

The Influence of Green Marketing and Brand Image on the Purchase Intention of Avoskin (Study on Instagram Followers @avoskinbeauty)

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ABSTRACT

This research aims to investigate the influence of green marketing and brand image on the purchase intention of Avoskin products. This research was quantitative study. The population in this study are Instagram followers @avoskinbeauty who know Avoskin's green marketing campaign through content uploaded on Instagram. The data were collected through online questionnaires distributed to 100 respondents who were Instagram followers of @avoskinbeauty. The sampling method used was non-probability sampling with a purposive sampling technique. The data analysis employed multiple regression analysis and hypothesis testing. This research was conducted using the SPSS program. The results of this study indicate that green marketing has a partial and significant effect on purchase intention, brand image has a partial and significant effect on purchase intention, and green marketing and brand image has a simultaneously and significant effect on purchase intention

INTRODUCTION

The topic of environmental sustainability has recently drawn attention from a variety of industries, including the beauty industry. Indonesia is the world's second largest producer of plastic waste, with an estimated 3.2 million tons of poorly managed, of which over 1.29 million tons wind up in the ocean, according to figures from the United Nations Environment Program (UNEP). The beauty sector has recently seen an increase in issues such as excessive plastic use, poor waste management, the use of raw materials for non-environmentally friendly products, and careless trash disposal (Megapolitan Kompas, 2018).

Environmentally friendly products are now receiving more attention from consumers. The percentage of Indonesian consumers who are concerned about eco-friendly products rose by 112% in 2020 (Lifestyle Kompas.com, 2022). Accordingly, just 16% of Indonesian customers, according to the Snapchart Global survey (2025), have not adopted sustainable products, particularly recyclable packaging. This indicates that a large number of Indonesians are already aware of eco-friendly items. Business people view the growing customer knowledge of environmental issues as a chance to adopt a commercial strategy in producing eco-friendly products. This led to the development of a marketing strategy that businesses use to satisfy consumer demands for eco-friendly products (Gani et al., 2022). A business that is run later not only focuses on profit but also on the company's responsibility to the environment.

Businesses across a range of industries have started implementing green marketing. Avoskin is one company in the beauty sector that uses green marketing. Established in 2014 by Anugerah Prakerti, Avoskin is a local Indonesian beauty brand under PT AVO Innovation & Technology that is renowned for its dedication to the clean and green beauty idea (Avoskin Beauty, 2020). In order to promote eco-friendly companies and spread awareness of green marketing, Avoskin uses Instagram as a social media platform. The choice of the Avoskin product was made since the local skincare company is renowned for consistently applying green marketing principles by using natural ingredients, sustainable production method, and recyclable ecologically friendly packaging. Additionally, because of its dedication to sustainability, Avoskin has a great reputation as a high-end local brand.

Purchase intention is the initial stage for someone's consumer to buy a product, one of which is skincare goods. Purchase intention, according to Jansen et al. in Mun'im and Fazizah (2023), is a sequence of steps that begin with consumers identifying their problems, learning more about particular brands or products, assessing these brands or products and how well each alternative can address their problems, and finally making a purchase. If customers receive a high-quality goods, their purchase intention will be worthwhile (Ardiana and Rafida, 2023). Green marketing is one strategy that businesses can use to reduce the impact of environmental degradation on their products.

Green marketing is a business strategy that uses an eco-friendly approach to promote items. This covers adjustments to the manufacturing process, improvements to the product, the choice of packaging, and marketing tactics that promote environmental consciousness. In order to inspire and support changes

in consumer behavior so that consumers are conscious of the environment, businesses use green marketing to try to get consumers to care more about environmental preservation (Kurniawan and Fadhila, 2024).

Alongside green marketing, company image plays a significant part in boosting consumer interest in making a purchase. Consumer perception of a product or service's positives and negatives is known as its brand image (Suryani and Rosalina in Ardiana and Rafida, 2023). Businesses must have a strong brand image since it is one of their assets that can affect how customers perceive them (Ambarwati et al. in Ardiana and Rafida, 2023). Establishing a brand image is crucial for businesses to set themselves apart from rival goods. Customers will compare and take brand image into account when selecting a good or service. The quality of the items can be enhanced and consumer interest in purchasing can be influenced by an appealing brand image (Ardiana and Rafia, 2023).

