



## The Influence of Green Marketing on Purchase Decisions Mediated by Brand Image: A Study on Lulur Sekar Jagat Consumers in Denpasar City

Kadek Cintya Putri Anggreni<sup>1\*</sup>, Gede Suparna<sup>2</sup>  
Universitas Udayana, Indonesia

**Corresponding Author:** Kadek Cintya Putri Anggreni  
[cintya.anggreni066@student.unud.ac.id](mailto:cintya.anggreni066@student.unud.ac.id)

---

### ARTICLE INFO

*Keywords:* Green Marketing, Purchase Decision, Brand Image

*Received :* 16, July

*Revised :* 30, July

*Accepted:* 27, August

©2025 Anggreni, Suparna: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

The beauty industry continues to grow in line with the increasing awareness among Indonesians regarding proper body care. However, this growth also contributes to an increase in waste generated by the industry. The intense competition among beauty companies provides consumers with numerous choices in fulfilling their skincare needs. This study aims to analyze the influence of green marketing on purchase decisions mediated by brand image in the context of Lulur Sekar Jagat products in Denpasar City. The population of this study consists of residents of Denpasar who have previously purchased Lulur Sekar Jagat products. A total of 170 respondents were selected using a non-probability sampling technique with a purposive sampling method. Data were analyzed using path analysis with the assistance of SPSS software. The results indicate that: (1) green marketing has a positive and significant effect on purchase decisions, (2) green marketing has a positive and significant effect on brand image, (3) brand image has a positive and significant effect on purchase decisions, and (4) brand image mediates the influence of green marketing on purchase decisions.

---

## INTRODUCTION

The beauty industry continues to grow in line with the increasing awareness of the Indonesian public regarding proper body care. In 2024, revenue from skincare in the beauty and personal care industry in Indonesia reached 9.17 billion US dollars and is projected to continue growing, peaking in 2028. However, this growth is accompanied by an increase in waste generated by the industry. According to the Sistem Informasi Pengelolaan Sampah Nasional (SIPSN) in 2023, waste generation in Indonesia reached 19 million tons per year. One of the wastes produced by cosmetic products is fine particles, which can contribute to microplastic pollution.

Body scrub is one of the most widely used personal care products among Indonesians and is also one of the products contributing to microplastic waste in Indonesia. A traditional body scrub brand that has been consumed by Indonesians for years is *Lulur Sekar Jagat*, which has been established since 2003 and utilizes natural ingredients as its primary production materials. *Lulur Sekar Jagat* uses fruits and other natural ingredients in its production process, which helps reduce environmental pollution caused by microplastic waste. However, along with the growth of the personal care industry, a wide range of body scrub products has also emerged, increasing the number of competitors for *Lulur Sekar Jagat*. The emergence of these new products has negatively impacted the sales figures of *Lulur Sekar Jagat* at UD. Sekar Jagat, which have experienced a decline.

This competitive landscape and declining sales may pose a risk of losing market share and make it difficult to maintain a stable position in the personal care industry. Therefore, the company needs to analyze consumer behavior, particularly in the decision-making process, to help develop marketing strategies that are aligned with market needs and are effective. According to Katu and Suparna (2022), purchase decisions are a process undertaken by consumers due to the presence of a need or problem, followed by information search regarding products or brands, and concluded with the evaluation of several alternatives before making the best purchase decision.

Consumer buying decisions are affected by a range of internal and external marketing factors. Currently, internal factors such as lifestyle play a significant role in shaping consumer decisions to purchase a product. A healthy lifestyle and increasing consumer awareness regarding environmental sustainability have also grown. Green marketing refers to the strategies implemented by companies to develop or promote products and services that are environmentally sustainable. Effective green marketing strategies can encourage the purchase of environmentally friendly products, as consumers receive information about the benefits of such products through the green marketing carried out by companies. This is in line with studies by Larasati and Purwono (2021), Rosyada and Dwijayanti (2023), and Puspitasari et al. (2021), which found that green marketing has a positive and significant effect on purchase decisions. However, research by Ginting et al. (2023) states that the effect of green marketing on purchase decisions is not significantly correlated.

