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The Role of Green Attitude in Mediating the Influence of E-WOM, Green Product, and Green Brand Image on Purchase Decisions of Ultra Jaya Organic Milk Products

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A B S T R A C T
This study aims to investigate consumers' attitudes towards purchasing Ultra Jaya Organic Milk products. It specifically examines the effect of Electronic Word of Mouth (e-WOM), Green Product, and Green Brand Image on Green Purchase Decision, with Green Attitude acting as a mediating variable on Ultra Jaya Organic Milk products. The study targeted individuals who are active on social media and have purchased Ultra Jaya Organic Milk products online. A total of 173 respondents participated in this study, selected using a purposive sampling technique to measure their perceptions and attitudes. The data were analyzed using the Structural Equation Model (SEM) via SmartPLS 4.0. The results reveal that: (1) e-WOM and Green Product have a positive and significant influence on Green Attitude, whereas Green Brand Image does not have a significant influence; (2) Green Attitude positively and significantly affects Green Purchase Decision; (3) directly, e-WOM, Green Product, and Green Brand Image do not significantly affect Green Purchase Decision; (4) indirectly, Green Attitude mediates the effect of e-WOM and Green Product on Green Purchase Decision, but does not mediate the effect of Green Brand Image. These findings confirm that Green Attitude is a key variable capable of bridging the influence of green marketing factors on purchasing decisions.

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INTRODUCTION

Environmental awareness has become one of the most critical global issues influencing consumer behavior and business practices in the twenty-first century. The increasing concern about climate change, waste reduction, and sustainable consumption has encouraged consumers to prefer products that are environmentally friendly or "green." In response, many companies have begun to integrate environmental values into their business strategies, a concept commonly known as *green marketing* (Chen, 2010). Green marketing is not only a trend but also a strategic effort to create long-term business sustainability by aligning corporate performance with environmental responsibility.

In Indonesia, the growing awareness of environmental issues has also affected consumers' purchasing decisions, especially in the food and beverage sector. Organic products, including organic milk, are increasingly in demand because they are perceived as healthier and environmentally friendly. Ultra Jaya, as one of Indonesia's leading dairy producers, has launched organic milk products to capture this emerging market segment. However, consumer purchasing decisions for organic products are not only determined by product quality but also by various psychological and social factors such as *electronic word-of-mouth (e-WOM)*, *green product perception*, and *green brand image* (Kotler & Keller, 2016).

Previous studies have shown inconsistent results regarding how these factors influence consumers' purchasing decisions. Some findings emphasize the direct impact of e-WOM and brand image, while others highlight the crucial role of consumers' environmental attitudes (Ajzen, 1991). This inconsistency suggests the existence of a mediating variable that explains the psychological mechanism linking external influences to consumer behavior. *Green attitude*—defined as an individual's positive tendency toward environmentally responsible behavior—may act as such a mediating variable (Yadav & Pathak, 2017). Understanding this mediating role is essential for marketers seeking to design more effective green marketing strategies.

This study, therefore, aims to analyze the mediating role of *green attitude* in the relationship between e-WOM, green product perception, and green brand image toward consumers' purchase decisions of Ultra Jaya organic milk products in Indonesia. The research employs a quantitative approach using an online survey with a total of 173 respondents who have experience in purchasing or considering organic milk products. The findings are expected to enrich the theoretical understanding of green consumer behavior and provide practical insights for companies developing environmentally oriented marketing strategies.

LITERATURE REVIEW

Theoretical Foundation: Stimulus–Organism–Response (S–O–R) Theory

This study adopts the *Stimulus–Organism–Response (S–O–R)* theory as the grand theoretical framework. According to Mehrabian and Russell (1974), the S–O–R model explains that environmental stimuli (S) influence individuals' internal states or organisms (O), which then lead to certain behavioral responses

(R). In the context of green marketing, external stimuli such as *e-WOM*, *green product perception*, and *green brand image* act as antecedents that affect consumers' internal psychological state—*green attitude*—which ultimately drives their *purchase decision* for environmentally friendly products. This theoretical framework helps clarify the mediating mechanism of green attitude in shaping sustainable purchasing behavior.

Electronic Word of Mouth (e-WOM)

Any comment made by customers regarding a product or brand, whether favorable or unfavorable, is referred to as electronic word of mouth, or e-WOM and disseminated through online platforms (Hennig-Thurau et al., 2004). e-WOM has become one of the most influential sources of information in digital marketing. For green products, e-WOM serves as a medium that reduces uncertainty and builds consumer trust. Positive reviews about the environmental benefits of a product can strengthen consumers' confidence and encourage favorable attitudes toward purchase (Cheung & Thadani, 2012).

