



The Effect of Green Marketing, Social Media Marketing, Word of Mouth And Service Quality on Purchasing Decisions

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Abstract: The formulation of the problem in this research is: Does green marketing influence purchasing decisions? Does social media marketing influence purchasing decisions? Does word of mouth influence purchasing decisions? Does service quality influence purchasing decisions? The objectives of this research are: to determine the influence of green marketing on purchasing decisions, to determine the influence of social media marketing on purchasing decisions, to determine the influence of word of mouth on purchasing decisions, to determine the influence of service quality on purchasing decisions. This research is included in exploratory research. The population in this study is unknown, the number of samples in this study was 220. The analysis tool uses PLS. The research results show that green marketing has no significant effect on purchasing decisions, social media marketing has a significant effect on purchasing decisions, word of mouth has a significant effect on purchasing decisions, and service quality has a significant effect on purchasing decisions.

Keywords: Green Marketing, Social Media Marketing, Word of Mouth, Service Quality, Purchasing Decisions.

1. INTRODUCTION

Green marketing shows changes in lifestyle patterns and perspectives. consumers and also the perpetrators focused business to model changing business approaches and based business the environment begins to be focused on approach activity business based on environmental sustainability⁽¹⁾. *Green marketing* is marketing that uses environmental issues about environment as strategy For market product. *Green marketing* in The company covers several things such as production, pricing processes, promotion processes, and distribution process. The emergence of awareness of environmental problems has triggered the industrial world For present draft marketing Which put forward issue environment or Which better known as *green marketing*. The observer marketing state that *green marketing* is born as *life style* new in world marketing Which will the more develop And acknowledged its existence by the world population most of which Act as consumer⁽⁷⁾.

Development technology has bring Lots development for man. On era In this digital era, almost all aspects of human life depend on it. on *the internet*. Existence *Internet* from The supporting devices have succeeded in changing the way humans communicate and socialize. Through *social media*, humans are connected to each other, both in the form of... local until international, Because distance and time No again to be constraint⁽¹¹⁾.

Social Media Marketing is an online activity and is a number of programs that deliberately designed to engage customers *Social media marketing* is one form marketing use media social For market a product, service, brand or issue by utilizing the audience

participating in social media ⁽¹³⁾. *Social Media Marketing* is a media marketing Which allow company For reach understanding Which more Good about need customer For build connection Which effective And efficient so that company can convey And influence audience through information which they convey then information Which already got the will discussed by audience ⁽¹⁸⁾.

Word of Mouth is considered to be one of the tools that has the power to influence someone to decide on a purchase. *Word of Mouth* is the act of consumers giving information to consumer other from somebody to person other/interpersonal, Good brand, product and services ⁽²⁷⁾. Customer Which satisfied And No satisfied will speak to Friend, family until colleague business to his experience in use product the, so that *word of mouth* own influence and impact Which tall to marketing compared to other communication activities ⁽²⁸⁾. The occurrence of word of mouth triggers potential customers new consumers to make a purchase of a product they heard about from someone else. Before consumer will do purchase, consumer the will look for information regarding the products and services that will be purchased. Information about the product is one of the factor important Which influence consumer in taking purchasing decision ⁽²⁹⁾.

Service Quality is key from size satisfaction customers. If performance fail fulfil expectation customer, so customer will No satisfied. quality service more related with time And interaction between employee And customers ⁽³⁵⁾. quality service centered on effort fulfillment need And desire customer as well as accuracy delivery for to balance hope customer ⁽³⁶⁾.

There are still inconsistent research results which show that *green marketing* does not... influential to decision purchase ^(2,3,6). Furthermore *social media marketing* No influence on purchasing decisions ^(9,10,14,15). Then *word of mouth* has no influence on purchasing decisions ^(12,24,26). And *service quality* has no influence on the decision purchase ^(30,31).

Based on Still existence inconsistency results research previously, so researcher interested taking the title *The influence of green marketing, social media marketing, word of mouth and service quality on purchasing decisions*. The difference between this study and previous studies is related to the location and respondents of the study. Where the location and respondents in this study are in environment campus and the respondents is undergraduate student Management. On study This, researcher Also add variable *social media marketing*.

Based on description background behind on, so formulation problem in study This is

as following: Is *green marketing* influential to decision purchase?; Is *social media marketing* to decision purchase?; Is *word of mouth* influential to decision purchase?; Is *service quality* influential to decision purchase?.

