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Analysis of Green Marketing and Viral Marketing on Purchasing Decisions Through Consumer Behavior as an Intervening Variable (Case Study on Nike Shoes in Indonesia)

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Abstract: This study aims to determine the effect of green marketing and viral marketing on purchasing decisions through consumer behavior as an intervening variable (case study on Nike shoes in Indonesia). The research methodology uses quantitative research, non-probability sampling method, and purposive sampling technique. A total sample of 130 respondents was obtained through distributing questionnaires. The results showed that the green marketing variable (X1) had no effect on purchasing decisions (Y). Viral marketing variable (X2) has an effect on purchasing decision (Y). Green marketing variables (X1) affect consumer behavior (Z). Viral marketing variable (X2) affects consumer behavior (Z). Consumer behavior variable (Z) affects purchasing decision (Y). consumer behavior can mediate the relationship between green marketing and purchasing decisions for Nike shoes. Consumer behavior can also mediate the relationship between viral marketing and purchasing decision for Nike shoes.

Keyword: Green Marketing, Viral Marketing, Purchasing Decision, Consumer Behavior

INTRODUCTION

Companies basically aim to become market leaders in the competition they face in the business world. This requires companies to think more critically and reactively to existing competition. Companies are required to use the right strategy to maintain the attractiveness of their products to existing customers and attract new customers. To implement these strategies, companies must create products that are in demand and meet consumer needs. Without an effective strategy, the company will not survive, because competitors will emerge who offer better products to rival the company's products and capture market share.

Companies must innovate to ensure their products remain relevant and do not disappear from the market. One way to attract consumer interest is to create unique and environmentally friendly diversity, such as green marketing, by utilizing viral marketing media to convey messages to consumers and change consumer behavior patterns towards

purchasing decisions. To implement this strategy, companies need to take actions that are attractive and in accordance with consumer preferences. Without a good strategy, companies will not survive, because competitors will take their market share. Business and technology are growing rapidly day by day. One of the products that has been recognized globally is Nike shoes.

According to Ira (2023) Nike entered the Indonesian market in 1988. At that time, one-third of the shoes offered by Nike were produced directly in the United States. However, the production of Nike shoes subsequently shifted to countries in Asia, particularly China, Vietnam, and Indonesia, due to lower production costs compared to producing directly in the United States. Based on this phenomenon, Nike shoes managed to become the number one most popular shoe in the world.

According to (Bahar, 2019) Nike's slogan "Just Do It" was inspired by a 36-year-old inmate named Gary Gilmore, who uttered the words in 1977. According to Romadhoni (2015) Nike is one of the many companies that produce shoes. Nike is the leading shoe brand in an increasingly competitive market with many other brands such as Adidas, Puma, Skechers, and others releasing similar products. The following data recorded by Companies Market Cap in 2023 shows that Nike is the largest shoe company in the world, as illustrated by the graph below:

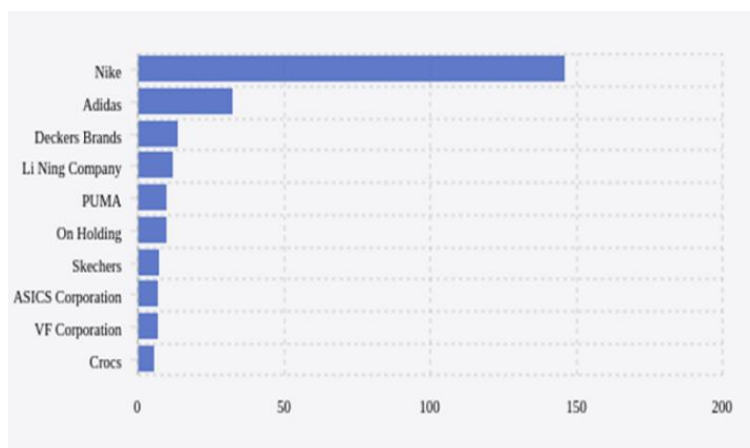


Figure 1. Footwear Companies with the Largest Market Capitalization in the World (September 19, 2023)

LITERATURE REVIEW

Green Marketing

According to Ahmad, Lopian, dan Soegoto (2016) Green marketing is an effort to respect and protect nature in the form of life and integrity in society, based on good utilization of natural resources without creating new areas of consumption. Green marketing focuses on balancing and maintaining the lowest possible consumption levels and does not encourage single-use products.

