The Influence of Green Marketing, Word of Mouth, Brand Image on Purchase Intention

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Abstract. The problems of the study are: does green marketing influence purchase intention?, does word of mouth influence purchase intention?, does brand image influence purchase intention?, does green marketing, word of mouth, brand image influence purchase intention?
The type of research explanatory; the sample of this study includes 110 respondents determined by the MLE formula; the sampling technique is simple random sampling; the data is obtained by distributing a questionnaire and then analyzing it using SPSS Version 26.
Green marketing does not influence purchase intention, word of mouth influence purchase intention, brand image influence purchase intention; green marketing, word of mouth, brand image influence purchase intention.
Future research is expected to add the number of samples, expand the research object, and add relevant topics; future research is expected to process data with different analysis tools.

Keywords: *green marketing, word of mouth, brand image, purchase intention*

INTRODUCTION

The Green marketing is the foundation of your successful marketing strategy that drives consumer behavior (Balawera, 2019). The development of the business world in this modern era has been increasingly fast and dynamic. Consequently, the competition between producers of certain goods or services have also been intensifying. This demands the business practitioners to be able to utilize all potentials, opportunities and resources that they have optimally. Among the popular businesses in this modern era is the food and beverage business (Temaja and Yasa, 2019). The intention to purchase is a situation which reflects the plan to purchase the product or service of a certain brand (Aditya and Wardana, 2017). Before any purchases are made by an individual, it certainly begins with a purchase intention. This purchase intention is usually caused by several reasons which may be from within the individual or external factors (Temaja and Yasa, 2019).

Word of mouth (WOM) is a type of communication in the form of conversations and testimonies that are conducted by people that talk about a certain product or service (Basalamah, 2010). Consumers will share their experience of using the product or service of certain companies, or even recommend the product or service to other people (Permadi et al., 2014). Recommending food products through WOM will stimulate curiosity, which indirectly causes purchase intention to arise.

The brand image of a good product will attract potential customers to purchase the product instead of purchasing the same product from another brand (Seno and Lukas, 2007).

The inconsistency in this research is due to the different results found in some previous research which states that green marketing does not influence buying interest (Balawera, 2013), followed by research by Filipus dkk. (2021), which states that word of mouth has no influence on purchasing decisions, then Yahya (2022) and Desi and Astuti (2011) mention that brand image does not have an influence on buying interest.

LITERATURE REVIEW

Green Marketing Influence Purchase Intention

The result of research by Haryoko and Ali (2018) and Kartikasari *et al.,* (2018) shows that green marketing has a positive and significant influence on purchase intention. Furthermore, research carried out by Almuarif (2016) states that green marketing has a positive and significant influence on buying interest, and research conducted by Pancoro and Zuliestiana (2018) states that green marketing influences buying interest. The difference with the previous research is that it is implemented in the marketing area with coffee consumers as the analysis unit and carried out in an educational environment that involved students of Mercu Buana University, Menteng, Jakarta. Based on the explanation above, the hypothesis that can be formulated is:

H1: Green marketing influences purchase intention

Word of Mouth Influence Purchase Intention

Word of Mouth is considered as a very effective strategy in marketing because it can directly cause effects to potential customers. Someone will trust their family or friends more when they provide information about a product than the information posted on the ad. Word of Mouth basically will arise naturally when the individual has a sense of pleasure upons a product of the satisfaction that has been obtained from the product so as to create behavior that encourages, invites or advises other individuals to use the same product. The research conducted by Khan (2015) stated that word of mouth has a positive and significant influence on purchase intention. With the correct word of mouth method, the products will have a good brand image which will increase the purchase intention of consumers. This is supported by the research conducted by Aditya and Wardana (2017) which states that word of mouth entails an increase in purchase intention and this proves that these two variables have a positive and significant relationship. Previous research reveals that there is a significantly positive relationship of word of mouth to purchase intention (Nurvidiana, (2016) and Princess, (2016). Based on the above description, hypothesis 1 can be formulated as follows:

H2: Word of mouth influences purchase intention.