2. STUDY LIBRARY

Green Marketing Influential Against Purchasing Decisions

Green marketing is an emerging action that is aimed at consumers. by integrating various existing marketing activities (pricing, planning, process, production, promotions, and people) with the aim of being able to fulfill the company's plans and reduce influence bad from product and services ⁽⁸⁾. Results study Which has done by Several researchers stated that green marketing has a significant influence on consumer decisions. purchase ⁽⁴⁾, ⁽⁵⁾, ⁽⁷⁾. Based on the description on, then you can formulated hypothesis as following

H₁: *Green marketing* influential to purchasing decisions.

Social Media Marketing Influential To Purchasing Decisions

Social media marketing can help industry reach out awareness Which more excel at what Which needed by consumers to create more interactions powerful and practical ⁽¹⁷⁾ ..Some researcher state that *social media marketing* influential significant to decision purchase^(16,19,20). Based on description on,so can formulated hypothesis as following:

H₂: *Social media marketing* influential to purchasing decisions.

Word of Mouth Influential To Purchasing Decisions

Word of mouth is a sales approach that uses people who are satisfied with the product. product use develop awareness product And reach amount sale certain ⁽²³⁾. Research from several experts states that *word of mouth* have a significant impact to decision purchase ^(21,22,25). Based on description on, so can formulated hypothesis as following:

H₃: *Word of mouth* influential to purchasing decisions.

Service Quality Influential To Purchasing Decisions

Quality service is Good whether or not quality service very depends on ability the service provider in fulfil hope consumer in a way consistent ⁽³⁷⁾. Research from several experts states that *service quality* have a significant impact on decision purchase ^(32,33, 34). Based on description on, so can formulated hypothesis as following:

H₄: *Service quality* influential to purchasing decisions.

3. METHOD STUDY

Type study This quantitative. Study This including in category study explanation Amount sample in research This amount to 220 respondents . To obtain respondents' answers using a questionnaire. The present study used a survey instrument using a Likert scale comprising five levels. Data questionnaire analyzed use PLS.

Results

Convergent Validity

The results of the measurement model test for *convergent validity* can be seen in Table 1 as follows:

Table 1. AVE

Item	Loading Factor	AVE	Criteria	Information
GP131	0.666	0.627	0.500	Valid
GP141	0.826		0.500	Valid
GP142	0.870		0.500	Valid
Social Media Marketing				
AC211	0.734	0.566	0.500	Valid
AC212	0.733		0.500	Valid
RC221	0.812		0.500	Valid
RC222	0.882		0.500	Valid
PC231	0.772		0.500	Valid
VP241	0.746		0.500	Valid
VP242	0.766		0.500	Valid
AOSM251	0.698		0.500	Valid
AOSM251	0.664		0.500	Valid
Word of Mouth				
MPH311	0.825	0.577	0.500	Valid
MPH312	0.766		0.500	Valid
M321	0.779		0.500	Valid
M322	0.786		0.500	Valid
MMJP331	0.686		0.500	Valid
MMJP332	0.707		0.500	Valid
Service Quality				
A411	0.658	0.655	0.500	Valid
A412	0.840		0.500	Valid
R421	0.864		0.500	Valid
R422	0.890		0.500	Valid
R431	0.841		0.500	Valid
R432	0.715		0.500	Valid
T441	0.792		0.500	Valid
T442	0.847		0.500	Valid
Purchasing Decisions				
PIPM521	0,745	0.654	0.500	Valid
PIPM522	0,708		0.500	Valid
KP531	0,674		0.500	Valid
MR541	0,789		0.500	Valid
MR542	0,794		0.500	Valid
MPU551	0,798		0.500	Valid
MPU552	0,739		0.500	Valid

Source: Output PLS

The convergent validity of the measurement model using reflection indicators is assessed based on *the loading factor* of the indicators that measure the construct. In research with the number of indicators between 3 to 8 with a scale of 1 to 5. Based on the results of the measurement model test from Table 1. can be explained as follows:

1. *green marketing* construct is measured using GP131, GP 141, and GP142, *the loading factor indicator* is above 0.5.
2. *social media marketing* construct is measured using AC211, AC212, RC221, RC222, PC231, VP241, VP242, AOSM251, AOSM252 *loading factor indicators* above 0.5.
3. *The word of mouth* construct is measured using MPH311, MPH312, M321, M322, MMJP331, MMJP332, *all loading factor indicators* are above 0.5.
4. *The service quality* construct is measured using A411, A412, R421, R422, R431, R432, T441, T442 *indicators with loading factors* above 0.5.
5. *Purchase decision* construct measured using PIPIM521, PIPM522, KP531, MR541, MR542, MPU551, MPU552 *loading factor indicators* above 0.5.