According to research by Ardiana and Rafida (2023), students in Surabaya City are not influenced by green marketing when it comes to their interest in purchasing Avoskin skincare products. This finding runs counter to the findings of a study by Kurniadin et al. (2021), which indicated that interest in purchasing Aqua bottled water is positively and significantly impacted by green marketing. This discrepancy in findings indicates a study gap on purchasing intention in green marketing. The impact of green marketing on pupils in Surabaya City was the subject of earlier studies. The current study, however, focuses on Instagram followers of @avoskinbeauty, which accommodates a range of tastes and recognizes the significance of environmental sustainability when selecting skincare products in particular.

Additionally, Nabilah et al.'s research from 2024 demonstrates that brand image significantly and favorably influences consumers' desire to purchase Somethinc items. These findings are consistent with research by Ardiana and Rafida (2023), which demonstrates that brand image significantly influences students' interest in purchasing Avoskin skincare products in Surabaya City. According to these earlier studies, there is a research gap regarding the independent factors that affect purchase intention, including brand image and green marketing. The inconsistency in the results of earlier studies serves as the foundation for additional research that must be done in order to fully examine the impact of green marketing and brand image on purchase intention among Instagram followers of @avoskinbeauty, who are digital consumers with a greater awareness of environmental issues. Furthermore, this study integrates brand image and green marketing variables in the context of social media-based skincare, which has not been extensively studied. It is believed that this would offer fresh insights into the elements influencing the purchasing intentions of digital consumers.

THEORETICAL REVIEW

Green Marketing

According to Manongko (2018), green marketing is a strategy used by businesses to market their goods and services to environmentally conscious customers. According to Ottman in Manongko (2018), green marketing is a

business's approach to promoting environmentally friendly goods and services while reducing adverse effects on the environment. Green marketing, on the other hand, is described by the American Marketing Association (AMA) in Manongko (2018) as an organization's endeavor to advertise goods that are made to do the least amount of harm to the environment. Green product, green price, green site, and green promotion are the markers of green marketing, according to Ottman in Manongko (2018).

H1: Green Marketing has a significant and positive effect on Purchase Intention of Avoskin

Brand Image

According to Firmansyah (2019), a brand's image is how customers view a good or service. Brand image, according to Biel in Firmansyah (2019), is the impression that a consumer has of a product's caliber, standing, and distinctiveness. For businesses, brand image refers to how the general public views the characteristics of the goods that the company produces. Consumer trust in a specific product or service's brand is known as its brand image (Kotler and Armstrong in Firmansyah, 2019). Biel claims in Firmansyah (2019) that three indicators – corporate image, user image, and product image – can be used to determine brand image.

H2: Brand Image has a significant and positive effect on Purchase Intention of Avoskin

Purchase Intention

Purchase intention, according to Priansa (2021), can be seen as a focus of attention on a good or service coupled with a sensation of pleasure, after which consumer interest develops out of want. Purchase intention, according to Horward in Audia et al. (2019), is the stage that customers go through before deciding to buy a good or service. Purchase intention, on the other hand, is a type of consumer tendency to act in terms of buying a product from a firm, which may be quantified by making a purchase decision, according to Kotler and Armstrong (2018). Priansa (2017) asserts that four indicators – transactional interest, referential interest, preferential interest, and exploratory interest – can be used to determine purchase intention.

Theoretical Model and Research Hypotheses

Figure 1. illustrated the theoretical model in this research. Based on the empirical findings, this study aimed to explore the influence of green marketing and brand image on the purchase intention of Avoskin (study on Instagram followers @avoskinbeauty).

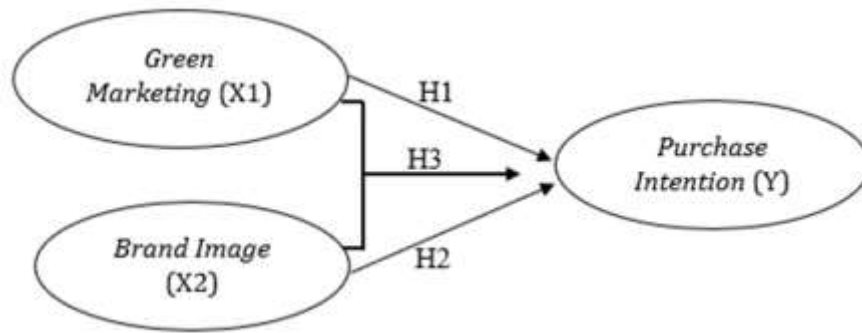


Figure 1. Theoretical Model

METHODOLOGY

The variables of green marketing, brand image, and purchase intention were all included in this quantitative study that used an explanatory research methodology. IBM SPSS Statistics for Windows was used to examine the data. 100 respondents who followed @avoskinbeauty on Instagram were given online questionnaires to complete in order to gather the data. Purposive sampling combined with non-probability sampling was the sampling strategy employed. Multiple regression analysis and hypothesis testing were used in this study's data analysis.