Brand Image Influence Purchase Intention

The results of research by Rachmawaty and Imanuddin (2020) show that brand image has a significant influence on customer purchase interest. Further, research conducted by Almuarief (2016) states that there is a positive and significant influence of brand image on buying Interest. A further study conducted by Ambarwati et al. (2015), entitled 'The Influence of Brand Imaging on Buying Interest', and Dei and Sukaatmaja (2015) also show that brand image positively and

significantly influences purchase intention. Juliantari et al. (2019) prove that brand image influences buying interest. Suyoga and Santika (2018) also prove that brand image has a positive and significant influence on purchase intention. It is because the brand image of the product is excellent; therefore, the intention of consumers to buy is also increasing. Sidharta et al. (2018) state that when a product is created and developed by a good brand, the public's purchase intention will increase. Ayu and Ketut (2021) explain that the higher the brand image produced by a company, the higher their profit as well as the public's intention to buy. Referring to the concept of the previous research results, this study examines the role of brand image in mediating the influence of brand awareness on consumer purchase intention coffee. Based on the explanation above, the hypothesis that can be formulated is:
H3: Brand image influences purchase intention.

Green Marketing, Word of Mouth, Brand Image Influence Purchase Intention
A simultaneous test on green marketing, word of mouth, brand image on purchase intention shows that there is a significant impact. This study is in line with studies conducted by Haryoko and Ali (2018) and Kartikasari *et al.,* (2018), Almuarif (2016), Pancoro and Zuliestiana (2018) shows that green marketing has a positive and significant influence on purchase intention. The research conducted by Khan (2015), Aditya and Wardana (2017), Pancoro and Zuliestiana (2018) stated that word of mouth has a positive and significant influence on purchase intention. The results of research by Rachmawaty and Imanuddin (2020), Almuarief (2016), Dei and Sukaatmaja (2015) show that brand image has a significant influence on customer purchase intention. Based on the data above, the hypothesis that can be drawn is:
H4: Green marketing, word of mouth, brand image influences purchase intention.

METHOD
Research Design
This type of research is explanatory. The research is an explanatory research that tries to explanation influence green marketing on the purchace intention, word of mouth on the purchace intention, brand image on the purchace intention, and simultan green marketing, word of mouth, and brand image on the purchase intention.

Population and Sample
The method used is a survey throught the distribution of questionaries to obtain data from respondents. The population is all student in management strata one in Universitas Mercu Buana Menteng Jakarta Pusat. The total sample in this study is 110 respondents, which was determined usingmaximum likehood estimation (MLE). Simply random sampling is used as a data gathering technique.

Data Collection Technique and Instrument
The respondent's data is collected using a questionnaire with a Likert scale of 1–5. *Operasional table from variable Table 1. As follow:*

Table 1. Operational Variable

Variabel	Indikator
Green Marketing (Kotler dan Keler, 2012)	1. Green Product 2. Green Price 3. Green Place 4. Green Promotion

Word of Mouth Ahmadi (2018)	1. Positive Things to Others 2. Recommend to Others 3. Encourage Others to Buy
Brand Image Keller (1993)	1. Attribute 2. Benefits 3. Brand Attitude
Puchase Intention Ferdinand (2009)	1. Transaktional Interest 2. Referential Interest 3. Preferential Interes 4. Eksploratif Interest

Source: Research Results

Data analysis Technique

The analytical technique used is the SPSS, with dependent variables: green marketing, word of mouth, brand image and dependent variabel purchase intention.

RESULTS AND DISCUSSION

The result of the study is shown in the normality, multicollinearity, and heteroscedasticity tests as follows:

Normality Test

The normality test aims to find out the normality distribution of the variable score distribution. The normality of data can be seen in several ways; one of them is by looking at the normal curve of a p-p plot. A variable is said to be normal if it has a distribution image with data points spread around a diagonal line, and the spread of data points is in the direction of the diagonal. According to Umar (2011:181), the normality test is used to see whether a dependent, independent variable, or both are normally distributed or close to normal. According to Sugiyono and Susanto (2015:323), the implementation of the normality test can use the Kolmogorov-Smirnov test, with the applicable criteria being a result of significance > 0.05, which means the residual is distributed normally. Here is Figure 1 P-Plot Normal Graphic that shows the results of SPSS 26 output:
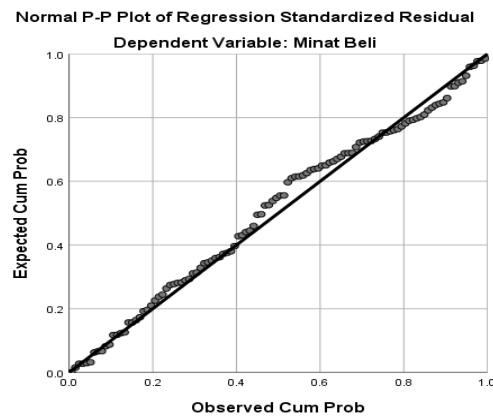
Source: Research Results
Figure 1 P-Plot Normal Graphic

Based on Figure 1 above, the result of SPSS Normal P-P plot output shows that the distribution of data points spreads around the diagonal line, and the spread of data points is in the direction of the diagonal. Then, it can be concluded that the data on the variable choosing college decision is normal.