The variation in findings from previous studies on the link between green marketing and purchase decisions highlights the necessity of introducing a

mediating variable. In this context, brand image is proposed as the mediator, as it has the potential to strengthen the impact of green marketing strategies and boost consumer purchase decisions. Therefore, this study employs brand image as a mediating variable.

This study adopts the Theory of Planned Behavior (TPB), as it is relevant to the variables of green marketing, brand image, and purchase decisions. Purchasing decisions require consumers to choose from various available offers; therefore, consumers must have decisiveness and broad knowledge to select the product that is best for them. This study uses purchase decision indicators based on a synthesis of those proposed by Katu & Suparna (2022), Larika & Ekowati (2020) and Panggabean et al. (2023), namely: (1) Confidence in the product; (2) Suitability to needs; (3) Seeking product information; (4) Product usefulness; (5) Repeat purchases; (6) Recommending the product to others.

Green marketing refers to marketing activities that aim to promote environmentally friendly products to consumers by minimizing negative impacts on the environment. This study uses green marketing indicators based on a combination of those proposed by Kinasih et al. (2023), Nandaika and Respati (2021), and Dhuha (2015), namely: (1) Environmentally friendly products; (2) Price-quality appropriateness; (3) Promotion; (4) Environmental contribution; (5) Environmental responsibility.

Brand image is the consumer's perception of a brand, reflecting their assessment of the brand, whether positive or negative, which can be influenced by environmental and personal factors. This study adopts brand image indicators based on a synthesis of those proposed by Lin et al. (2021), Aaker and Biel (2017:71), and Moksaoka and Rahyuda (2016), namely: (1) Brand characteristics; (2) Brand has better products than its competitors; (3) Easily found in the market; (4) Product image; (5) Widely recognized by the public; (6) Favorable.

## LITERATURE REVIEW

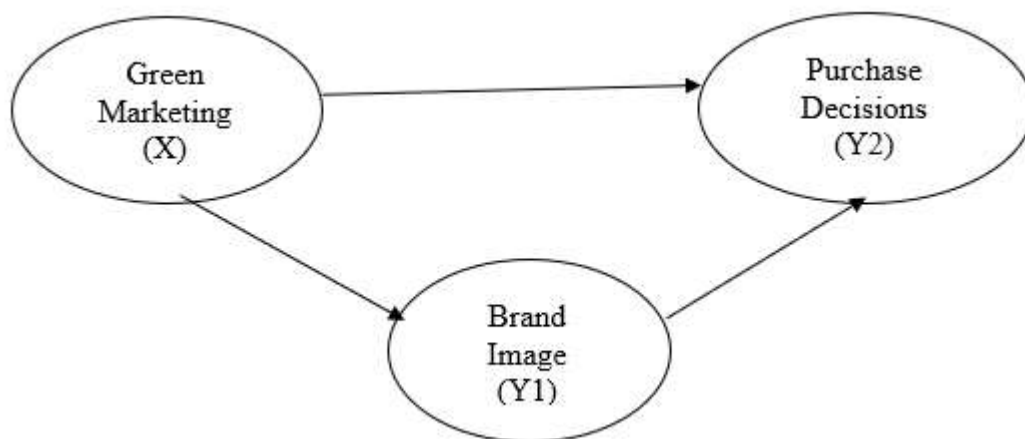


Figure 1. Conceptual Framework  
*Source: Nandaika & Respati (2021)*

The implementation of green marketing by companies can shape a positive perception of the product, thereby influencing consumers in the decision-making process. When consumers perceive that a product not only

fulfills functional needs but also carries environmental responsibility, their tendency to purchase the product increases. Green marketing plays a crucial role in encouraging purchase decisions by creating added value that aligns with the values and preferences of modern consumers. The findings of Johanis et al. (2023) indicate that green marketing has a positive and significant effect on purchase decisions. Green marketing successfully stimulates consumers' purchase intentions.

Products marketed as environmentally friendly tend to create a positive perception of the brand, as they are considered to reflect social responsibility and concern for sustainability. When consumers see that a brand is consistent in applying environmentally conscious practices, their trust in the brand increases. A corporate image that aligns with sustainability values not only fosters customer loyalty but also enhances brand equity in the long term. The study conducted by Kinasih et al. (2023) found that green marketing has a positive and significant influence on brand image. The better the green marketing strategy implemented, the stronger the brand image of the product or company.