Composite Reliability and Cronbach's Alpha

construct validity test , a construct reliability test was also conducted which was measured by *composite reliability* and *Cronbach's alpha* from the indicator block that measures the construct. The following is Table 2. the results of *the composite reliability* and *Cronbach's alpha tests*.

Table 2. *Composite Reliability and Cronbach's Alpha*

Variables	<i>Cronbach's Alpha</i>	<i>Rho - A</i>	<i>Composite Reliability</i>	Criteria	Information
<i>Green Marketing</i>	0.701	0.736	0.833	0.700	Reliable
<i>Social Media Marketing</i>	0.903	0.906	0.921	0.700	Reliable
<i>Word of Mouth</i>	0.852	0.858	0.891	0.700	Reliable
<i>Service Quality</i>	0.923	0.925	0.939		Reliable
Buying decision	0.871	0.877	0.900	0.700	Reliable

Source: *PLS Output*

A construct is declared reliable if it has a *composite reliability value* above 0.700 and a *Cronbach's alpha* above 0.600. From the *smart PLS output results* above, all constructs have a *composite reliability value* above 0.700 and a *Cronbach's alpha* above 0.600. So it can be concluded that the construct has good reliability.

Inner Model

The structural model in PLS is evaluated using R² for the *dependent variable* and the *path coefficient value* for the *independent variable* which is then assessed for significance based on the *t-*

statistic value of each path . The structural model of this study can be seen in Figure 5.2 below:

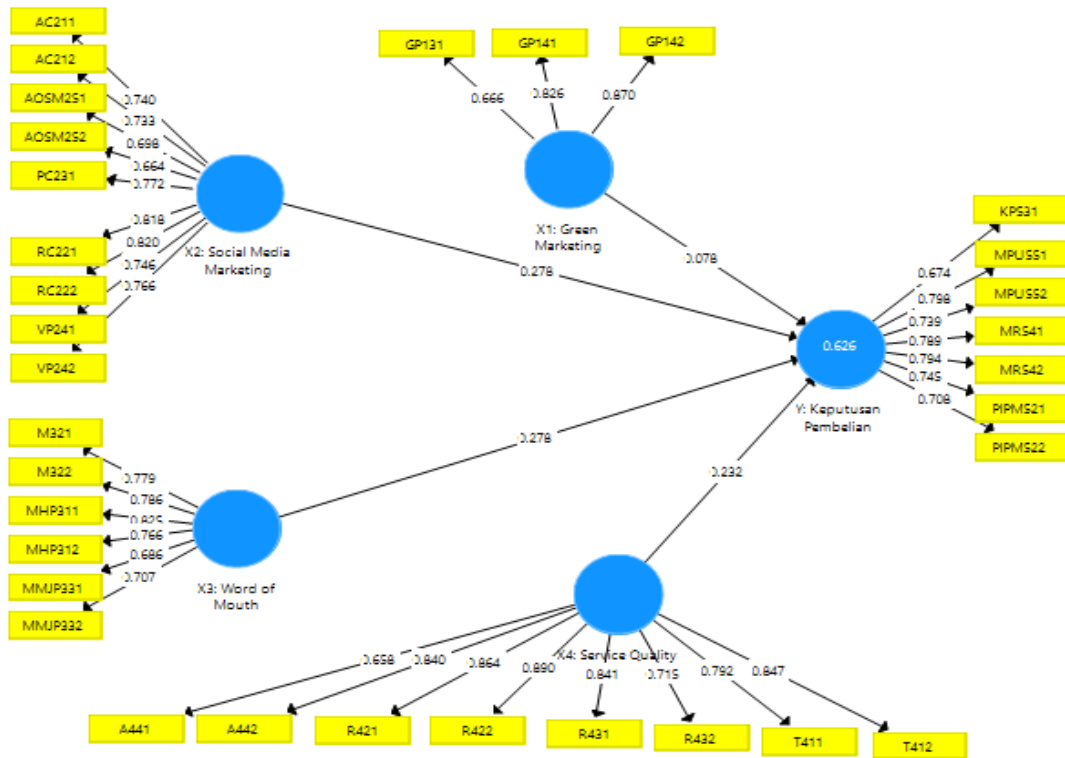


Figure 1. PLS Booststrapp Structural Model Output Display 2024

Table 3. Model Fit

Size	Results	Criteria	Information
SRMR	0.081	< 0.08 ^a	Model Fit
NFI	0.713	> 0.90 ^b	Model Tidak Fit
d_ ULS	3.7	< 0.05	Model Fit
d_ G	1.374	< 0.05	Model Fit
Chi-Square	1606.647		Model Fit

a) Henseller *at al.*, (2014), b) Lohmoller (1989)

