

DO GREEN MARKETING MIX APPLICATIONS LEVERAGE PRODUCT PURCHASING DECISIONS? EVIDENCE FROM COSMETICS COMPANY IN INDONESIA

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ABSTRACT

In the era of globalization, the concern of disposable packaging waste is a priority. One of the leading cosmetics companies that raised a go-green campaign is The Body Shop. This study was conducted to determine the influence of a green marketing mix on purchasing decisions for The Body Shop products. This study aims to investigate the effect of a green marketing mix consisting of green products, green prices, green places, and green promotions on purchasing decisions, both simultaneously and partially. The method used in this study was quantitative. The sampling technique uses a non-probability sampling technique, namely purposive sampling. The samples used in this study were 385 people. The population in this study is consumers who have purchased The Body Shop products and already know about the green marketing campaign conducted by The Body Shop. This research uses various tests, descriptive analysis, and multiple linear regression analysis. Research results show that the results of simultaneous hypothesis testing demonstrate that applying a green marketing mix consisting of green product, green price, green place, and green promotion affect purchasing decision variables significantly. The results of partial hypothesis testing showed that green products, green places, and green promotions significantly affected purchasing decision variables, while green prices had no effect. The result found that the variables green product, price, place, and promotion influenced 43.8%. The study recommends the performance analysis at The Body Shop.

Key words: green marketing mix, green product, green price, green place, green promotion, purchase decision

INTRODUCTION

Environmental problems are issues that are often highlighted by people. The biggest problem that is often a concern is the accumulation of disposable packaging waste. To keep the earth safe from environmental damage, one of the issues being raised by the public is green or environmentally friendly (Hari Adi & Adawiyah, 2018). Therefore, business operators try to implement green marketing or eco-friendly-based marketing activities. Currently, the implementation of the green marketing mix strategy has been widely implemented by companies because they no longer only think about profits, but also business continuity in the long term (Ismail, 2023).

Sub-variables of the green marketing mix include green product, green price, green place, and green promotion. What distinguishes between marketing mix and green marketing is its approach to the environment; the green marketing mix strategy pays more attention to aspects and concerns about environmental welfare. With this phenomenon, as one of the beauty industries, The Body Shop began to carry out its green marketing strategy. In the (Kent & Stone, 2007), The Body Shop plans to increase the amount of recycled plastic used in its products by 50%. The Body Shop, in its strategy, has a collection and reuse program, which is a major step towards responsible disposal of plastic waste (Suhartanto et al., 2021).

The Body Shop is an environmental friend with the production of cosmetics and skincare products and a pioneer of the green marketing industry. The Body Shop proposed green marketing with his slogan, "Look good, feel good, do good" This slogan is closely related to the products that they sell. The Body Shop doesn't only provide high-quality goods but also invites consumers to behave positively (Ismail, 2023). However, in general, society does not understand the differences between go-green products and non-green products due to the differences (Y. Xu et al., 2022).

Green products typically offer premium prices on the market (Giantari & Sukaatmadja, 2021) Beauty products sold by The Body Shop are relatively premium when compared to other brands because they require extra costs for production and product quality development, and their packaging is environmentally friendly. In determining the price of its products, The Body Shop determines the price of the raw materials used, which are natural components purchased directly from farmers (thebodyshop.co.id, 2022). However, on the other hand, it can lead to a shift in consumers to other brand products that also carry the concept of going green, but provide products at more affordable prices.

Location is significantly an important factor in green marketing place (Irsad.z, 2010). As consumers rarely actively seek eco-friendly products, the decision on how and where eco-friendly products are available is critical. Consumers should be able to be exposed to green products where they shop (Suhartanto et al., 2021). The Body Shop, as a green and ethical beauty

brand, welcomes the optimistic future of renewable energy in Indonesia by installing solar panels in every office of The Body Shop. Solar panels have the function of reducing the climate so as to secure future energy. (thebodyshop.co.id).

The Body Shop topped basic eco-friendly principles by intensively conducting campaigns such as Greenpeace International in 2012 and Forever Against Animal Testing in 2017, and the latest campaign carried out by The Body Shop Indonesia in 2021 was #KerenTanpaNyampah. Reported from The National Plastic Action Partnership

(NPAP) recorded 4.8 million garbage not decomposed either. Thus, this motivated the birth of the #KerenTanpaNyampah campaign through the Bring Back Our Bottles and Refill Station programs (Mamahit, 2015).

Consumer personalities, such as age, employment type, and economic level, contribute to the way they make purchasing decisions. Therefore, the target market chosen by The Body Shop is people who have concerns and awareness about the environment. However, when entering 2023, we found a decrease in sales of their best-selling products, namely body mist. The following is the sales data for body mist products from The Body Shop in Indonesia based on the Top Brand Index (Wijaya et al., 2022).