There are four indicators that describe green marketing according to Mahendra dan Nugraha (2021) as follows: a) Green Product: Marketed products should not contain animal-derived ingredients and should have a long shelf life. The raw materials used in the product must be safe for consumption. b) Green Price: Pricing must be in accordance with the quality of the product being marketed. c) Green Place: Product distribution should facilitate consumer awareness about the types of fuel and other materials that can harm the environment. d) Green Promotion: Utilize promotional media as a tool to change people's perceptions to be more environmentally conscious. For example, encouraging the use of reusable and environmentally friendly shopping bags instead of disposable shopping bags.

Viral Marketing

According to Kotler dan Armstrong (2018) Viral marketing is defined as the digital version of "word-of-mouth" marketing, which involves creating videos, advertisements, and other marketing content that is contagious enough to encourage consumers to share it with their friends and relatives. Viral marketing is like the spread of a virus, satisfied consumers will share information about the product with friends and relatives and encourage them to buy it. Viral marketing utilizes word of mouth through online media, spreading through social media platforms. According to Boentoro dan Paramita (2020) Viral marketing is an online marketing strategy that aims to achieve a specific goal by getting people to accept a message about a product or service, and encouraging them to spread the message to others, thus expanding the reach of the message.

According to Purba dan Hidayat (2016), There are three indicators used as benchmarks in viral marketing: a) Messengers: An important element in creating a viral marketing epidemic is having the right people to spread the message. There are three groups to ensure the transformation of an ordinary message into a viral phenomenon: market experts, social connections, and salespeople. Messengers include customer recommendations, communities, chat rooms, and search engines. b) Message: Only good and compelling messages will be passed on to consumers to create a viral marketing phenomenon. c) Environment: In addition to delivering the right message to the right people, environmental conditions can also affect the success or failure of viral marketing. Clarifying and managing information relating to potential viral marketing actions and considering possible key measurements in relation to the formulated campaign objectives should be considered.

Purchasing Decision

According to Kotler dan Amstrong (2014) Purchasing decision is the process by which consumers make a choice to buy one product from various available alternatives. In this process, consumers identify their problems, seek information about specific products or brands, and evaluate how effective each alternative is in solving their problems, which ultimately leads to a decision to buy (Tjiptono 2017).

According to Kotler dan Keller (2017) there are four indicators in purchasing decisions: a) Confidence in buying after obtaining product information, namely consumers who decide to buy a product after knowing good information about it. b) Deciding to buy because of a preferred brand, namely buying because the brand is well-known and liked. c) Buying to fulfill wants and needs, which refers to consumers who buy because the product is in accordance with their wants and needs. d) Buying based on recommendations from family or friends, where advice from the closest person greatly influences the decision to buy a particular product.

Consumer Behavior

Consumer behavior is an activity carried out by individuals to obtain and use goods or services, which includes the decision-making stage and the determination of various activities related to the process (Basu Swastha Dharmesta, 2019). Consumer behavior is influenced by marketing stimuli such as products or services, price, distribution, and communication, as well as other stimuli that affect consumer psychology, including motivation, perception, learning, memory, and personal characteristics. Consumers then go through the stages of the purchasing decision process which includes problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior, until finally making a purchase decision (Purboyo et al. 2021). Consumer behavior is the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process in the preparation and determination of these activities (Handoko, 2015).

According to Kotler dan Armstrong (2018) indicators of consumer behavior are as follows: a) The Cognitive Component is consumers' beliefs related to their perceptions of product attributes, where the more positive the belief in the brand image, the overall cognitive component will support an overall positive attitude. This cognition is formed through knowledge of product attributes and benefits that influence consumer beliefs. b) The Affective Component refers to a person's feelings towards an object, whether the object is liked or not. c) The Conative Component involves real actions towards an object of consumer behavior and the desire to take certain actions chosen by consumers.

METHOD

The research methodology uses quantitative research type, non-probability sampling method, and purposive sampling technique. The sample size was 130 respondents obtained through distributing questionnaires. The data collected came from questionnaires given to respondents.

