

The influence of word of mouth and green marketing on purchase intention with brand image as a mediating variable

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Abstract

This study aims to examine the impact of Word of Mouth and Green Marketing on Purchase Intention, with Brand Image serving as a mediating variable. The research focuses on Generation Z (aged 20-24 years) in Malang City, specifically users of Lee Minerale bottled water. The research is explanatory in nature, seeking to clarify the causal relationships among various variables. The population for this study includes 64,130 individuals within the specified age group in Malang City, based on BPS data from 2023. The sample was selected using nonprobability sampling with a purposive sampling technique. The study employs a quantitative approach, with data collected through questionnaires and measured using a Likert scale. Hypothesis testing was conducted using the t-test to determine whether the independent variables significantly influence the dependent variable. The findings indicate that all variables have an impact, though Green Marketing does not significantly affect Purchase Intention.

INTRODUCTION

Global warming is now an increasingly serious issue, especially in the business sector. Climate change, pollution and ecosystem damage are the main factors that business people and society must start to become aware of environmental issues. Companies are now starting to increase customer purchase intention by starting to implement green marketing. According to Kotler and Keller 2016 there are several relevant reasons that purchase intention can increase when companies start to develop green marketing. A company's brand image is an important thing that a company needs

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to build. One of the things that can build a company's brand image is by using green marketing. This application can be quickly responded to by the public because there is word of mouth.

Word of mouth is an effective marketing technique in reducing promotional costs and company distribution channels (Julianti and Junaidi 2020). The application of word of mouth marketing techniques can help companies implement green marketing because it minimizes harmful impacts on the environment. According to Lestari and Gunawan 2020 this implementation has an impact on the company's brand image because with this implementation consumers will have a good perception of the company's brand image, and purchase intention will increase. Purchase intention is a process for consumers to evaluate the information received Sanita, Kusniawati, and Lestari 2019. There are many factors that influence purchase intention. This must be known by companies to make it easier for consumers to remember the company's brand image.

Brand image includes understanding, customer views, as well as physical and non-physical aspects of the product. The positive image that customers have of a product can increase consumer interest in buying (Arnanda 2022).

According to jpnn.com news, there were more than 537,000 items of branded packaging product waste, including sachets, plastic bottles, hard plastic, disposable cups, cans and glass, which were found in rivers. Based on this description, we still found a lot of mineral water waste, because plastic is difficult to decompose, it is still rare for customers to reduce, reuse and recycle plastic products. Lee Mineral, a local mineral water brand, seeks to meet the needs of consumers who are increasingly environmentally conscious by marketing their products through a Green marketing strategy. Green marketing aims to promote products by emphasizing sustainability aspects, starting from the use of environmentally friendly materials to reducing negative impacts on the ecosystem. At the same time, word of mouth (WOM) or word of mouth communication has a significant role in conveying information about products. WOM has great power in building consumer trust, especially among generation Z who tend to rely more on opinions from the community, friends, or influencers they trust.

On the other hand, consumer perception of the brand or brand image is also a key factor that influences purchase intention. Brand image is a collective representation of consumers' experiences, opinions and perceptions of a product. For Lee Mineral, a good brand image as a product that cares about the environment can increase consumer

purchase intention. Purchase intention is a concept where consumers are willing to buy a product or service in the future TAHIR (2021). However, it is necessary to pay attention to how WOM and Green marketing can influence this brand image and ultimately have an impact on consumers' decisions to buy these products. Based on this description, researchers are interested in conducting research with the title The Influence of Word of Mouth and Green Marketing on Purchase Intention with Brand Image as a Mediating Variable.

RESEARCH METHODS

This research focuses on the zoomer generation aged 20-24 years who use Lee Minerale mineral water products in Malang City. This type of research is explanatory research which aims to explain cause and effect relationships between various variables or phenomena Sugiyono (2021). The population in this study is the zoomer generation aged 20-24 years in Malang City, amounting to 64,130 based on BPS data for Malang City in 2023. This research uses a sampling technique, namely nonprobability sampling with purposive sampling technique. The type of data used in this research uses quantitative data. The data collection technique in this research used questionnaire distribution. In this research, data measurement uses a Likert scale. Hypothesis testing in this research was carried out using the t test, which aims to find out whether the independent variables as a whole have a significant influence on the dependent variable. In this table is definisi operational variabel from this research.