Source: Output Smart PLS

To assess the significance of the prediction model in testing the structural model, it can be seen from the *t*-statistic value between the independent variables in Table 5.13 path coefficient in the Smart PLS output below:

Table 4. Path Coefficient (t-Value)

Track From Variable To Variable	T-Statistics (> 1,962)	P-Value (< 0.05)	Information
Green Marketing -> Purchasing Decisions	1,348	0.159	Not Significant
Social Media Marketing -> Purchase decision	3,058	0.001	Significant
Word of Mouth -> Purchasing decision	2,572	0.008	Significant
Service Quality -> Purchasing decisions	2,957	0.004	Significant

Source: Smart PLS Output

Hypothesis Testing

Green Marketing Influences Purchasing Decisions

From Table 4.13 above, it can be seen that the *original sample estimate value* is 0.159 with a significance of 5% indicated by the *t-statistic value* of 1.348, which is greater than the t-table value of 1.962. The positive *original sample estimate value* indicates that *green marketing* does not have a positive effect on purchasing interest which is significant.

Social Media Marketing Influences Purchasing Decisions

The second test was conducted to see whether *social media marketing* had an effect on *brand image*. The test results can be seen in Table 4.13 above, that the *social media marketing value* obtained an *original sample estimate value* of 0.001 with a *t-statistic value* of 3.058 which is greater than the t-table value of 1.962 which means significant.

Word of Mouth Influences Purchasing Decisions

The fourth hypothesis test was conducted to see whether *word of mouth* had an effect on purchase interest . The test results can be seen in Table 5.13 above, that *the word of mouth* value obtained an *original sample estimate value* of 0.008. with a *t-statistic value* of 2,572 which is greater than the t-table value of 1,962, which means it is significant.

Service Quality Influences Purchasing Decisions

The fifth test was conducted to see whether *service quality* has an effect on *brand image*. The test results can be seen in Table 5.13 above, that *the service quality* value obtained an *original sample estimate value* of 0.004 with a *t-statistic value* of 2.957 which is greater than the t-table value of 1.962 which means it is significant.

Discussion

Green Marketing Influences Purchasing Decisions

Based on the first hypothesis test, it shows that *green marketing* does not affect purchasing decisions. This study is not in accordance with research put forward by several researchers stating that green marketing has a significant effect on purchasing decisions. purchase ⁽⁴⁾ , ⁽⁵⁾, ⁽⁷⁾ . This research is in line with research results which show that *green marketing* does not influential to decision purchase ^(2,3,6) .

Social Media Marketing Influences Purchasing Decisions

Based on the second hypothesis test, it shows that *social media marketing* has an

effect on purchasing decisions. This research is in accordance with research put forward by several researcher state that *social media marketing* influential significant to decision purchase ^(16,19,20) . This research is not in line with research conducted by several studies which show evidence that *social media marketing* No influence purchasing decisions ^(9,10,14,15) .

***Word of Mouth* Influences Purchasing Decisions**

Based on the third hypothesis test, it shows that *word of mouth* influences purchasing decisions. This research is in accordance with research put forward by several experts stating that *word of mouth* have a significant impact to decision purchase ^(21,22,25) . This research is not in line with research conducted by several studies which show that *word of mouth* has no effect. on purchasing decisions ^(12,24,26) .

***Service Quality* Affects Purchase Decisions**

Based on the fifth hypothesis test, it shows that *service quality* has an effect on purchasing decisions. This research is in accordance with research put forward by several experts stating that *service quality* have a significant impact on decision purchase ^(32,33, 34) . This research is not in line with research conducted by several studies which show that *service quality* has no influence on decisions. purchase ^(30,31) .

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the discussion and configuration of the conceptual framework such as the research model, the specific conclusions of this study can be stated as follows: *Green marketing* does not affect purchasing decisions; *Social media marketing* affects purchasing decisions ; *Word of mouth* affects purchasing decisions; *Service quality* affects on purchasing decisions .

Based on the findings of the conclusions of this study, suggestions can be put forward that can be research recommendations as follows: This study focuses on the variables of *green marketing*, *social media marketing*, *word of mouth* and *service quality* , so other variables are needed such as *brand trust*, *perceived quality*, price perception , *customer satisfaction*, to determine purchasing interest; Future research is expected to increase the number of samples, expand research objects, and add relevant topics; It is expected that

future research will process data with different *analysis tools such as SPSS, GeSCA, SEM_AMOS.*

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