RESULTS AND DISCUSSION

Based on the results of data collection, it is described according to gender as follows:

Table 1. Gender

Category	Frequency	Percentage
Male	62	47.7%
Female	68	52.3%
Total	130	100%

Source: Primary Data, processed (2024)

Based on Table 1, it can be seen that based on gender, the majority of respondents are in the female category, with 68 respondents (52.3%). Based on the results of data collection, it can be described based on age as follows:

Table 2. Age

Category	Frequency	Percentage
17 Years - 25 Years	40	30.8%
26 Years - 33 Years	50	38.5%
34 Years - 42 Years	40	30.7%
Total	130	100%

Source: Primary Data, processed (2024)

Based on Table 2, it can be seen that based on age, the majority of respondents are in the 26 - 33 year category, with a total of 50 respondents (38.5%). Based on the results of data collection, it can be described according to the highest level of education as follows:

Table 3. Highest Level of Education

Category	Frequency	Percentage
No Formal Education	0	0%
Completed elementary school	0	0%
Graduated from junior high school	0	0%
Graduated from senior high school/vocational high school	29	22.3%
Associate/Bachelor's Degree	101	77.7%
Master/Doctoral Degree	0	0%

Source: Primary Data, processed (2024)

Based on Table 3, it can be seen that based on the highest level of education, the majority of respondents are in the Bachelor / Bachelor category, with a total of 101

respondents (77.7%). Based on the results of data collection, it can be described according to occupation as follows:

Table 4. Occupation

Category	Frequency	Percentage
Private Sector	83	63.8%
Entrepreneurs	7	5.4%
Students	29	22,3%
Civil Servants	11	8.5%
Others	0	0%
Total	130	100%

Source: Primary Data, processed (2024)

Based on Table 4, it can be seen that based on occupation, the majority of respondents are in the Private category, with 83 respondents (63.8%). Based on the results of data collection, it can be described based on spending on each purchase of environmentally friendly Nike shoes as follows:

Table 5. Expenses for Each Purchase of Eco-Friendly Nike Shoes

Category	Frequency	Percentage
RP 700.000 - RP 1.500.000	27	20.8%
RP 1.600.000 - RP 2.500.000	20	15.4%
RP 2.600.000 - RP 3.500.000	25	19.2%
RP 3.600.000 - RP 4.500.000	34	26.2%
RP. 5.000.000 >	24	18.4%
Total	130	100%

Source: Primary Data, processed (2024)

Based on Table 5, it can be seen that based on spending on each purchase of environmentally friendly Nike shoes, the majority of respondents fall into the Rp3,600,000.00 - Rp4,500,000.00 category, with 34 respondents (26.2%). Data analysis was carried out using the Partial Least Squares (PLS) method which is a variance-based Structural Equation Modeling (SEM) technique, using SmartPLS software version 3.2.8 to determine the value of the indicator test, model fit test, hypothesis testing and mediation analysis. The following are the results of the indicator test for each variable:

Convergent Validity

Tabel 6. Convergent Validity Results

Item	Green Marketing X1	Viral Marketing X2	Purchase Decision Y	Consumer Behavior Z	Status
X1.1	0.844				√
X1.2	0.853				√
X1.3	0.864				√
X1.4	0.831				√
X1.5	0.833				√
X1.6	0.863				√
X2.1		0.845			√
X2.2		0.862			√
X2.3		0.830			√
X2.4		0.853			√
X2.5		0.832			√
X2.6		0.859			√
Y.1			0.871		√
Y.2			0.852		√

Item	Green Marketing	Viral Marketing	Purchase Decision	Consumer Behavior	Status
	X1	X2	Y	Z	
Y.3			0.852		√
Y.4			0.862		√
Y.5			0.875		√
Y.6			0.879		√
Y.7			0.879		√
Y.8			0.862		√
Z.1				0.865	√
Z.2				0.861	√
Z.3				0.864	√
Z.4				0.839	√
Z.5				0.853	√
Z.6				0.859	√

Source: Primary Data, processed (2024)

The cross-loadings presented in Table 6 demonstrate that each item is strongly associated with its intended latent variable more so than with any other latent variable. This confirms that the variables accurately represent their underlying concepts and that the measure possesses adequate discriminant validity.

Composite Reliability

Table 7. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Consumer Behavior	0.928	0.943
Green Marketing	0.922	0.939
Purchase Decision	0.953	0.960
Viral Marketing	0.921	0.938

Source: Primary Data, processed (2024)

The data in Table 7 shows that all research variables have high reliability. This is confirmed by composite reliability and Cronbach's Alpha values exceeding the accepted threshold of 0.7 for each variable.