Tabel 1 Operational definition of variables.

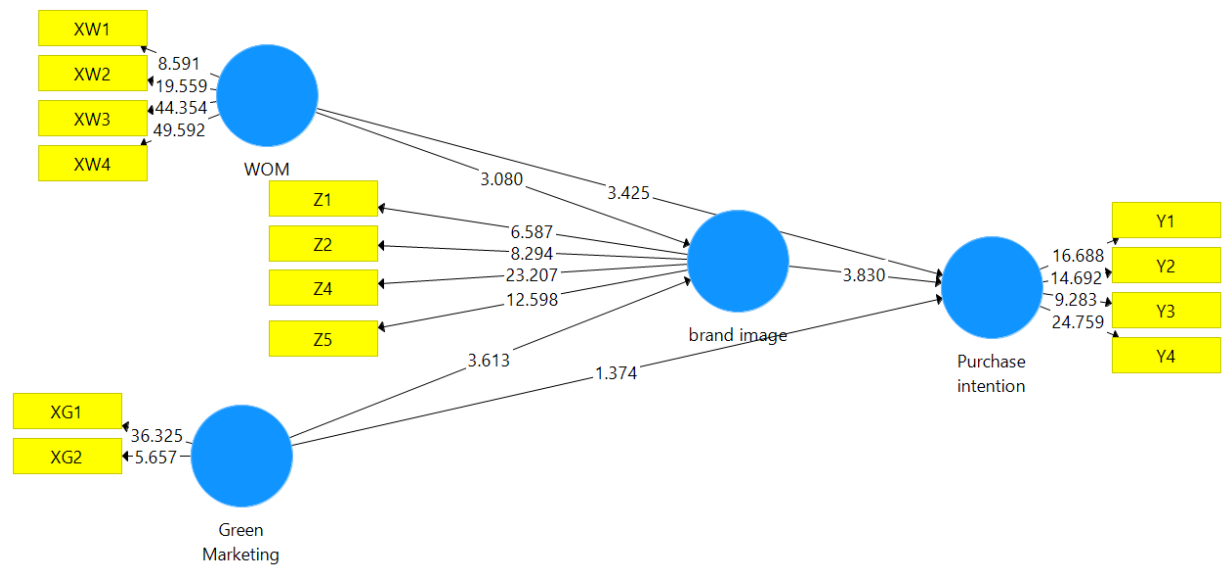
| Variabel | Indicator |
|--|--|
| Purchase intention is a person's interest in making a purchase | <ol style="list-style-type: none"> 1. Transactional interest 2. Referential interest 3. Preferential interest 4. Exploratory interest (Sanita et al. 2019) |
| Brand image is the consumer's response to the overall offer provided by the company. | <ol style="list-style-type: none"> 1. Attributes 2. Benefits 3. Value 4. Culture 5. Personality 6. User (Kotler and Keller 2016) |

| Variabel | Indicator |
|--|--|
| Green Marketing is a company's process of marketing environmentally friendly products so that consumers are interested in buying these products. | 1. Green raw materials 2. Green production process 3. Green packaging (Maianto, Yuntina, and Yosepha 2024) |
| <i>Word of mouth is the tendency to listen to or see comments from other people to find out about a product or service.</i> | 1. Read or hear product reviews from other consumers to get a good impression 2. Read or hear reviews from other consumers to make sure they are buying the right product or brand 3. Consult with other consumers to help choose the right product 4. Collect information regarding product reviews from other consumers before purchasing a particular product (Simanjuntak et al. 2023) |

RESULTS AND DISCUSSION

Based on the Bootstrapping results obtained, the significance value used is a t-value of 1.96, with the results shown in the table below.