A positive brand image can create strong associations in the minds of consumers, such as perceptions of quality, trust, and product credibility. This influences consumers' tendency in making purchase decisions, even in cases where there are no significant differences in product quality among competing brands. Brand image contributes to purchase decisions by shaping favorable perceptions of the offered product or brand. The study conducted by Subawa et al. (2023) demonstrated that brand image significantly influences consumers' purchasing decisions. A stronger brand image increases the probability that consumers will opt to buy the product.

The implementation of green marketing also affects brand image, particularly among environmentally conscious consumers. The study conducted by Dewi and Rahanatha (2022) stated that green marketing influences purchase decisions through brand image. Another study by Tyas et al. (2024) also found that green marketing has a positive impact on purchase decisions through brand image. These findings suggest that brand image is able to mediate the effect of green marketing on purchase decisions.

## METHODOLOGY

This study is an associative research that aims to describe and test hypotheses regarding the relationship between two or more variables. The research was conducted in Denpasar City, considering that Denpasar has the second highest income after Badung in Bali and its economy is the largest in the province.

The object of this research is consumer behavior in making purchase decisions for *Lulur Sekar Jagat* products, which is influenced by green marketing and mediated by brand image. The subjects in this study are consumers who intend to purchase or have previously purchased *Lulur Sekar Jagat* products in the Denpasar area. The population in this study includes all consumers who either intend to purchase or have already purchased *Lulur Sekar Jagat* products in Denpasar City.

The number of indicators used in this study is 17, which determines the appropriate sample size to be within the range of 85–170 respondents. Therefore, the total number of respondents selected for this study is 170. The sampling method applied is non-probability sampling, a sampling technique that does not provide equal opportunity for all members of the population to be selected as samples.

The research instrument employed is a questionnaire consisting of a series of questions presented to respondents. Responses to each indicator are measured using a Likert scale. Since the data collection was conducted through questionnaires, the responses must be tested for validity and reliability to ensure that the instrument is suitable for measuring the data.

The data analysis techniques used in this study include descriptive statistical analysis, classical assumption tests, path analysis, the Sobel test, and Variance Accounted For (VAF) analysis.

## RESEARCH RESULT AND DISCUSSION

This study employed construct validity, wherein the research instrument was pre-tested on a sample drawn from the population. An instrument is considered valid if the Pearson product-moment correlation ( $r$ -calculated) is greater than the  $r$ -table value or exceeds 0.30. Based on the validity test results, all research instruments – namely green marketing, brand image, and purchase decision – fulfilled the requirements of validity, with each variable’s total Pearson Correlation score above 0.30 and a significance level below 5% (0.05). These results indicate that the instruments are suitable for use in measuring the research variables.

The reliability of the research instrument was tested using Cronbach’s Alpha. An instrument is considered reliable if its Cronbach’s Alpha score is greater than 0.6. The reliability test results for all instruments – green marketing, brand image, and purchase decision – met the reliability criteria, with Cronbach’s Alpha values for each variable exceeding 0.6. These findings indicate that all research instruments are consistent in measuring the respective variables and meet the reliability requirements.

Table 1. Respondent Characteristics

No.	Variable	Klasifikasi	Jumlah (orang)	Persentase (%)
1	Gender	Male	22	12,9%
		Female	148	87,1%
		<b>Total</b>	<b>170</b>	<b>100%</b>
2	Age	17-20 years	14	8,2%
		21-25 years	72	42,4%
		26-30 years	44	25,9%
		30-35 years	19	11,2%
		>35 years	21	12,4%
		<b>Total</b>	<b>170</b>	<b>100%</b>
3	Education	Senior High School/Vocational	77	45,3%