RESEARCH RESULTS

Validity Test

A valid measuring device is one that is utilized to collect data (measure), according to Sugiyono (2017). The following study's questionnaire statement is considered valid if the substantially significant number (*r* count), which is derived from the Corrected Item Total Correlation number on SPSS, is less than 0.05 (5%).

Table 1. Validity Test

Variable	Item	R. Count	R. Table	Sig.	Remarks
<i>Green Marketing (X1)</i>	X1.1	0,630	0,1966	0,000	Valid
	X1.2	0,652	0,1966	0,000	Valid
	X1.3	0,616	0,1966	0,000	Valid
	X1.4	0,731	0,1966	0,000	Valid
	X1.5	0,540	0,1966	0,000	Valid
	X1.6	0,706	0,1966	0,000	Valid
	X1.7	0,619	0,1966	0,000	Valid
	X1.8	0,677	0,1966	0,000	Valid
<i>Brand Image (X2)</i>	X2.1	0,728	0,1966	0,000	Valid
	X2.2	0,643	0,1966	0,000	Valid
	X2.3	0,776	0,1966	0,000	Valid
	X2.4	0,649	0,1966	0,000	Valid
	X2.5	0,730	0,1966	0,000	Valid
	X2.6	0,742	0,1966	0,000	Valid

Purchase Intention (Y)	Y.1	0,691	0,1966	0,000	Valid
	Y.2	0,697	0,1966	0,000	Valid
	Y.3	0,766	0,1966	0,000	Valid
	Y.4	0,757	0,1966	0,000	Valid
	Y.5	0,707	0,1966	0,000	Valid
	Y.6	0,808	0,1966	0,000	Valid
	Y.7	0,789	0,1966	0,000	Valid
	Y.8	0,596	0,1966	0,000	Valid

Table 1. indicates that the significant value for the X1 variable, Green Marketing and Brand Image is 0.000, which is less than 0.05; thus, the question is deemed valid.

Reliability Test

Table 2. Reliability Test

Variable	N of Item	Cronbach Alpha	Value	Remarks
Green Marketing (X1)	8	0,800	0,70	Reliable
Brand Image (X2)	6	0,786		Reliable
Purchase Intention (Y)	8	0,855		Reliable

Table 2. displays the reliability test results and Cronbach's Alpha values, which were determined with IBM SPSS Statistics 25. Cronbach's Alpha values for green marketing, brand image, purchase intention are all more than 0.70. It is suggested that every item on the questionnaire is reliable.

Normality Test

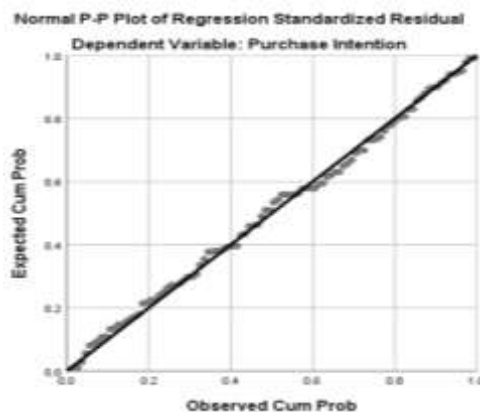


Figure 2. Normal P-P Plot Graph

The Kolmogorov-Smirnov method was used to perform the normalcy test in this investigation. The test requirements state that if the significance value (sign.) is higher than 0.05, the data is said to have a normal distribution. Figure 2 displays the results of the normality test using the normal P-P plot graph. that the diagonal line's direction is followed by the normalcy test as it extends around it. This implies that the study's data is regularly distributed.

Multicollinearity Test

Table 3. Multicollinearity Test

Code	Variable	Collinearity Statistics		Remarks
		Tolerance	VIF	
		X1	Green Marketing	
X2	Brand Image	0,595	1,681	No Multicollinearity

Table 3. it is known that the VIF value of the green marketing and brand image variables is $1.681 < 10$, and the tolerance value is $0.595 > 0.1$. This it can be concluded that the green marketing are free from multicollinearity problems or have no relationship (assumptions met).

Heteroscedasticity Test

Table 4. Heteroscedasticity Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.718	2.825		1.316	.191		
Green Marketing	.223	.097	.187	2.290	.024	.595	1.681
Brand Image	.901	.112	.653	8.020	.000	.595	1.681

a. Dependent Variable: Purchase Intention

Table 4. show the results a significantly number higher than 0.05. According to decision rule, a significantly number above 0.05 indicates the absence of heteroscedasticity. Therefore, the findings od this study show no evidence of heteroscedasticity, meaning the residual variance remains consistent across observations.