Green Product

A *green product* refers to a product designed to minimize negative environmental impacts throughout its life cycle—from production to disposal (Chen, 2010). Green products emphasize attributes such as natural ingredients, energy efficiency, and recyclability. In the organic food sector, consumers' perception of green product quality plays an essential role in influencing their environmental attitudes and purchase intentions. The stronger the consumer believes that the product contributes to environmental protection, the higher their tendency to purchase (Ottman, 2011).

Green Brand Image

According to Chen (2010), a brand's "green brand image" refers to how consumers view its performance and dedication to environmental sustainability. A strong green image enhances consumer trust and loyalty. Hartmann and Ibáñez (2006) highlight that brands with authentic environmental initiatives tend to generate more favorable attitudes among eco-conscious consumers. Therefore, a positive green brand image contributes not only to brand differentiation but also to the formation of green attitudes that mediate the effect on purchase decision.

Green Attitude

Green attitude represents an individual's positive evaluation and psychological tendency toward environmentally friendly behaviors (Ajzen, 1991; Yadav & Pathak, 2017). It functions as an internal cognitive mechanism that transforms external stimuli—such as product information, brand image, or online reviews—into behavioral intention. A strong green attitude mediates the influence of marketing stimuli on consumer behavior, indicating that the more positive the consumer's environmental attitude, the greater the likelihood of making sustainable purchasing decisions.

Purchase Decision

A *purchase decision* refers to the consumer's final stage of the decision-making process, where the individual selects and buys a product after evaluating alternatives (Kotler & Keller, 2016). In green marketing, this process is affected by not only product quality and price but also ethical and environmental considerations. The presence of positive e-WOM, eco-friendly product perception, and a strong green brand image can directly or indirectly affect purchase decision through the formation of green attitudes.

Previous Studies

Several prior studies have examined the relationship among e-WOM, green marketing variables, and consumer behavior. For instance, Biswas and Roy (2015) found that green brand image positively affects green purchase intention, while Yadav and Pathak (2017) confirmed the mediating role of green attitude in the link between environmental knowledge and purchase behavior. In the Indonesian context, studies by Pratama (2020) and Rahmawati (2021) indicated that e-WOM and green brand perception significantly influence purchase decision, though the strength of mediation through green attitude varies. These mixed findings justify further exploration of the mediating effect of green attitude within the S–O–R framework.

Research Framework and Hypotheses

Based on the S–O–R theory and prior research, the conceptual model posits that e-WOM, green product, and green brand image (Stimuli) influence green attitude (Organism), which in turn affects purchase decision (Response). Additionally, each stimulus may also have a direct effect on purchase decision.

The hypotheses are formulated as follows:

1. **H1:** e-WOM has a positive effect on green attitude.
2. **H2:** Green product has a positive effect on green attitude.
3. **H3:** Green brand image has a positive effect on green attitude.
4. **H4:** e-WOM has a positive effect on purchase decision.
5. **H5:** Green product has a positive effect on purchase decision.
6. **H6:** Green brand image has a positive effect on purchase decision.
7. **H7:** Green attitude has a positive effect on purchase decision.
8. **H8:** Green attitude mediates the relationship between e-WOM and purchase decision.
9. **H9:** Green attitude mediates the relationship between green product and purchase decision.
10. **H10:** Green attitude mediates the relationship between green brand image and purchase decision.