			Diploma	16	9,4%
			Bachelor's Degree	71	41,8%
			Post Graduate	6	3,5%
			Others	0	0%
			<b>Total</b>	<b>170</b>	<b>100%</b>
4	Occupation		Undergraduate Student	44	25,9%
			Private Employee	56	32,9%
			Civil Servant	11	6,5%
			Entrepreneur	21	12,4%
			Others	38	22,4%
			<b>Total</b>	<b>170</b>	<b>100%</b>
5	Income or Allowance		<Rp.1.000.000	27	15,9%
			Rp.1.000.000- Rp.3.000.000	61	35,9%
			Rp.3.000.000- Rp.5.000.000	65	38,2%
			>Rp.5.000.000	17	10%
			<b>Total</b>	<b>170</b>	<b>100%</b>
6	Area of Residence in Denpasar		North Denpasar	43	25,3%
			East Denpasar	49	28,8%
			West Denpasar	39	22,9%
			South Denpasar	39	22,9%
			<b>Total</b>	<b>170</b>	<b>100%</b>

Table 1 shows the respondents' demographic characteristics, indicating that most of them were female, comprising 87.1% or 148 individuals. Most respondents fell within the age range of 21–25 years, accounting for 42.4% or 72 individuals. In terms of educational background, the largest proportion had completed senior high school or vocational school, representing 45.3% or 77 individuals. Regarding occupation, the most common group consisted of private sector employees, totaling 32.9% or 56 respondents.

The green marketing variable recorded an average response score of 3.67, which is categorized as good. The highest mean score, 3.79, was observed for the item: *“Do you feel that Lulur Sekar Jagat is a product that uses environmentally friendly natural ingredients that do not harm the environment?”* The lowest mean score was 3.57, corresponding to the item: *“Do you think that Lulur Sekar Jagat contributes to the environment by using organic materials that can reduce waste?”*

For the brand image variable, the average response score was 3.59, also categorized as good. The highest-rated item was *“Do you have a positive view of the Lulur Sekar Jagat brand?”* with an average score of 3.91, while the lowest was *“Is Lulur Sekar Jagat the first brand that comes to mind when you want to buy a body scrub?”* with an average of 3.30.

The purchase decision variable showed the highest overall average score at 3.81, which is considered good. The item with the highest score was *“Do you seek information before purchasing Lulur Sekar Jagat products?”* with a mean of 3.99.

Meanwhile, the lowest score was 3.63 for the item: "Do you feel that Lulus Sekar Jagat products provide additional benefits by contributing to nature conservation through biodegradable natural ingredients?"

Table 2. Normality Test Results

Persamaan	Asymp. Sig. (2 tailed) Kolmogorov-Smirnov
Substructure 1	0,200
Substructure 2	0,90

This study employed the One-Sample Kolmogorov-Smirnov test to assess normality, as displayed in Table 2. The Asymp. Sig (2-tailed) values obtained were 0.200 and 0.90, both exceeding the 0.05 significance level. This indicates that the data are normally distributed. Consequently, it can be concluded that the regression model satisfies the assumption of normality.

Table 3. Multicollinearity Test Results

Persamaan	Model	Colinearity Statistics	
		Tolerance	VIF
Substructure 1	Green marketing	1,000	1,000
Substructure 2	Green marketing	0,630	1,588
	Brand image	0,630	1,588

The tolerance values for each variable are greater than 0.10 and the VIF values are less than 10. These results indicate that the regression model is free from multicollinearity issues.

Table 4. Heteroscedasticity Test Results

Persamaan	Model	t	Sig.
Substructure 1	Green marketing	-903	0,368
Substructure 2	Green marketing	0,54	0,957
	Brand image	-1,182	0,239

The results presented in the table indicate that the significance values for each regression model exceed 0.05. This implies that there is no statistically significant relationship between the independent variables and the absolute residuals. Therefore, it can be concluded that both Model 1 and Model 2 do not exhibit symptoms of heteroscedasticity.

Table 5. Structural Path Analysis Results I

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.896	1,503		4,587	0,000
Green marketing	0,800	0,080	0,608	9,937	0,000
$R^2$ : 0,370					

The green marketing variable has a coefficient of 0.608, indicating a positive influence on brand image. This means that an increase in green marketing will lead to an increase in brand image, and vice versa.