Multicollinearity Test

The purpose of the multicollinearity test is to examine whether there is a correlation between independent variables in the regression model. A good regression model should not have any correlation between its independent variables if the variables are independent. If the independent variables correlate with each other, then these variables are not orthogonal. An orthogonal variable is an independent variable whose correlation value is zero. Tolerance measures the variability of the independent variable selected if it is described by other independent variables, so a low tolerance value is equal to a high VIF value (because VIF = 1 or tolerance). The cut-off value commonly used to indicate the presence of multicollinearity is tolerance value < 0.10 or equal to VIF value > 10. Each researcher should determine the level of multicollinearity that is still tolerable. For example, the tolerance value of 0.10 is equal to the level of collinearity > 0.9.

Table 2. Result of Multicollinearity Test

| Model	Tolerance	VIF
(Constant)		
Green Marketing	.534	1.872
WOM	.473	2.115
Brand Image	.608	1.645

a. Dependent Variable: Minat Beli

Source: Research Results

Based on Table 2 above, it can be said that VIF values and its Tolerance have been met.

Heteroscedasticity Test

The purpose of the heteroscedasticity test is to examine whether there is an inequality of variance from the residual of one observation to another in a regression model. Heteroscedasticity occurs when variance 1 is not constant but changes with each observation. A good regression model has homoscedasticity or the absence of heteroscedasticity.
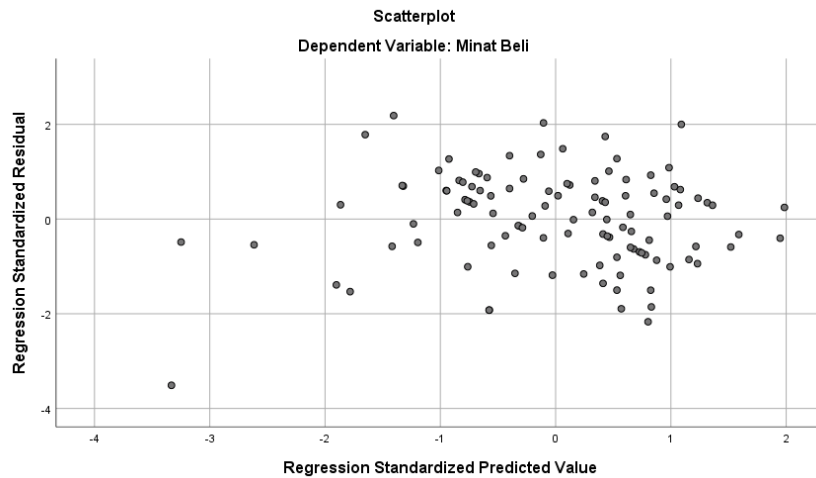
Source: Research Results
Figure 2. *Scatterplot* **Graphic**

Based on Figure 2 above, it shows the spread of data points as follows: data points spread above and below or around number 0, data points do not gather only above or below, data points should not form widening wave patterns then narrowing and back to widening. The spread of data points should not form patterns. Thus, it can then be concluded that independent variables are free from the classical assumptions of heteroscedasticity and feasible to use in research.

Double Linear Regression Analysis

Table 4. Result of Double Linear Regression Coefficient

		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	3.941	2.634		1.496	.138
	Green Marketing	.143	.109	.112	1.314	.192
	WOM	.542	.105	.465	5.145	.000
	Brand Image	.382	.101	.301	3.782	.000

a. Dependent Variable: Minat Beli

Source: Research Results

Based on Table 4.22 above, the regression equation is:
$$Y = α + β_1X_1 + β_2X_2 + β_3X_3 + €$$
$$Y = 3.941 + 0.143 X_1 + 0.542X_2 + 0.382 X_3 + €$$
Remarks:
X_1 = Variable *Green Marketing*
X_2 = Variable *Word of Mouth*
X_3 = Variable *Brand Image*

Y   = Variable Purchace Intention
α   = Constant
$\beta_1 \beta_2 \beta_3$ = Regression Coefficient (increase or decrease value)
€   = Interference outside the model (*error*)

Table 4 shows that:
1. The green marketing variable on purchase intention has a Sig. value of 0.112, so it can be concluded that green marketing has a significant influence on purchase intention.
2. The word of mouth variable on purchase intention has a Sig. of 0.000, so it can be concluded that word of mouth has a significant influence on purchase intention.
3. The brand image variable on purchase intention has a Sig. of 0.000, so it can be concluded that brand image has significant influence on the purchase intention.