Gambar 1 Bootstrapping results



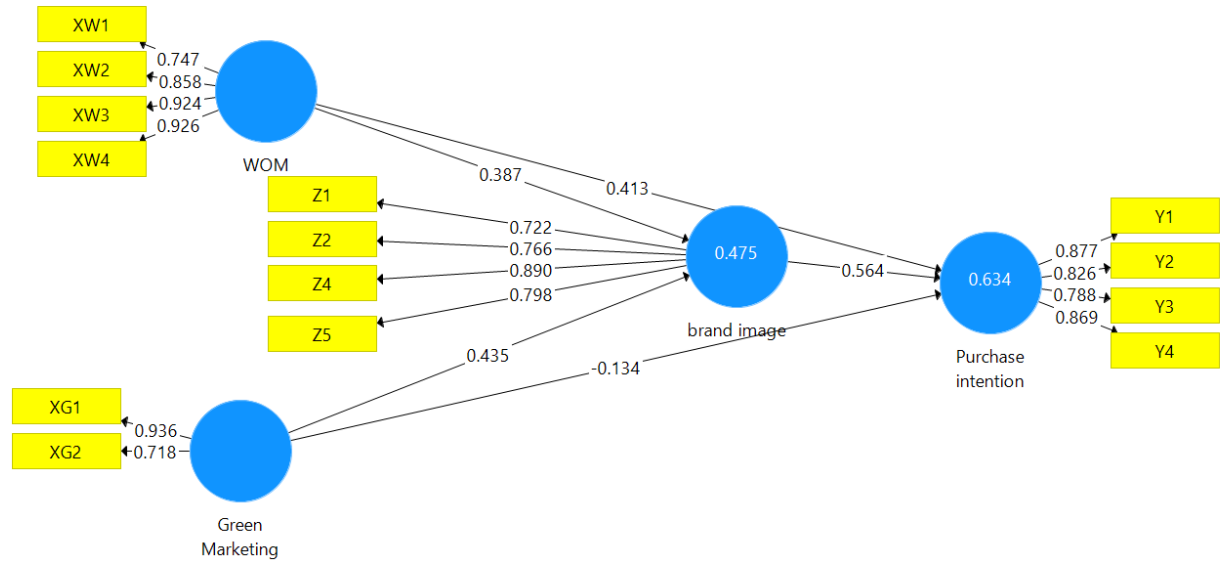
Source: authors 2024

Tabel 2 Bootstrapping result

| | Original Sample | Standard Deviation | T Statistics | P Values |
|---|-----------------|--------------------|--------------|----------|
| Uji Pengaruh Langsung | | | | |
| <i>Green marketing -> Purchase intention</i> | -0.134 | 0.101 | 1.329 | 0.185 |
| <i>Green marketing -> brand image</i> | 0.435 | 0.123 | 3.54 | 0 |
| <i>WOM -> Purchase intention</i> | 0.413 | 0.118 | 3.489 | 0.001 |
| <i>WOM -> brand image</i> | 0.387 | 0.125 | 3.109 | 0.002 |
| <i>Brand image -> Purchase intention</i> | 0,564 | 0.142 | 3.982 | 0 |
| | | | | |
| | Original Sample | Standard Deviation | T Statistics | P Values |
| Uji Pengaruh Tidak Langsung | | | | |
| <i>Green marketing -> brand image -> Purchase intention</i> | 0.246 | 0.102 | 2.406 | 0.016 |
| <i>WOM -> brand image -> Purchase intention</i> | 0.219 | 0.096 | 2.288 | 0.023 |

Sumber: Olah data 2024

Based on table 1 it can be concluded that the impact of WOM on purchase intention has a significant effect as seen through the original sample of 0.413 and T-statistics of 3.489 and p value of 0.001. Wom is said to have a significant impact on brand image according to table 1.1 with t-statistic results of 3.109 and p-values and 0.002. Green marketing has a significant impact on brand image with t-statistics of 3.540 and p-values of 0.000. Green marketing has a negative and insignificant effect on purchase intention because the original sample is -0.134 and t-statistics is 1.329 and p-values are 0.185. Brand image has a significant effect with the original sample of 0.564, t-statistics of 3.982 and p-values of 0.000. In testing the indirect effect, WOM has a significant impact on purchase intention through brand image with an original sample of 0.219, t-statistics of 2.288 and p-values of 0.023. Green marketing has a significant effect on purchase intention through brand image with original sample 0.219, t-statistics 2.288 and p-values 0.023.