Table 6. Structural Path Analysis Results II

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	10.008	1,208		8,282	0,000
Green marketing	0,179	0,077	0,169	2,326	0,021
Brand image	0,443	0,058	0,551	7,578	0,000
$R^2R^2 : 0,445$					

The green marketing variable has a coefficient of 0.169, indicating a positive effect on purchase decisions. Similarly, the brand image variable demonstrates a coefficient of 0.551, indicating a positive and significant impact on purchase decisions. This finding suggests that improvements in either green marketing initiatives or brand image are associated with increased levels of consumer purchase decisions.

Based on the calculation of the total determination coefficient, a value of 0.653 was obtained. This indicates that 65.3% of the variation in the purchase decision variable among Lulus Sekar Jagat consumers in Denpasar City is explained by green marketing and brand image. The remaining 34.7% is attributed to other factors that are not accounted for in this research model.

Based on the Sobel test, the calculated Z value was 6.025, which is greater than the Z-table value of 1.96. This indicates that brand image is able to mediate the effect of green marketing on purchase decisions, and thus the fourth hypothesis is accepted.

According to the VAF (Variance Accounted For) test, the VAF value was 66%. Since the value falls within the range of 20% < VAF < 80%, it can be categorized as partial mediation. This means that the mediating effect of brand image on the relationship between green marketing and purchase decision is classified as partial mediation.

Based on the results of the analysis on the influence of green marketing on purchase decisions, it was found that the green marketing variable has a positive and significant effect on consumer purchase decisions for Lulus Sekar Jagat products in Denpasar City. This means that the better the implementation of green marketing strategies carried out by Lulus Sekar Jagat, the higher the level of consumer purchase decisions for the product. Therefore, the first hypothesis is accepted. This finding is also supported by previous studies conducted by Adhimusandi et al. (2020), Liana & Oktafani (2020), Tsai et al. (2020), and Sarah & Sutar (2020), which also confirmed that green marketing has a positive and significant effect on purchase decisions.

Furthermore, the analysis results also show that green marketing has a positive and significant effect on brand image among consumers of Lulus Sekar

Jagat products in Denpasar City. This finding indicates that marketing strategies emphasizing environmentally friendly aspects are capable of shaping a positive brand perception in the minds of consumers. The implementation of green marketing by Lulus Sekar Jagat, such as the use of natural ingredients, affordable pricing, and promotions highlighting environmental concern, contributes to enhancing the overall brand image. These results are supported by studies conducted by Adnyana & Santika (2021), Trinanda & Saputri (2021), Asyhari & Yuwalliatin (2021), and Sufa et al. (2021), which also found that green marketing has a positive and significant effect on brand image.

The analysis on the influence of brand image on purchase decisions also indicates that the brand image variable has a positive and significant effect on consumer purchase decisions for Lulus Sekar Jagat products in Denpasar City. This suggests that the better the brand image possessed by Lulus Sekar Jagat, the higher the likelihood that consumers will decide to purchase the product, thus supporting the third hypothesis. A strong brand image, characterized by product excellence, availability, positive reputation, public recognition, and favorable impressions, can significantly increase consumer purchase decisions for Lulus Sekar Jagat products. These findings are in line with those of Hasmiati (2020), who found that brand image has a positive and significant effect on consumer purchase decisions. Similar results were also reported by Fatimah & Soedarmadi (2020), as well as Fadila et al. (2021), all of whom concluded that brand image positively and significantly influences purchase decisions.

Based on the results of the Sobel test, it was found that green marketing has a positive and significant effect on consumer purchase decisions for Lulus Sekar Jagat products in Denpasar City through brand image as a mediating variable. This means that brand image strengthens the effect of green marketing on purchase decisions, thus supporting the fourth hypothesis. This implies that a well-executed green marketing strategy by Lulus Sekar Jagat can enhance the brand's positive image in consumers' minds, which in turn influences their decision to purchase the product. These findings are consistent with the results of research conducted by Nandaika & Respati (2021), which showed that brand image mediates the influence of green marketing on purchase decisions. Similar findings were also reported by Rayon & Widagda (2021), as well as Dewi & Rahanatha (2022), who concluded that green marketing significantly affects purchase decisions through brand image as a mediating variable.