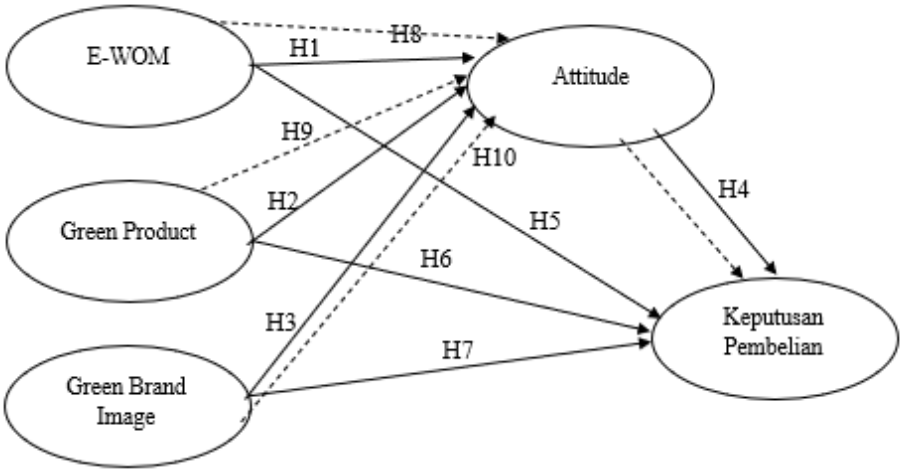

Figure 1. Conceptual Framework

METHODOLOGY

Research Design

This research employs a quantitative approach with an explanatory design to examine the causal relationships among *electronic word of mouth (e-WOM)*, *green product*, *green brand image*, *green attitude*, and *purchase decision*. The study aims to test the mediating role of green attitude within the *Stimulus–Organism–Response (S–O–R)* framework. A structured questionnaire was used to collect primary data from consumers who have purchased or considered organic milk products in Indonesia.

Population and Sample

The population in this study consists of Indonesian consumers familiar with Ultra Jaya organic milk products. Sampling was conducted using a non-probability *purposive sampling* technique, selecting respondents who had previously purchased or shown interest in organic milk. A total of **173 valid responses** were collected through an online survey distributed via social media and messaging platforms. The sample size meets the minimum requirement for multivariate analysis, which suggests 5–10 respondents per indicator (Hair et al., 2019).

Data Collection Technique

An online survey sent via Google Forms was used to collect data. The test had closed-ended questions with a five-point Likert scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree." The survey was broken up into three parts: respondent demographics, measurement of research variables, and behavioral statements related to green consumption and purchase decisions.

Variable Measurement and Indicators

Each construct was measured using items adapted from established literature with minor modifications to fit the research context.

1. e-WOM was measured using indicators related to information quality, message credibility, and influence of online reviews (Hennig-Thurau et al., 2004).
2. Green Product was assessed based on product quality, environmental friendliness, and safety (Chen, 2010).
3. Green Brand Image was measured through consumers' perceptions of the brand's environmental commitment, trustworthiness, and differentiation (Hartmann & Ibáñez, 2006).
4. Green Attitude was evaluated using indicators of environmental concern, belief in green consumption, and willingness to act sustainably (Yadav & Pathak, 2017).
5. Purchase Decision was measured through indicators of purchase intention, brand preference, and repurchase tendency (Kotler & Keller, 2016).

All items were tested for validity and reliability through factor analysis and Cronbach's Alpha, ensuring that each variable met the minimum threshold value (≥0.70).

Data Analysis Method

The data were analyzed using *Partial Least Squares – Structural Equation Modeling (PLS-SEM)* with SmartPLS software. This technique was chosen because it is suitable for complex models with multiple relationships and does not require data normality (Hair et al., 2019). The analysis consisted of two main stages:

1. Measurement Model (Outer Model) – to assess indicator reliability, internal consistency, convergent validity, and discriminant validity.
2. Structural Model (Inner Model) – to evaluate path coefficients, R^2, effect size (f^2), predictive relevance (Q^2), and hypothesis testing.

Bootstrapping was performed with 5,000 subsamples to determine the significance of direct and indirect effects, particularly the mediating effect of *green attitude*.