Gambar 2 Result *Outer loading*

Source: authors 2024

1. The influence of word of mouth on purchase intention

The results of the hypothesis test show that word of mouth has a significant influence on purchase intention, with a t-statistic value of 3.489 and a p-value of 0.001. This finding is consistent with research by Wibowo (2015) which concluded that word of mouth has a significant effect on purchase intention. Based on the results of this research, fast spread of word of mouth will increase the purchase intention of consumers of Lee Mineral products. Kotler and Keller (2016) stated that word of mouth is one of the most influential tools because it is more trusted than messages that come directly from the company. This trust will become the basis for consumers to make purchases

2. The influence of word of mouth on brand image

Based on the results of the hypothesis test, it was concluded that word of mouth has a significant influence on brand image with t-statistic results of 3.109 and p-values of 0.002. This is in line with research by Majid (2013) Putri N A and Munas 2023 which said that word of mouth can shape opinions on brand image to customers. According to Park, Hyun, and Thavisay 2021 word of mouth will become an important factor for consumers in making purchasing decisions. Based on the results of this research, customers feel that they consume Lee Mineral products because they feel safe, meanwhile before they confirm that the product is safe they choose to look at reviews from other consumers

to ensure that they are satisfied with Lee Mineral products before deciding to buy them.

3. The influence of green marketing on purchase intention

Based on the results of the hypothesis test, it is known that green marketing has no significant effect on purchase intention with t-statistic test results of 1.329 and p-values of 0.185. This research is the same as research conducted by Nguyen et al. 2019 says green marketing is only effective if it is communicated well and if consumers feel the product is relevant to their needs. The results of this research show that 14 people out of 100 respondents chose to strongly disagree with the question item. Lee Mineral product packaging can be recycled, which means that Lee Mineral products cannot be recycled and this does not affect purchase intention because in the question item I have Purchase interest in Lee Mineral products has the highest score.

4. The influence of green marketing on brand image

Based on the results of the hypothesis test, green marketing has a significant effect on brand image with t-statistic results of 3.540 and p-values of 0.000. The results of this research are the same as research conducted by Permana and Saputri 2024 which states that green marketing reflects that the company is committed to environmentally friendly business practices which will raise consumer perceptions of environmental issues. Based on the results of this research, consumers choose Lee Minerale products because Lee Mineral products use environmentally friendly raw materials so consumers feel the product is safe.

5. The influence of brand image on purchase intention

Based on the results of the hypothesis test, brand image has a significant effect on purchase intention with t-statistic results of 3.982 and p-values of 0.000. The results of this research are in line with research conducted by Putri N A and Munas 2023, Sanita et al. 2019, Adriana, Ellitan, and Lukito 2022. Based on these findings, customers tend to be more confident in buying products from brands with a positive brand image. According to consumers, Lee Mineral is known as a brand with good water quality, easy to find, and competitive prices, consumers tend to prefer this product over its competitors. The influence of word of mouth on purchase intention through brand image

6. Hypothesis test results show that word of mouth has a significant effect on purchase intention through brand image with t-statistics results of 2.406 and p-values 0.016. The

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results of this research are the same as Arnanda 2022. Word of mouth helps create positive perceptions of brand image which will have an impact on Consumer purchase intention to buy Lee Mineral products. WOM is often considered more trustworthy than advertising because it comes from consumers' real experiences. Brand image is also a link between WOM and purchase intention, explaining how consumer recommendations can change perceptions of products.

7. The influence of green marketing on purchase intention through brand image

Based on the results of the hypothesis test, green marketing has a significant influence on purchase intention through brand image with a t-statistic value of 2.28 and a p-value of 0.023. The results of this research are in line with Rayon and Widagda 2021 and Permana and Saputri 2024. Effective and sustainable green marketing can increase the brand image of a brand as an environmentally friendly brand, which directly or indirectly increases purchase intention, especially among generation Z who have high awareness on sustainability issues.

CONCLUSIONS AND SUGGESTIONS

For future researchers, research can be carried out on different objects, so that they can become additional reference material.

For Lee Minerale consumers and the Lee Minerale company, this research can be used to improve marketing management. Apart from that, several things can be done, namely:

Companies can carry out promotional activities to get reviews that can be seen and taken into consideration regarding Lee Minerale products.

Companies can use or release products that can be recycled.

Companies can release new products with benefits that consumers can experience in order to attract consumers' buying interest.

Companies can be more active in branding so that consumers can easily find out information about Lee Mineral products.

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