Fit Test

Table 8. Model fit

Criteria	Result	Cut off	Description
SRMR	0.044	Suitable if < 0.10	Match
d_ULS	0.667	Suitable if > 0.95	Marginal Match
d_G	0.891	Suitable if > 0.05	Match
Chi-Square	585.513	Suitable if close to 0	No Match
NFI	0.839	Suitable if > 0.90	Marginal Match
Rms_Theta	0.142	Suitable if < 0.12	Marginal Match

Source: Primary Data, processed (2024)

Based on the results of the fit model output above, the d_ULS value of 0.667 is almost close to 0.95, the chi-square value of 585.513 is not close to 0, and the NFI value of 0.839 is close to 0.90, thus the data cannot be said to be fit. However, looking at the SRMR results with a value of 0.044 < 0.10, the model is fit, so it can be concluded that the model fits the data.

Inner Model

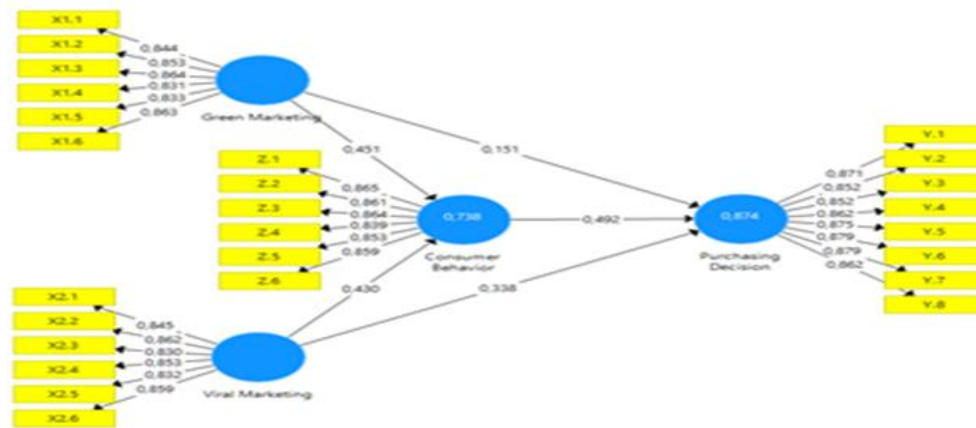


Figure 2. Inner Model

Evaluation of the structural model in SmartPLS begins with checking the R-square of each dependent latent variable. Figure 2 shows the results of the R-square estimation using SmartPLS.

R-Square

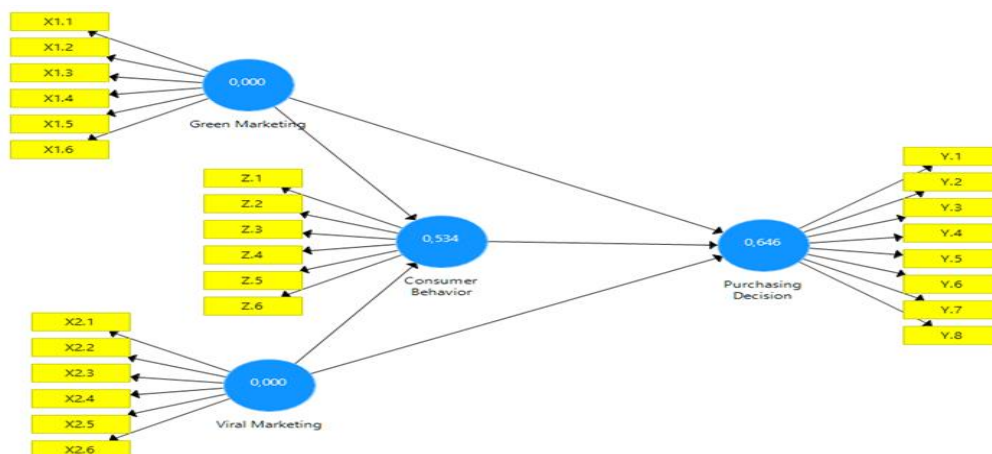
Table 9. R-Square Test Results

Variable	R-Square	Adjusted R-Square
Consumer Behavior (Z)	0.738	0.733
Purchase Decision (Y)	0.874	0.871

Source: SmartPLS Output Results (2024)

Based on Table 9, it is explained that the R-Square of the consumer behavior variable is 0.738. This means that the ability of variables X1 and X2 to explain Z is 73.8%, while the remaining 26.2% can be explained by other variables not included in this study. Meanwhile, the R-squared of the purchasing decision variable is 0.874. This means that the ability of X1 and X2 through Z to explain Y is 87.4%, and 12.6% can be explained by other variables not included in this study.

