring tool to test the proposed hypothesis. With a total sample of 118 respondents who had data according to the criteria, based on the survey findings, most of The women who responded ranged in age from 18 to 22.

In this study, there were 183 respondents who filled in the questions, nonetheless, 65 questions did not fit the requirements because the participants had never used something products. So the data that is suitable for analysis is 118. The research's sampling strategy uses the Non-Probability method and purposive sampling technique (Sugiyono, 2016 in (Pratamasari et al., 2024) with the criteria (1) Have purchased Something products at least once. (2) Active students in Purwokerto (Muhammadiyah University Purwokerto, Jenderal Soedirman University and Purwokerto State Islamic University).

The source of data for this study is initial data obtained use Google Form to gather data to obtain responses from respondents.

Table 1. Description about responden

Criteria Responden	Categori	Frecuence	Presentase
Gender	Male	24	14,2 %
	Female	145	85,8%
Old	18-20 Year	85	50,3%
	21-22 Year	69	40,8%
	23-24 Year	11	6,5%
	25-26 Year	4	2,4%

University	University Muhammadiyah Purwokerto	65	38,5%
	University Jenderal Soedirman	68	40,2%
	Purwokerto state islam university (SAIZU)	36	21,3%

The characteristics of something product consumers are dominated by 18-22 year olds as many as 154 people or (91.1%) this happens because this age is a productive age where they are a young generation who are technologically literate and tend to be increasingly aware of the importance of caring for their skin from an early age to helps prevent future skin problems. The dominant gender is women as many as 145 (85.8%) this happens because women have great social and cultural pressure which encourages them to use more skin care products to maintain their appearance. Muhammadiyah University Purwokerto respondents were 65 (38.5%), General Soedirman University were 68 (40.2%), State Islamic University (SAIZU) were 36 (21.3%).

Cronbach alpha coefficient, rho_A, average variance extracted (AVE), and composite reliability are four reliability coefficients that are often used in PLS analysis (Dijkstra, T. K. & Henseler, J., 2015 in (Pratamasari et al., 2024) An indicator is considered reflective if all its components have a strong correlation and can be used interchangeably. If all components have a strong correlation and can be used interchangeably, Ghozali (2018) states that Cronbach's alpha is acceptable if it is more greater than 0.6. The higher the internal consistent dependability, the closer Cronbach's alpha is near 1.

Table 2 : Variables, Indicators, Loading Factor Running 1, Loading Factor Running 2, AVEs and Composite Reliability

Variabel	Indicators	Loading Factors ^a Running 1	Loading Factors ^b Running 2	AVEs ^c	Composit Reliability ^d
Green Marketing (Pertiwi dan sulisyowati,2021)	Green Product (X1.1)	0,742	0,734	0.588	0.810
	Green Price (X1.2)	0,580	Rejected		
	Green Place (X1.3)	0,756	0,847		
	Green promotion (X1.4)	0,607	0,713		
Attitude (Leon Schiffman & Leslie Lazar Kanuk,2001)	Kognitif (X2.1)	0,796	0,795	0.613	0.826
	Afektif (X2.2)	0,783	0,783		
	Konatif (X2.3)	0,769	0,770		
Convermental Awareness (Neoloka,2008 dalam ariescy dkk,2019)	Ketersediaan (X3.1)	0,868	0,868	0.715	0.883
	Perhatian (X3.2)	0,776	0,776		
	Mengutamakan (X3.3)	0,889	0,889		
Health Awareness	Selalu	0,883	0,885	0.667	0.857

(Setiawati,2018)	memikirkan Kesehatan diri (X4.1)				
	Waspada perubahan Kesehatan(X4.2)	0,756	0,727		
	Mewaspadai kondisi Kesehatan sepanjang hari (X4.3)	0,571		Rejected	
	Selalu memeriksa Kesehatan secara berkala(X4.4)	0,778	0,830		
	Selalu lebih memperhatikan Kesehatan(X4.5)	0,589		Rejected	
	Heuristik konjungtif (Y1)	0,858	0,857		
	Heuristik leksikografis (Y2)	0,837	0,838	0,710	0,880
Decisions Purchasing (Kotler & Keller Global Edition,2016)	Heuristik eliminasi per aspek (Y3)	0,832	0,832		

AVE : Average Variance Extract

^a Acceptable value of Loading Factor 1 is greater than 0,5

^b Acceptable value of Loading Factor 2 is greater than 0,5

^c Average value of AVE is greater than 0,5

^d Average value of Composite Reliability is greater than 0,6

The PLS analysis was performed in two turns. In the initial round the loading coefficient produced a value of <0.5 and did not meet the standards so a second round was carried out to produce table 2. Cronbach's alpha and composite reliability analysis were >0.6 with an AVE value of >0.5 and in the second round this had a reliability value. >0.6 with an AVE value >0.5, which means Every variable has been deemed dependable and genuine.