Linear Regression Analysis Test

Table 4. Multiple Linear Regression

No.	Variable	Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	
1.	(Constant)	3,718	2,825	
2.	Green Marketing (X1)	0,233	0,097	0,187
3.	Brand Image (X2)	0,901	0,112	0,653

Based on Table 4, which shows the results of data processing seen in the Unstandardized Coefficients column in part B, the multiple regression equation is written as follows:

$$Y = 3,718 + 0,233X1 + 0,901X2 + e$$

In the regression equation, the constant value (a) of 3.718 indicates that the Purchase Intention (Y) variable has not been changed by other factors, specifically the Green Marketing (X1) and Brand Image (X2) variables. If the independent variables, Green Marketing (X1) and Brand Image (X2), do not exist, the Purchase Intention (Y) variable will remain constant at 3.718. This value suggests that Purchase Intention (Y) requires the contributions of these two variables to increase.

Meanwhile, the Green Marketing (X1) variable has a positive influence on Purchase Intention (Y), as indicated by the regression coefficient b1 of 0.233. This suggests that every one-unit increase in the Green Marketing (X1) variable will raise Purchase Intention by 0.233, given that no other factors are investigated in this study. Furthermore, the regression coefficient b2 for the Brand Image (X2) variable is 0.901, indicating that it has a positive relationship on Purchase Intention (Y). This suggests that every one-unit increase in the Brand Image (X2) variable will effect Purchase Intention by 0.901. Assuming that other factors are not studied in this study.

The data also states that the error value (e) is 2.825, which means that the smaller the error value, the higher the accuracy in predicting the variable. Based on the explanation above, it states that the most influential independent variable is Brand Image (X2) with a coefficient of 0.901, while Green Marketing (X2) is only 0.233

Hypothesis Test

Simultaneous F Test

Table 5. Statistic F Test

Variable	F-count	F-table	Significance	Remarks
<i>Green Marketing (X1)</i>	78,130	3,09	0,000	Influential
<i>Brand Image (X2)</i>				

Based on Table 5, it can be seen that the significance value for the effect of Green Marketing (X1) and Brand Image (X2) on Purchase Intention (Y) is 0.000 < 0.05, so H0 is rejected and H1 is accepted. Green Marketing (X1) and Brand Image (X2) variables have an F count of 78.130 and an F table of 3.09. If F count > F table, or 78.130 > 3.09, it can be concluded that the Green Marketing (X1) and Brand Image (X2) variables have a positive and significant influence on Purchase Intention (Y) of Avoskin skincare.

Partial t test

Table 6. Statistical Test t

Variable	t-count	t-table	Significant	Remarks
<i>Green Marketing (X1)</i>	2,290	1,985	0,000	Influential
<i>Brand Image (X2)</i>	8,020	1,985	0,000	Influential

Based on Table 6. The results of the t hypothesis test can be concluded as follows:

1. Green Marketing (X1) partially has a positive and significant effect on Purchase Intention (Y).
2. Brand Image (X2) partially has a positive and significant effect on Purchase Intention (Y).
3. The Brand Image (X2) variable has the greatest effect on Purchase Intention (Y).

Coefficient of Determination (R²)

Table 7. Coefficient of Determination

Variabel	R	R Square	Adjusted R Square	Std. Error of the Estimate
<i>Green Marketing (X1)</i>	0,785 ^a	0,617	0,609	2,40241
<i>Brand Image (X2)</i>				

Based on Table 7. the Adjust R Square (R²) value is 0.609, or 60.9%. In the coefficient of determination (R²), use the Adjusted R Square value because this study uses inferential research, namely research that relates a variable to another variable to draw conclusions or test hypotheses based on samples taken from the population. It can be concluded that the magnitude of the influence of the Green Marketing (X1) and Brand Image (X2) variables on Purchase Intention (Y) is 0.609 (60.9%). While the rest (100% - 60.9%), which is 39.1%, is the contribution of other variables not studied, such as product quality, price, perceived value, customer experience, and social influence.

DISCUSSION

The Effect of Green Marketing on Purchase Intention

The findings of the analysis on how green marketing impacts purchase intention indicate that H0 is rejected while H1 is accepted. This implies that green marketing has a significant and positive impact on Avoskin’s purchase intention. Avoskin’s green marketing strategies—such as the use of natural ingredients, recyclable packaging, and environmental awareness campaigns—have successfully conveyed environmentally friendly values to consumers. The respondents, who are mostly young adults aged 17–25 and active social media users, responded positively. This group is generally more responsive to value-based marketing and sustainability driven campaigns.