Predictive Relevance (Q Square)



Source: SmartPLS Output Results (2024)

Figure 3. Inner Model

The Q Square test can be seen in Figure 3, the results shown can be summarized in the following table:

Table 10. Q-Square Value

Variable	Q ² (=1-SSE/SSO)	Description
Purchase Decision	0.646	Has predictive relevance
Consumer Behavior	0.534	Has predictive relevance

Source: SmartPLS Output Results (2024)

Based on the table above, it can be seen that the Q-Square value for the dependent variables is > 0. With this value, it can be concluded that this study has good predictive relevance for the observed Q-Square value.

Hypothesis Testing

The values for hypothesis testing in this study can be seen in Figure 4:

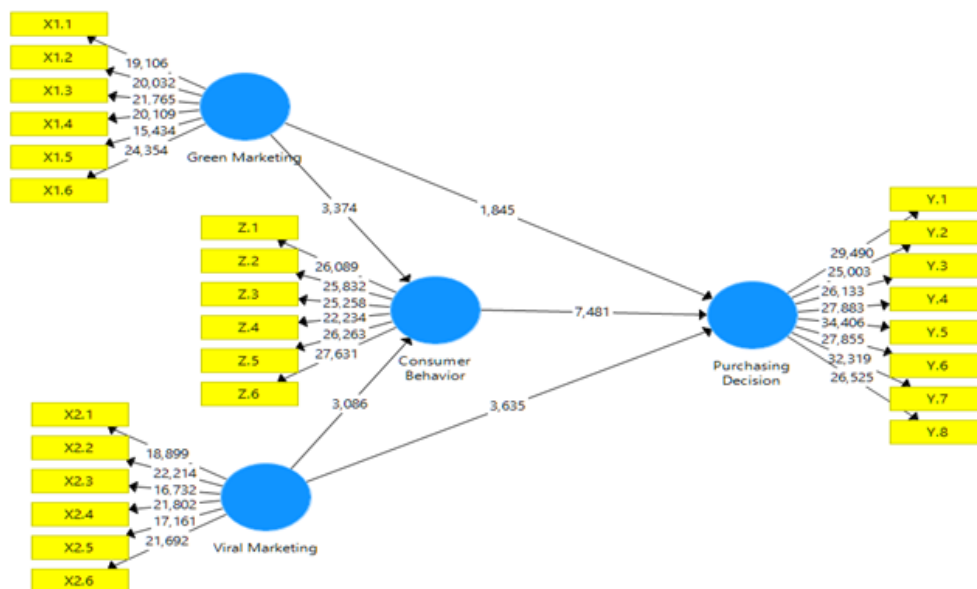


Figure 4. Hypothesis Testing

The results of hypothesis testing can be presented in the following table:

Table 11. Hypothesis Testing

Indicator	Original Sample (O)	Sample average (M)	Deviasi standar (STDEV)	Statistic T (O/STDEV)	P Value
GM -> PD	0,151	0,164	0,081	1,861	0,063
VM-> PD	0,338	0,330	0,095	3,571	0,000
GM -> CB	0,451	0,449	0,132	3,417	0,001
VM -> CB	0,430	0,428	0,136	3,159	0,002
CB -> PD	0,492	0,488	0,071	6,956	0,000

Source: SmartPLS Output Results (2024)

In SmartPLS, statistical testing of each hypothesized relationship is performed using simulation. This test is performed using the bootstrapping method on the sample.

Mediation Analysis

Table 12. Analysis in Medias

Variable	Direct Effect (DE)	Indirect Effect (IE)	Total Securities (TE)	Mediation Effect
	X -> Z	X -> Y -> Z	DE + IE	TE - DE
Green Marketing (X1)	0.151 (0.063)	0.222 (0.001)	0.373 (0.000)	0.222
Viral Marketing (X2)	0.338 (0.000)	0.212 (0.009)	0.550 (0.000)	0.212

Source: SmartPLS Output Results (2024)

The Effect of Green Marketing on Purchasing Decision

This study shows that green marketing has no significant positive effect on purchasing decisions. The results of the first hypothesis test regarding the effect of green marketing on purchasing decisions show a coefficient value of 0.151, a p-value of $0.063 > 0.05$, and t count of $1.861 < 1.980$. This research is in line with research conducted by Purnama & Adi (2019) which shows that green marketing has an insignificant effect on purchasing decisions. However, the results of this study differ from research conducted by Asyhari & Yuwalliatin (2021) which found a positive and significant effect of green marketing on purchasing decisions.