## **CONCLUSION AND RECOMMENDATION**

Green marketing has a positive and significant effect on consumers' purchase decisions for Lulus Sekar Jagat products in Denpasar City. This suggests that the more effectively Lulus Sekar Jagat applies green marketing strategies, the greater the tendency of consumers to make a purchase decision. Furthermore, green marketing also has a positive and significant effect on brand image. This means that improved green marketing practices by Lulus Sekar Jagat enhance the brand image in the eyes of consumers. Brand image, in turn, has a positive and significant effect on purchase decisions. This implies that a stronger

brand image leads to a higher consumer inclination to purchase Lulur Sekar Jagat products.

Brand image also partially mediates the relationship between green marketing and purchase decisions. In other words, brand image strengthens the influence of green marketing on consumers' purchase decisions. Moving forward, it is recommended that Lulur Sekar Jagat strengthens its communication regarding the environmentally friendly aspects of its products. This can be done by clearly displaying organic ingredient labels, providing educational content through social media, and conducting sustainability campaigns. Currently, Lulur Sekar Jagat has not fully established itself as a top-of-mind brand when consumers think of body scrubs. This suggests that the favorable aspect of brand image, particularly brand recall, needs to be improved through more intensive and consistent marketing strategies.

### ADVANCED RESEARCH

Future research is encouraged to broaden the scope beyond consumers of Lulur Sekar Jagat in Denpasar City. Researchers may consider expanding the geographic coverage or selecting alternative locations, which would allow the findings to be more generalizable and applicable in a wider context.

### REFERENCES

- Adnyana, I. B. R. K., & Santika, I. W. (2021). Peran Mediasi Brand Image Pada Pengaruh Green Marketing Terhadap Brand Loyalty (Studi Kasus Pada Pelanggan Starbucks Di Kota Denpasar) (*Doctoral dissertation*, Udayana University).
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human behavior and emerging technologies*, 2(4), 314-324.
- Asyhari, A., & Yuwalliatin, S. (2021). The influence of green marketing strategy on purchasing decision with mediation role of brand image. *Jurnal Aplikasi Manajemen*, 19(3), 535-546.
- Belch, G. E., & Belch, M. A. (2018). Advertising and promotion: An integrated marketing communications perspective.
- BPS Bali, 2023, Pendapatan Asli Daerah (PAD) Kabupaten/Kota di Provinsi Bali (Ribu Rupiah), 2021-2022, bali.bps.go.id dilihat 5 Maret 2025 <https://bali.bps.go.id/id/statistics-table/2/MjQ0IzI=/pendapatan-asli-daerah-pad-kabupaten-kota-di-provinsi-bali.html>
- BPS Bali, 2025, PDRB Kabupaten/Kota di Provinsi Bali Atas Dasar Harga Berlaku (Milyar Rupiah), 2022-2024, bali.bps.go.id dilihat 5 Maret 2025 <https://bali.bps.go.id/id/statistics-table/2/MTcwIzI=/pdrb-kabupaten-kota-di-provinsi-bali-atas-dasar-harga-berlaku.html>