RESEARCH RESULT AND DISCUSSION

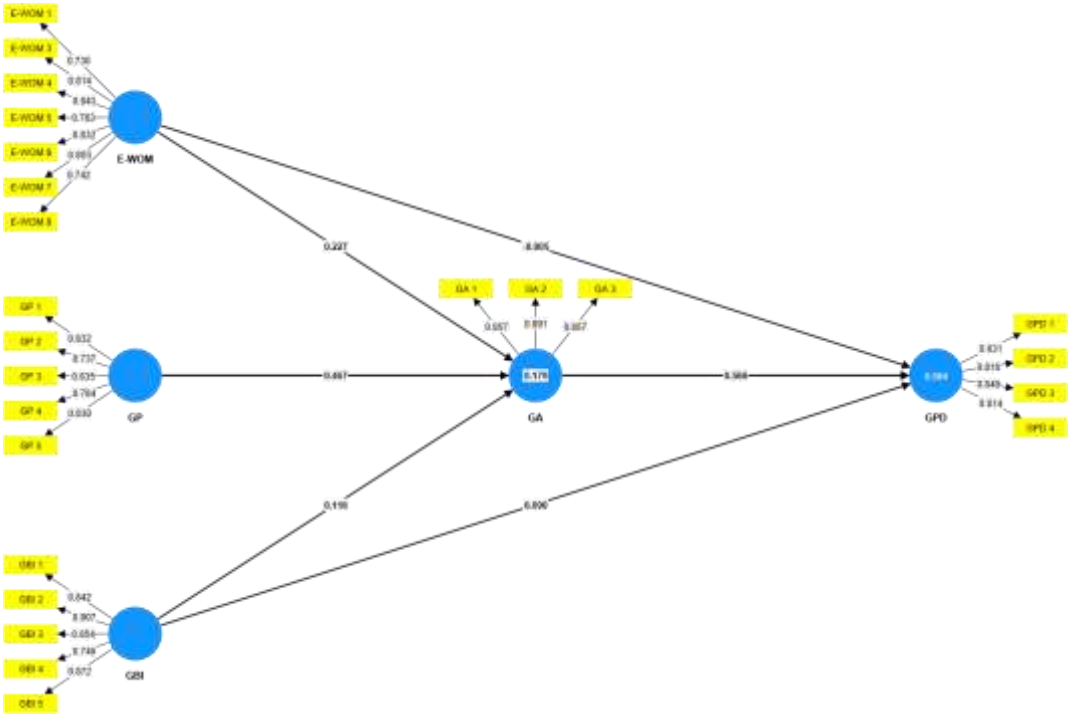

Figure 2. PLS Algorithm Results (Modified Model)
Source: PLS 4.0 Processing Results (Modification)

Outer Loading, AVE, Cronbach's Alpha, Composite Reliability Results (Modified Model)

Table 1. Outer Loading, AVE, Cronbach's Alpha, Composite Reliability Results

Variabel	Indikator	Outer Loading	AVE	*a*	CR	Results
Electronic Word of Mouth	X1.EWOM1	0.730	0,630	0,901	0,922	Pass
	X1.EWOM3	0.814				Pass
	X1.EWOM4	0.843				Pass
	X1.EWOM5	0.783				Pass
	X1.EWOM6	0.832				Pass
	X1.EWOM7	0.803				Pass
	X1.EWOM8	0.742				Pass
Green Product	X2.GP1	0.832	0,647	0,863	0,901	Pass
	X2.GP2	0.737				Pass
	X2.GP3	0.835				Pass
	X2.GP4	0.784				Pass
	X2.GP5	0.830				Pass
Green Brand Image	X3.GBI1	0.842	0,716	0,900	0,926	Pass
	X3.GBI2	0.907				Pass
	X3.GBI3	0.854				Pass
	X3.GBI4	0.746				Pass
	X3.GBI5	0.872				Pass
Green Attitude	Y.GA1	0.857	0,754	0,837	0,902	Pass
	Y.GA2	0.891				Pass

	Y.GA3	0.857				Pass
Green Purchase Decision	Z.GPD1	0.831				Pass
	Z.GPD2	0.816	0,685	0,847	0,897	Pass
	Z.GPD3	0.849				Pass
	Z.GPD4	0.814				Pass

Source: Researchers processed, 2025

Following the re-testing procedure after dropping the indicator with a loading factor value below 0.70, specifically X1.EWOM2 with a value of 0.630, the results based on Table 4.15 (note: table number conflict in original text) indicate that the Outer Loading value for each variable is above the minimum threshold of 0.70, the Average Variance Extracted (AVE) for each variable is above the minimum threshold of 0.50, Cronbach's Alpha is > 0.6 (Reliable), and Composite Reliability for every variable is higher than the 0.70 minimal requirement. This means that every variable or construct in this study has passed the test, and every question used to gauge each construct has acceptable reliability. Consequently, each construct's indicators satisfy the convergent validity requirements.

Discriminant Validity

Discriminant Validity is conducted to ensure that the variables or indicators in the study are unique, and that a construct is only related to its own indicators, and not to indicators of other constructs (Ghozali and Latan, 2015). To confirm good Discriminant Validity, two steps must be performed: examining the results of Cross Loading and the Fornell-Lacker Criterion and Heterotrait-Monotrait (HTMT) Ratio (Henseler et al, 2015).