Table 3 : Relationships, Path Coefficients, P values and Results

Relationships	Path Coefficients	P Values	Results
Green Marketing □ Purchasing Decisions	0,091	0,282	Rejected
Health Awareness □ Purchasing Decisions	0,372	0,000	Accepted
Environmental Awareness □ Purchasing Decisions	0,205	0,022	Accepted
Attitude □ Purchasing Decisions	0,260	0,003	Accepted

DISCUSSION

The influence of green marketing, attitudes, environmental awareness and health awareness on purchasing decisions for certain products

Based on Table 3, it is found that green marketing does not have a significant influence on product purchasing decisions, which is not the same as research conducted by earlier studies, namely (Puspitasari et al., 2021) It demonstrates the impact of green marketing on purchasing choices. environmentally friendly advertising itself is a marketing activity that involves "Environmentally Friendly" activities, which in its implementation is a marketing process that considers the impact it has on the environment. This term still tends to be unfamiliar to some people, so this variable is not in accordance with cognitive theory because consumers do not have feelings about products that support environmental issues.

Attitude has a noteworthy and favorable influence on decisions on what to buy. This result is distinct from earlier studies (Puspitasari et al., 2021) which says attitude has no impact on buying choices. The thing that makes the results of this research different from previous research is that at each time there are different opinions in choosing an action. This is evident from consumer data demonstrating that their attitude is responsible for their actions in purchasing certain products which have the aim of supporting environmentally friendly marketing. This result is in accordance with cognitive theory in which consumers' beliefs about products are stored in memory. The study's findings are consistent with previous research (Dina Safitri, 2023);(Juairiah et al., 2019)it demonstrates that customer attitudes influence purchasing decisions.

Environmental awareness has a significant positive influence on purchasing decisions. These results are in accordance with environmental awareness indicators. Consumer concern for the environment tends to be influenced by any external factors. Several factors that influence consumer awareness according to Neoloka 2008 are (1) discomfort elements, (2) aspects of poverty, (3) aspects of humanitarianism, and (4) aspects of lifestyle. If someone tends to have several of the factors above, they tend to live a responsible life. Consumers who are environmentally conscious feel that some products are able to attract consumers through their activities that support Indonesia to care about the environment. The concern for the environment felt by consumers finding environmentally friendly products is able to encourage consumers to play a cognitive role in solving problems that occur in environmental life. Analysis of the impact of environmental consciousness on consumer choice is in accordance with research results (Dina Safitri, 2023);(Puspitasari et al., 2021).

Health awareness is positive and significant on purchasing decisions in accordance with research (Puspitasari et al., 2021);(Setiawati et al., 2018) this is proven by the public's concern, especially students, for their own health and motivation to maintain a healthy life through healthy behavior. These results show the suitability of the theory, namely consumer cognitive or trust in the product, resulting in results and benefits for their health because it uses natural and trusted ingredients. There are several thoughts that can help awareness of health according to (Setiawati et al., 2018) namely (1) always think about your own health (2) be aware of changes in your health (3) be aware of your health conditions throughout the day (4) always check your health regularly (5) always pay more attention to health and this opinion has apparently made consumers who use something have good health awareness

ADVANCED RESEARCH

SEM regression model test results use version 3.0 of PLS (Partial Least Square) shows that green marketing has a positive but not substantial influence on decisions made on purchases, although environmental awareness and health attitudes have a significant positive impact on the decisions made when buying. From the outcomes of the analysis above, this research can be considered for future researchers to analyze halal and e-WOM labels.

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This research aims to examine in more detail how green marketing factors, attitudes, environmental awareness and health can be optimized to increase decisions to purchase products in a sustainable manner. The limitation of this research is that this research was conducted only at 3 universities in Purwokerto.

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