- Dash, G., Kiefer, K. and Paul, J., 2021. Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of business research*, 122, pp.608-620.
- Dewi, I.K. and Rahanatha, G.B., 2022. Peran citra merek dalam memediasi pengaruh *green marketing* terhadap keputusan pembelian pada Starbucks di Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 11(2), p.378.
- Dewi, N. M. S. E. (2022). Peran *Brand image* Memediasi Pengaruh *Green marketing* Terhadap Keputusan Pembelian Sensatia Botanicals Di Denpasar. *Juima: Jurnal Ilmu Manajemen*, 12(2), 221-239.
- Fadila, D., Wahab, Z., Isnurhadi, I., & Widiyanti, M. (2021). The effect of brand image, brand ambassador, and product quality on the purchase decision of Mustika Ratu products:(study on Sriwijaya University students). *International Journal of Social Sciences*, 4(1), 182-189.
- Fatimah, A. A., & Soedarmadi, S. (2020). Pengaruh Brand Image, Kualitas Produk, Persepsi Harga Terhadap Keputusan Pembelian (Studi Kasus Pada Produk Susu Natursoya Cv. Global Mandiri Sejahtera Kanca Purwodadi). *Majalah Ilmiah Solusi*, 18(1), 133-150.
- Firmansyah, F., Purnamasari, P. E., & Djakfar, M. (2019). Religiusitas, lingkungan dan pembelian green product pada konsumen generasi Z. *Iqtishoduna: Jurnal Ekonomi Dan Bisnis Islam*, 15(1), 57-70.
- Ginting, R. A., Angelia, A., Salsabila, T., Damero, S., Primananda, R., & Setyo, K. (2023). Pengaruh green marketing, inovasi produk dan brand awareness terhadap keputusan pembelian (Studi kasus: PT Unilever Indonesia Tbk). *Jurnal Ilmu Multidisplin*, 1(4), 986-992.
- Hasmiati, H., Muhammad Hasan, M. H., Dinar, M., & RAHMATULLAH, R. (2020). The Effect of Brand Image and Price on Product Purchase Decisions at the Sewing House Akkhwat Makassar. The Effect of Brand Image and Price on Product Purchase Decisions at the Sewing House Akkhwat Makassar, 2(2), 57-68.
- Johanis, A., Palandeng, I. D., & Rogi, M. H. (2023). Pengaruh green marketing dan corporate social responsibility terhadap keputusan pembelian konsumen pada The Body Shop Manado Town Square. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 11(4), 122-131.
- Katu, G.M.K. and Suparna, G., 2022. The Role of *Brand image* in Mediating the Influence of Price on Purchasing Decisions during the Pandemic (Study on Xiaomi Smartphone Products in Denpasar City). *Udayana University Management E-Journal*, 11(4), pp.762-783.
- Ketut, S. I., Kerti, Y. N. N., Ketut, G. I. G. A., & Gde, S. I. P. The Role of Brand Image in Mediating The Influence of Place and Promotion on Purchase Decisions : A Study on Bali Kita Kita Advertising.

- Kinasih, I. A. D., Widagda, I. N. J. A., Rahyuda, I. K., & Suparna, G. (2023). The Effect of Green marketing and Corporate Social Responsibility on Purchase Decisions Mediated by Brand image (Studi on Consumers of Avoskin Skincare Products in Denpasar City). *European Journal of Business and Management Research*, 8(4)
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (Edisi ke-16, Global Edition). Harlow: Pearson Education Limited.
- Larasati, A. V., & Purwono, P. (2021). The Effect of Green marketing, Corporate Social Responsibility and Brand image on Purchase Decisions. *Journal of Global Environmental Dynamics*, 2(2), pp. 1-4.
- Larika, W. and Ekowati, S., 2020. Pengaruh citra merek, harga dan promosi terhadap keputusan pembelian handphone Oppo. *Jurnal Manajemen Modal Insani Dan Bisnis (JMMIB)*, 1(1), pp.128-136.
- Liana, W., & Oktafani, F. (2020). The effect of green marketing and brand image toward purchase decision on the face shop Bandung. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(4).
- Lin, Y. H., Lin, F. J., & Wang, K. H. (2021). The effect of social mission on service quality and brand image. *Journal of Business Research*, 132, 744-752.
- Nandaika, M. E., & Respati, N. N. R. (2021). Peran Brand image Dalam Memediasi Pengaruh Green marketing Terhadap Keputusan Pembelian (Studi pada produk fashion merek Uniqlo di Denpasar). *E-Jurnal Manajemen Universitas Udayana*, 10(6), 400957.
- Moksaoka, I.M.W. and Rahyuda, I.K., 2016. Peran *brand image* dalam memediasi country of origin terhadap purchase intention (*Doctoral dissertation, Udayana University*).
- Ottman, J., 2017. *The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding*. Routledge.
- Panggabean, E.C. and Manullang, E.J., 2023. Analisis Pengaruh Word of Mouth dan Marketing Mix terhadap Keputusan Pembelian Konsumen Ribur Korean Cuisine. *Jurnal Nasional Manajemen Pemasaran & SDM*, 4(3), pp.158-165.
- Peattie, K. and Charter, M., 2012. *Green marketing*. In *The marketing book* (pp. 756-786). Routledge.
- Puspitasari, C. A., Yuliati, L. N., & Afendi, F. (2021). Pengaruh *green marketing*, kesadaran lingkungan dan kesehatan terhadap keputusan pembelian produk pangan organik melalui sikap. *Jurnal Aplikasi Bisnis dan Manajemen (JABM)*, 7(3), hal. 713-713.