The Fornell-Larcker Criterion test was then carried out, which requires that a construct's square root of the AVE be higher than its correlation value with other constructs. The results of the Fornell-Larcker Criterion test are shown in the following table:

Table 2. Fornell-Larcker Criterion Test Results

Variabel	E-WOM	GA	GBI	GP	GPD
E-WOM	0.793				
GA	0.627	0.868			
GBI	0.775	0.629	0.846		
GP	0.662	0.701	0.722	0.804	
GPD	0.537	0.744	0.571	0.637	0.828

Source: Researcher Processed, 2025

Each construct's square root of the AVE is higher than its association with any other construct in the model, according to the Fornell-Larcker Criterion test results (Henseler et al, 2015). This indicates that the Fornell-Larcker Criterion test demonstrates good Discriminant Validity, and the model has met the required criteria.

In addition to the Fornell-Larcker Criterion, the Heterotrait-Monotrait (HTMT) Ratio was tested. According to Henseler et al (2016), the HTMT matrix

result serves as a new criterion for testing Discriminant Validity in PLS. This method is an alternative approach used in the discriminant validity test. The recommended HTMT value should be less than 0.85, with a maximum of 0.90 still considered sufficient to ensure discriminant validity between two reflective constructs (Heseler et al, 2015).

Table 3. Heterotrait-Monotrait (HTMT) Test Results

Variabel	E-WOM	GA	GBI	GP	GPD
E-WOM					
GA	0.721				
GBI	0.856	0.722			
GP	0.756	0.819	0.816		
GPD	0.613	0.882	0.645	0.738	

Source: Researcher Processed, 2025

The HTMT test results in Table 4.17 (note: table number conflict in original text) show that all HTMT values are less than 0.9 (HTMT < 0.9). Therefore, all constructs are declared to have discriminant validity based on the HTMT calculation.

Collinearity

Table 4. VIF Collinearity Analysis Results

INDIKATOR	VIF
E-WOM -> GA	2.649
E-WOM -> GPD	2.762
GA -> GPD	2.189
GBI -> GA	3.102
GBI -> GPD	3.132
GP -> GA	2.210
GP -> GPD	2.687

Source: Researcher Processed, 2025

According to Henseler et al (2015), the required condition in the Outer Model analysis is the absence of a Multicollinearity problem. Multicollinearity is an issue where strong intercorrelation exists among indicators. A Variance Inflating Factor (VIF) result at the indicator level larger than 5 (VIF > 5) usually indicates a correlation limit greater than 0.9 (> 0.9). One of the highly associated indicators needs to be eliminated if the VIF score is more than 5. The results in Table 4.23 (note: table number conflict in original text) show that all indicators have VIF values < 5. Thus, all indicators are free from the multicollinearity problem.

Structural Model Evaluation (Inner Model)

After the Outer Model tests meet the requirements, the structural model (Inner Model) is tested. The evaluation of the structural model aims to predict the relationship between variables (Ghozali and Latan, 2020). In order to assess

the links between exogenous and endogenous variables described in the conceptual framework, this test entails creating a model based on concepts and theories. The structural model test was conducted as follows:

R-Square (R^2) Value

According to Friendlym (2022), R^2 is an assessment used to determine the extent to which exogenous constructs can explain the endogenous constructs. Hair et al (2019) also explain that R^2 is a predictive accuracy measure used to determine the magnitude of the influence of exogenous variables on endogenous variables. R^2 values are categorized as 0.75 (strong), 0.50 (moderate), and 0.25 (weak) (Gozali and Latan, 2020). The R^2 test results are as follows:

Table 5. R^2 Valuer Test Results

Variabel	R^2	Description
Green Attitude (Y)	0.543	Moderat
Green Purchase Decision (Z)	0.584	Moderat

Source: Researcher Processed, 2025

Based on the R^2 values in Table 5 (note: table number conflict in original text), the R^2 value for the Green Attitude (Y) variable is 0.543. This value means that the variability of the Green Attitude construct can be explained by the variability of the Green Purchase Decision construct (Note: Should be explained by exogenous variables) by 54.3%. This value signifies a "moderate" relationship category, while the remaining 45.7% is explained by other variables outside those studied. Meanwhile, the R^2 value for the Green Purchase Decision (Z) variable is 0.584. This R^2 value, which shows the simultaneous influence of Electronic Word of Mouth, Customer Perception (Note: Should be Green Product), Green Brand Image, and Green Attitude on Green Purchase Decision (Note: should be Green Purchase Decision) is 58.4%, indicating a "moderate" relationship category, while the remaining 41.6% is explained by other variables outside those studied.