In practice, Avoskin's ability to integrate sustainability messages, natural ingredient usage, and eco-friendly packaging into marketing activities has contributed to building a positive consumer perception. This supports prior research (Kurniadin et al., 2021 and Nasyatul & Subagyo, 2020) that green marketing significantly increases purchase intention. Thus, the better the green marketing strategy, the greater the consumer's willingness to purchase Avoskin products.

The Effect of Brand Image on Purchase Intention

The results of testing the effect of brand image on purchase intention reveal that H0 is rejected and H2 is accepted. This indicates that brand image has a significant and positive impact on purchase intention Avoskin. Avoskin's brand image, particularly in terms of corporate reputation, plays a critical role in shaping consumer purchase intention. The respondents, who hold a D4/Bachelor's degree, tend to evaluate brand reputation, quality, and credibility before making a purchase decision. Avoskin has successfully positioned itself as a high-quality, innovative, and trustworthy local brand through consistent product quality, innovation, and the endorsement of public figures that resonate with its target audience.

These results are consistent with previous studies (Nabilah et al., 2024, Ardiana & Rafida, 2023, and Kurniadin et al., 2021), which found that a well-recognized brand with a strong, positive image is more likely to attract consumer purchase intention. Strengthen brand image not only enhances perceived value but also reinforces emotional bonds between the brand and consumers.

The Effect of Green Marketing and Brand Image on Purchase Intention

The result of testing the effect of green marketing and brand image on purchase intention reveal that H0 is rejected and H3 is accepted. This indicates green marketing and brand image has a simultaneously significant and positive on purchase intention of Avoskin.

Young consumers, particularly those aged 17-25, are not only attracted to a strong brand image but also show genuine concern for sustainability values. Avoskin's dual emphasis on product quality and environmental responsibility through initiatives such as the #MulaiDariMejaRias campaign, strengthens consumer trust and preference.

The results highlight that consumers appreciate brands that align with their personal values, particularly in sustainability and quality. By consistently delivering eco-friendly messages alongside a credible and appealing brand image, Avoskin effectively increases purchase intention and fosters loyalty.

CONCLUSIONS AND RECOMMENDATIONS

Based on the partial hypothesis test (t-test) that has been carried out, it can be seen that the effect of green marketing on purchase intention has a positive and significant effect on the purchase intention variable (Y) on Avoskin. This result is evidenced by the t-test results, namely $t_{count} 7.474 > t_{table} 1.985$ and significant $0.000 < 0.05$. These results indicate that the better the green marketing strategy implemented by Avoskin, the higher the consumer purchase intention

of its products. This study supports the results of previous research conducted by Kurniadin et al. (2021) and Nasyatul and Subagyo (2020) that green marketing variables have a positive and significant effect on purchase intention. Based on all the data obtained, it can be concluded that Avoskin has succeeded in implementing green marketing strategies effectively through items that get high scores from respondents.

Based on the results of the partial hypothesis test (t-test), it is clear that the effect of brand image on purchase intention has a positive and significant effect on Avoskin's buy intention variable (Y). The t-test findings show that $t_{count} 12.031$ is greater than $t_{table} 1.985$ and significant at $0.000 < 0.05$. These findings suggest that the stronger and more positive Avoskin's brand image is, the more likely consumers are to purchase its products. This study validates the findings of previous studies by Nabilah et al. (2024), Ardiana and Rafida (2023), and Kurniadin et al. (2021), which found that the brand image variable had a positive and substantial effect on purchase intention. According to data a well-known brand with a trustworthy reputation and the ability to match consumer expectations is more likely to attract consumer buy intention. Thus, it can be inferred that Avoskin's strategy of developing a strong and good brand image through high-scoring items has a considerable effect on consumer purchase intention.

Based on simultaneous hypothesis testing, it is discovered that green marketing and brand image have a simultaneous and considerable impact on purchase intention. The F test results show that $F_{count} > F_{table} (78,130 > 3.09)$ with a significant value of $0.000 < 0.05$. The study's findings show that green marketing and brand image have a simultaneous and considerable influence on Avoskin skincare purchasing intention.

FURTHER STUDY

This research has limitations, including the following:

1. The coverage area in this study is beyond the control of the researcher; if the data collected is in accordance with the time, number, and sample criteria determined at the beginning, the data collection process is stopped.
2. In the data collection process, the researcher has full confidence in the data provided by the respondent because the researcher does not directly see the process of filling out the questionnaire by the respondent or the conditions when the data collection is carried out online.
3. The distribution of questionnaires was addressed only to Instagram followers @avoskinofficial.

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