- Rayon, Y.A. and Widagda, I.G.N.J.A., 2021. Pengaruh *Green marketing* Terhadap Purchase Decision Yang Dimediasi oleh *Brand image* (Studi Pada AMDK Ades Di Kota Denpasar) (*Doctoral dissertation, Udayana University*).
- Rosyada, F. A., & Dwijayanti, R. (2023). Pengaruh Green Marketing Dan Green Product Terhadap Keputusan Pembelian Produk Sukin. *Jurnal Pendidikan Tata Niaga (JPTN)*, 305-312.
- Sarah, Y., & Sutar, S. (2020). The influence of green marketing, corporate social responsibility on brand image and purchase decision. *Ecobis Journal: Economics, Business and Management*, 10(1), 33-47.
- Statista, 2024, Indonesia Revenue Beauty And Personal Care Market, Statisca.com, dilihat 17 April 2024, <https://www.statista.com/forecasts/1220238/indonesia-revenue-beauty-and-personal-care-market>
- Sudirman, H. A., Militina, T., & Adhimursandi, D. (2020). Pengaruh Green Marketing dan Corporate Social Responsibility terhadap Brand Image dan Purchase Intention Serta Purchase Decision (Studi pada The Body Shop di Samarinda). *Jurnal Ilmu Manajemen Mulawarman (JIMM)*, 5(2)
- Sufa, A. F., Hartono, H., & Maulina, A. (2021). Pengaruh Green Marketing Dan Consumer Behaviour Terhadap Pembentukan Brand Image Pada Produk Kosmetik (Studi Kasus The Body Shop Kota Kasablanka Jakarta Selatan). *JAMBIS: Jurnal Administrasi Bisnis*, 1(1), 6-10.
- Tsai, P. H., Lin, G. Y., Zheng, Y. L., Chen, Y. C., Chen, P. Z., & Su, Z. C. (2020). Exploring the effect of Starbucks' *green marketing* on consumers' purchase Decisions from consumers' perspective. *Journal of Retailing and Consumer Services*, 56, 102162.
- Trinanda, R., & Saputri, M. E. (2021). Pengaruh green marketing dan packaging terhadap brand image dan loyalitas pelanggan pada konsumen Starbucks di Kota Bandung. *eProceedings of Management*, 8(5).
- Tyas, V.S., Saputra, M.H. and Prasaja, M.G., 2024. Pengaruh *Green marketing* Terhadap Keputusan Pembelian Yang Dimediasi oleh *Brand image* (Studi pada Konsumen Produk Innisfree di Purworejo). *Volatilitas Jurnal Manajemen dan Bisnis*, 6(6).
- Wahyundari, N., K., W., (2024). Pengaruh Atribut Produk, *Brand image* dan Word of Mouth Terhadap Keputusan Pembelian Pada Lulur Sekar Jagat di Kota Denpasar (*Doctoral dissertation, Universitas Mahasaraswati Denpasar*).
- Widyasari, K.A., & Suparna, G. 2022). The role of brand image in mediating the effect of celebrity endorsers on repurchase intention. *European Journal of Business and Management Research*, 7(3), 179-183.

- Wulandari, C. (2023). Pengaruh Green Product dan Green Promotion Terhadap Keputusan Pembelian Yang Dimediasi oleh *Brand image*.
- Warga Desa. (2016). Bali Alus Memiliki Omzet Rp 15 Juta Per Hari. *Warga Desa World's*. Website: [https://warga-desa-worlds.blogspot.com/2016/07/bali-alus-memiliki-omzet-rp-15-juta-per.html?utm\\_source=chatgpt.com](https://warga-desa-worlds.blogspot.com/2016/07/bali-alus-memiliki-omzet-rp-15-juta-per.html?utm_source=chatgpt.com)
- Yusuf Dhuha, R. (2015). The Effect of Green Marketing, Corporate Social Responsibility on Brand Equity and Customer Loyalty. *European Journal of Business and Management*, 2222-1905.