Predictive Relevance Test (Q^2 Value)

The PLS-Predict ($Q^{2)}$ is a method used to test the Predictive Relevance of the proposed SmartPLS 4.0 model. Q^2 is a test to validate that the proposed PLS model has good predictive power. A $Q^2 > 0\$$ indicates Predictive Relevance, while $Q^2 < 0\$$ indicates a lack of Predictive Relevance (Hengky Latan, 2015). According to Hair et al., (2019), a good Q^2 value is greater than 0, with three categories: 0 (small predictive power), 0.25 (medium predictive power), and 0.50 (large predictive power).

The Q^2 values in this study are shown in the table below:

Table 6. Uji Q2 LV Prediction Summary

Variabel	Q^2 Predict	Description
Green Attitude	0.523	Large
Green Purchase Decision	0.414	Moderate

Source: Researcher Processed, 2025

From the table above, it can be seen that the Q^2 test results are > 0, which indicates that the variables in this model have strong Predictive Relevance, with the highest value being Q^2= 0.523. This means that the Attitude and Green Purchase Decision variables have strong and relevant predictive values for their endogenous variables.

Coefficient of Determination (f^2)

An additional measure to ascertain the degree or severity of the impact of exogenous variables on their endogenous variables is the Effect Size (f2 value). In the PLS-Algorithm stage, the f2 value is simultaneously obtained. The degree to which external variables have an impact is measured based on f2. Setiaman (2020) states that 0.02 (little effect), 0.15 (medium effect), and 0.35 (big effect) are the suggested f2 values. If the effect size is smaller than 0.02, there is no effect.

Table 7. f^2test Results

Variabel	f^2	Description
Green Attitude	Green Purchase Decision : 0,351	Large
Green Product	Green Attitude : 0,216	Medium
	Green Purchase Decision : 0,029	Small
Electronic Word of Mouth	Green Attitude : 0,043	Small
	Green Purchase Decision : 0,000	None
Green Brand Image	Green Attitude : 0,010	None
	Green Purchase Decision : 0,006	None

Source: Researcher Processed, 2025

The association between Green Attitude and Green Purchase Decision has a f2 value of 0.351, indicating a large impact size, according to the category table above. A medium impact size is shown by the f2 value of 0.216 for the association between Green Product and Green Attitude. The f2 value of 0.029 indicates a minimal impact size in the association between Green Product and Green Purchase Decision. The f2 value of 0.043 indicates a minimal effect size in the link between Electronic Word of Mouth and Green Attitude. The f2 value for the association between electronic word-of-mouth and green purchase decisions is 0.000, indicating no effect size. The relationship between Green Brand Image and Green Attitude has an f^2 value of 0.010, which signifies no effect size, and the relationship between Green Brand Image and Green Purchase Decision has an f^2 value of 0.006, which signifies no effect size.

Hypothesis Testing

The hypotheses in this study are determined from the model calculation using the Bootstrapping technique in SmartPLS 4.0. The bootstrapping test also aims to minimize the problem of non-normal data distribution (Rozandy, 2013).

The following output values were obtained:

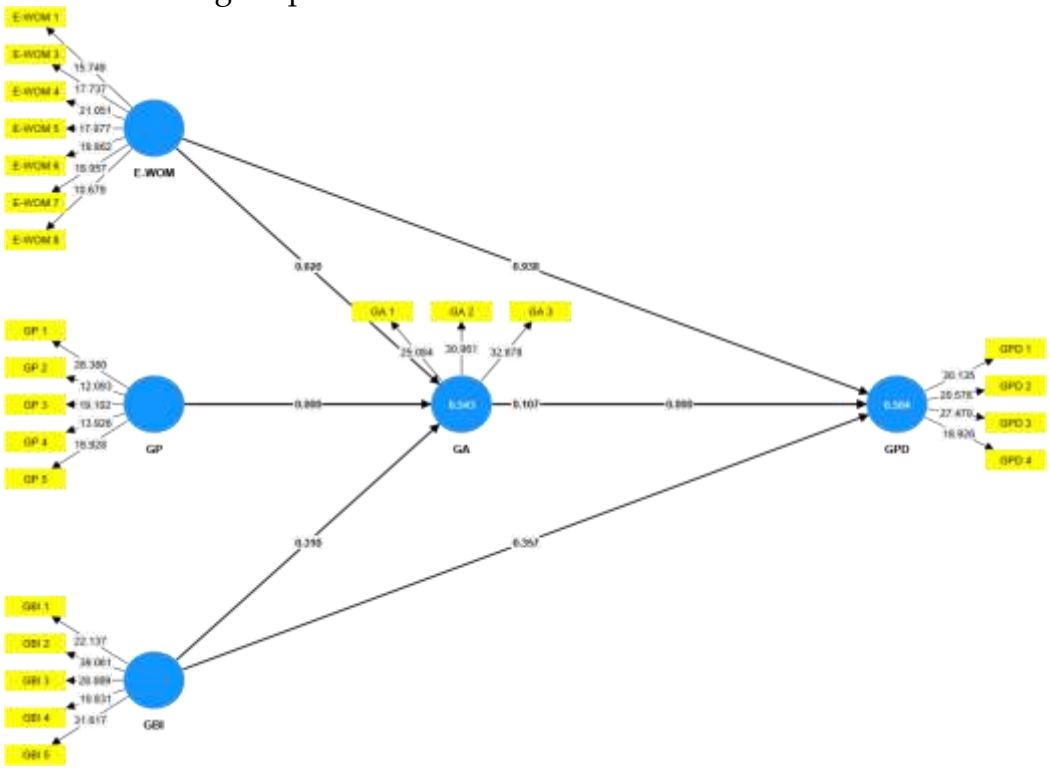

Figure 3. Bootstrapping Test Results
Source: PLS 4.0 Processing Results

From the bootstrapping calculations, the following criteria are derived:

A. Ho is rejected or Ha is accepted, if p-value ≤ 0,05
B. Ho is accepted or Ha is rejected, if p-value ≥ 0,05.
C. Ho is rejected or Ha is accepted, if t-value ≥ 1,96
D. Ho is accepted or Ha is rejected, if t-value ≤ 1,96

According to Ghozali and Latan (2020), the significance level, also known as the confidence level, is \$0.05\$ to reject a hypothesis if the significance level is 5%. The following table displays the findings from the hypothesis test:

Table 8. Hypotesis Testing Results

	Variabel	Original sample (O)	Standard deviation (STDEV)	T statistics (|O /STDEV|)	P values	Description	Result	Mediation
H1	EWOM -> GA	0,227	0,097	2,335	0,020	Positif Signifikan	Accepted	
H2	GP -> GA	0,467	0,107	4,371	0,000	Positif Signifikan	Accepted	
H3	GBI -> GA	0,116	0,115	1,016	0,310	Positif Tidak Signifikan	Rejected	

H4	GA-> GPD	0,566	0,077	7,329	0,000	Positif Signifikan	Accepted	
H5	EWOM -> GPD	-0,005	0,069	0,078	0,938	Negatif Tidak Signifikan	Rejected	
H6	GP -> GPD	0,179	0,111	1,610	0,107	Positif Tidak Signifikan	Rejected	
H7	GBI -> GPD	0,090	0,098	0,920	0,357	Positif Tidak Signifikan	Rejected	
H8	EWOM -> GA -> GPD	0,129	0,058	2,224	0,026	Positif Signifikan	Accepted	Competitif Full Mediasi
H9	GP -> GA -> GPD	0,264	0,066	3,579	0,000	Positif Signifikan	Accepted	Parsial Mediasi
H10	GBI -> GA -> GPD	0,066	0,074	0,997	0,319	Positif Tidak Signifikan	Rejected	Non Mediasi

Source: Researcher Processed, 2025

Based on the research results and discussion, it can be concluded that Electronic Word of Mouth (e-WOM) and Green Product are proven to have a positive and significant influence on Green Attitude, whereas Green Brand Image does not have a significant influence. This indicates that credible digital information and tangible product attributes are more effective in shaping positive consumer attitudes towards eco-friendly products than brand image alone. In the context of the S-O-R theory, e-WOM and Green Product act as stimuli that trigger consumers' cognitive and affective processes (Organism), resulting in a response in the form of a positive attitude towards the green product.

Furthermore, the research results confirm that Green Attitude is a key variable that directly influences the Green Purchase Decision. Positive consumer attitude is proven to be the main bridge that transforms perception into concrete action in purchasing eco-friendly products. This shows that shaping a green attitude through education, positive experience, and convincing communication is a strategic step in increasing the decision to purchase green products. In other words, without a strong positive attitude, factors such as e-WOM, product attributes, or brand image will not be effective in driving purchasing behavior.