The Effect of Viral Marketing on Purchasing Decision

This study shows that viral marketing has a positive and significant effect on purchasing decisions. The results of the second hypothesis test regarding the effect of viral marketing on purchasing decisions show a coefficient value of 0.338, a p-value of $0.000 < 0.05$, and a t count of $3.571 > 1.980$.

This research is in line with research conducted by (Sigar et al., 2021), Lohonusa & Mandagie (2021), Fathurrahman et al (2021), Utami et al (2024), and Purnomo et al (2023) The results of these studies show that viral marketing has a positive and partially significant effect on the purchasing decision variable.

Effect of Green Marketing on Consumer Behavior

This study shows that green marketing has a positive effect on consumer behavior. The results of the third hypothesis test regarding the effect of green marketing on consumer behavior show a coefficient value of 0.451, a p-value of $0.001 < 0.05$, and t count of $3.417 > 1.980$. This research is in line with research conducted by Purnama dan Adi (2019) (2019) which shows that green marketing has a positive and significant effect on consumer behavior. However, the results of this study differ from research by Rahmawati (2022) which states that green marketing has no significant effect on consumer behavior.

The Effect of Viral Marketing on Consumer Behavior

This study shows that viral marketing has a positive and significant effect on consumer behavior. The results of the fourth hypothesis test regarding the effect of viral marketing on consumer behavior show a coefficient value of 0.430, a p-value of $0.002 < 0.05$, and t count of $3.159 > 1.980$. This research is different from the research conducted by Satria, Matriadi, dan Maryudi (2021), Fitriani et al (2022), and Bagasanggakara (2020) which found that viral marketing variables have a positive and significant effect directly on consumer behavior.

The Effect of Consumer Behavior on Purchasing Decision

This study shows that consumer behavior has a positive and significant effect on purchasing decisions. The results of the fifth hypothesis test regarding the effect of consumer behavior on purchasing decisions show a coefficient value of 0.492, a p-value of $0.000 < 0.05$,

and a t count of $6.956 > 1.980$. The results of this study are in line with research conducted by Salam dan Sukiman (2021), Adnan (2019) dan Destian dan Djatmiko (2017) which shows that consumer behavior (cultural, social, and psychological factors) has a significant effect on purchasing decisions.

The Effect of Green Marketing on Purchasing Decision Mediated by Consumer Behavior

The mediation test results for the effect of green marketing on purchasing decisions mediated by consumer behavior show a coefficient value of 0.151 for direct effects and 0.222 for indirect effects. When combined, this results in a total effect of 0.373. It can be concluded that the Total Effect is greater than the Direct Effect, indicating that the consumer behavior variable acts as a mediating influence of the green marketing variable on the purchasing decision variable.

The Effect of Viral Marketing on Purchasing Decision Mediated by Consumer Behavior

The mediation test results for the effect of viral marketing on purchasing decisions mediated by consumer behavior show a coefficient value of 0.338 for direct effects and 0.212 for indirect effects. When combined, this results in a total effect of 0.550. It can be concluded that the Total Effect is greater than the Direct Effect, indicating that the consumer behavior variable acts as a mediating influence of the viral marketing variable on the purchasing decision variable.

CONCLUSION

Based on the analysis above, the following conclusions can be drawn: 1) Green marketing (X1) has no effect on purchasing decisions (Y). 2) Viral marketing (X2) has an effect on purchasing decisions (Y). 3) Green marketing (X1) affects consumer behavior (Z). 4) Viral marketing (X2) affects consumer behavior (Z). 5) Consumer behavior (Z) affects purchasing decisions (Y). 6) Consumer behavior can mediate the effect of green marketing on purchasing decisions for Nike shoes. 7) Consumer behavior can mediate the effect of viral marketing on purchasing decisions for Nike shoes.

Consumers buy Nike shoes not because they are environmentally conscious, but because of a lack of knowledge about the impact of company waste which can sometimes pollute sea and river water. Therefore, companies are required to educate the public about the impact of chemical waste. Watching a short movie about Nike's history does not influence the purchasing decisions of some consumers because many do not understand the meaning and history of the movie titled "Water". As a result, the company needs to implement the movie "Water" in real life to motivate consumers to better understand its meaning. Some consumers are not influenced by family members when buying Nike shoes due to age and gender differences. Therefore, the company should differentiate designs for men and women based on age. Some customers are not satisfied with the design, color, and personal customization of Nike shoes because the color is too bright, the design is outdated, and the customization is not up to their expectations. Therefore, the company should pay more attention to consumers' wishes by creating a website for feedback and suggestions.

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