Table 5. Result of Determination Coefficient Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769[a]	.591	.580	2.881

a. Predictors: (Constant), Brand Image, Green Marketing, WOM
b. Dependent Variable: Minat Beli

Source: Research Results

According to Table 5, it can be seen that the value of the R number is 0.769a. This number shows a sufficient relationship between purchasing decision and word of mouth, price, and product quality because the independent variables are more than two, so the adjusted R square used is 0.591. Therefore, the value of adjusted R square (adj R2) or determination coefficient (KD) in the calculation above is 0.580, or equal to 58%.

Table 6. Result of F-Test
ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1273.685	3	424.562	51.152	.000[b]
	Residual	879.806	106	8.300		
	Total	2153.491	109			

a. Dependent Variable: Minat Beli
b. Predictors: (Constant), Brand Image, Green Marketing, WOM

Source: Research Results

Based on Table 6, it can be seen that variable green marketing, word of mouth, and brand image simultaneously have a significant influence on purchase intention with a significance value of 0,000.

Green Marketing On Purchase Intention

The testing of the first hypothesis shows that green marketing has no influence on buying interest. This study is inconsistent with research conducted by Haryoko and Ali (2018) and

Kartikasari et al. (2018), which shows that green marketing has a positive and significant influence on purchase intention. Furthermore, research carried out by Almuarif (2016) states that green marketing has a positive and significant influence on buying interest. Research conducted by Pancoro and Zuliestiana (2018) also states that green marketing influences buying interest. However, this study is in line with a study submitted by Balawera (2013), which shows that green marketing has no influence on buying interest.

Word of Mouth on Purchase Intention

Based on the test of the seventh hypothesis, it shows that word of mouth influences purchase intention. This study is consistent with the research of Khan (2015) stated that word of mouth has a positive and significant influence on purchase intention. With the correct word of mouth method, the products will have a good brand image which will increase the purchase intention of consumers. This is supported by the research conducted by Aditya and Wardana (2017) which states that word of mouth entails an increase in purchase intention and this proves that these two variables have a positive and significant relationship. Previous research reveals that there is a significantly positive relationship of word of mouth to purchase intention (Nurvidiana, (2016) and Princess, (2016)

Brand Image on Purchase Intention

Based on the test of the seventh hypothesis, it shows that brand image influences purchase intention. This study is consistent with the research of Septifani et al. (2014), which states that green marketing and brand image have a positive and significant influence on buying interests. Then research conducted by Haryoko and Ali (2018), Kartikasari et al. (2018), and Pancoro and Zuliestiana (2018) proves that green marketing influences buying interest. Furthermore, studies conducted by Santosa et al. (2018), Apriansah et al. (2021), Muadzin and Lenggogeni (2021), Eliasari and Sukaatmadja (2017), and William and Japarianto (2016) state that brand awareness influences buying interest.

Green Marketing, Word of Mouth, Brand Image on Purchase Intention

A simultaneous test on green marketing, word of mouth, and brand image on purchace intention shows that there is a significant impact. This study is in line with studies conducted by by Haryoko and Ali (2018) and Kartikasari *et al.,* (2018), Almuarif (2016), Pancoro and Zuliestiana (2018) shows that green marketing has a positive and significant influence on purchase intention. The research conducted by Khan (2015), Aditya and Wardana (2017), Pancoro and Zuliestiana (2018) stated that word of mouth has a positive and significant influence on purchase intention. The results of research by Rachmawaty and Imanuddin (2020), Almuarief (2016), Dei and Sukaatmaja (2015) show that brand image has a significant influence on customer purchase intention.

CONCLUSION

Based on the discussion result and configuration of the conceptual framework, such as the research model, the conclusions of this study can be specifically presented as follows: green marketing does not influence purchase intention; word of mouth influence on purchase intention, brand image influence purchase intention, and simultan green marketing, word of mouth, brand image influence purchase intention.

Based on the findings from the conclusions of this study, these are some suggestions that can be used as research recommendations: this research focuses on the variables green marketing, word of mouth, brand image, and purchase intention, so other variables such as brand trust, social

media marketing, perceived quality, price, and customer satisfaction are needed to find out the buying interest; future research is expected to add the number of samples, expand the research object, and add relevant topics; future research is expected to process data with different analysis tools such as SPSS, GeSCA, and SEM_AMOS.

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