Additionally, the mediation analysis results reinforce the role of Green Attitude as an important mediator in the relationship between e-WOM and Green Product on Green Purchase Decision. Meanwhile, Green Brand Image does not show a significant mediation effect, indicating that the green brand image is not yet capable of effectively shaping a positive attitude or triggering the purchase decision. These overall results confirm the validity of the S-O-R model in the context of green marketing, where a change in consumer behavior

towards green purchasing can only occur through the formation of a positive attitude resulting from credible, relevant, and evidence-based stimuli.

CONCLUSION

Based on the research findings and discussion regarding the influence of Electronic Word of Mouth (e-WOM), Green Product, and Green Brand Image on Green Attitude, and their subsequent impact on Green Purchase Decision, with Green Attitude acting as a mediating variable, the following conclusions can be drawn:

1. Electronic Word of Mouth (e-WOM) positively and significantly influences Green Attitude. This implies that the higher the positive information consumers receive through e-WOM, the more positive their attitude becomes toward eco-friendly products.
2. Green Product positively and significantly influences Green Attitude. This indicates that the eco-friendly attributes of a product (e.g., ingredient quality, production process, and packaging) are capable of enhancing positive consumer attitudes.
3. Green Brand Image does not significantly influence Green Attitude. The green brand image projected by the company is not yet strong enough to shape positive consumer attitudes, thus showing no significant effect on Green Attitude.
4. Green Attitude positively and significantly influences Green Purchase Decision. Positive consumer attitude is proven to be a crucial driving factor in the decision to purchase eco-friendly products.
5. Electronic Word of Mouth (e-WOM) does not significantly influence Green Purchase Decision. The information obtained through e-WOM does not directly drive the purchase decision without the prior formation of a positive attitude.
6. Green Product does not significantly influence Green Purchase Decision. The eco-friendly attributes of a product are not yet the primary consideration for consumers when making a purchase decision.
7. Green Brand Image does not significantly influence Green Purchase Decision. An eco-friendly brand image alone is insufficient to influence consumers in making a purchase decision.
8. Electronic Word of Mouth positively and significantly influences Green Purchase Decision through Green Attitude. This confirms that Green Attitude acts as a full mediator in the relationship between e-WOM and the purchase decision.
9. Green Product positively and significantly influences Green Purchase Decision through Green Attitude. This means that Green Attitude is proven to fully mediate the relationship between Green Product and Green Purchase Decision.
10. Green Brand Image does not significantly influence Green Purchase Decision through Green Attitude. The mediation of Green Attitude is unable to strengthen the relationship between Green Brand Image and the purchase decision.

RECOMMENDATION

Based on the research results, managerial parties are advised to strengthen their digital communication strategy and the integrated management of the company's green image. Efforts to enhance e-WOM should be focused on developing credible, engaging, and informative content through social media, collaboration with key influencers, and optimization of consumer testimonials. Furthermore, Green Product attributes need to be optimized by clarifying organic certifications, increasing transparency in the production process, and providing continuous education to consumers regarding the benefits of eco-friendly products.

The company should also reinforce its Green Brand Image by demonstrating tangible evidence of commitment to sustainability, such as publishing sustainability reports, running environmental CSR programs, and engaging in concrete conservation activities to avoid the impression of greenwashing. On the other hand, since Green Attitude is a dominant factor influencing the purchase decision, management must make it the primary focus of marketing strategies through campaigns that emphasize the health, safety, and sustainability aspects of the product. This approach is expected to build consistent positive consumer attitudes, ultimately leading to increased loyalty and green purchase decisions.

ADVANCED RESEARCH

This study opens opportunities for the development of further research in the field of green marketing with a more comprehensive and multidimensional approach. Future researchers are advised to include other variables such as price, brand trust, and service quality, which can enrich the understanding of factors influencing green purchase decisions. Furthermore, the use of moderating variables, such as demographic characteristics (age, income, and education level) or environmental concern, can provide deeper insights into how these factors strengthen or weaken the relationship between the main variables in the research model.

Moreover, expanding the research scope to other categories of green products, such as organic cosmetics, sustainable fashion, or recycled products, will enhance the generalization of the findings across various eco-friendly industry sectors. To strengthen temporal validity, future research could also employ a longitudinal design to monitor changes in Green Attitude and consumer purchase decisions over a specific period. This approach will allow researchers to understand the dynamics of green consumer behavior more profoundly and provide a stronger theoretical contribution to the development of sustainable marketing science.

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