Figure 1. Body Mist The Body Shop Products Sales Data in Indonesia

From the figure 1, the data stated that there was a significant decrease in the purchase of body mist products from The Body Shop, up to 4.9% in 2022, and continued to decline in 2023. Previously, sales of body mist products have always increased from 2019 to 2021.

Based on (Sukaatmadja, 2020) the main factors affecting the purchase of eco-friendly products are environmental awareness, knowledge, attitudes, values, and perceptual effectiveness. These are generally linked to the way individuals view and behave toward environmental issues. However, complexity increases when these aspects converge with other social and cultural factors.

METHOD

This study adopts quantitative and descriptive. The first one is used to describe the green marketing mix consists of green product, green price, green place, and green promotion simultaneously and partially. And the second one is used to describe an descriptive analysis of green marketing mix consists of green product, green price, green place, and green promotion over continuum lines (Creswell & Creswell, 2018).

The population taken into this study were consumers who had purchased The Body Shop products and know and understanding of The Body Shop's green marketing campaign in Indonesia. A sampling technique with non-probability sampling, i.e., the purposive sampling method. Because of the uncertain population, the number of samples was determined by Bernoulli (Goodhue et al., 2012; Kock & Hadaya, 2018)'s formula, which obtained 385 samples. This study used multiple linear regression analysis techniques, classical assumption tests, hypothesis tests, and coefficients of determination .

In this study, the instruments are questionnaires. There are various sections to it. The first one is about screening questions and the second section is asks the profile of the respondents to identify and map their background. Measurements of the questions in the questionnaire are five-point likert rating scale. Furthermore, the results are analyzed by using Software Statistical Program of Social Science (SPSS) version 26 for windows. The significance level is set at 5%. If the t-test is more than the t-table and Cronbach's alpha is greater than 0.6, the instrument is deemed valid and reliable (Hayes, 2013).

RESULTS AND DISCUSSION

A. Responden Profile

Based on the data obtained through the dissemination of the questionnaire to 385 respondents who have purchased The Body Shop products and know the green marketing campaign conducted by The BodyShop, the researchers obtain some characteristics of respondents that are dominated by 334 persons of the female gender with a percentage of 87%, aged 21 – 25 with a percent of 76% or 295 persons, status as students and students with a proportion of 54% or 208 respondents, resident in West Java with a rate of 39% or 150 people, income or pocket money per month < Rs 3,000,000 with the percent of 39%, or 150 persons as well as on the basis of cosmetic expenditure per month of < Rs 1,000,000 with percentages of 76%, or 292 persons.

B. Descriptive Analysis

The results are based on a questionnaire distributed to 385 respondents (consumers who bought The Body Shop products) who have learned about the Green Marketing campaign. Then the result of the Green Product variable of 84.67% on the continuum line means Very Good. The result of a Green Price variable with 87.07% on a continuum Line means Very good. A Green Place variable resulting from 86.76% of the continuous line means very good. A Green Promotion variable resulting from of 86.37% on a continuum line means Very Good. The result from the Purchase Decision variable is 84.32% on the continuum lines means Very good.

C. Classical Assumption Test

Table 1. Classical Assumption Test

Independent Variabel	Normality Test	Multicollinearity Test		Heteroscedasticity Test
		Tolerance	VIF	
<i>Green Product</i>	0,166	0,460	2,176	The dots spread randomly
<i>Green Price</i>		0,551	1,816	
<i>Green Place</i>		0,646	1,548	
<i>Green Promotion</i>		0,573	1,745	

Based on Table 1, the residual values are normally distributed as a significance result of $0.166 > 0.05$ is obtained, then VIF value < 10 and tolerance value > 0.1 , so there is no multicollinearity problem in this study. Then, on the heterocadastisity test, the dots in the scatterplot spread randomly and did not form a clear pattern, it could be concluded that the study was free of heterocedasty.

D. Double Linear Regression Analysis

Table 2. Double Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.034	1.154		4.363	.000
	<i>Green Product</i>	.119	.046	.147	2.594	.010
	<i>Green Price</i>	.065	.075	.045	.869	.385
	<i>Green Place</i>	.334	.060	.266	5.563	.000
	<i>Green Promotion</i>	.357	.053	.346	6.803	.000

a. Dependent Variable: Purchase Decision

Based on Table 2, the equation is obtained:

$$Y = 5.034 + 0.119X_1 + 0.065X_2 + 0.334X_3 + 0.357X_4$$

Explanation :

- The constant value is 5.034, meaning that the variables Green Product (X_1), Green Price (X_2), Green Place (X_3), and Green Promotion (X_4) have a positive influence on the Buying Decision variable. That is, when the green product, green price, green place, and green promotion variables increase, then the purchasing decisions variables also increase.
- The value of the Green Product (X_1) coefficient is 0.119, meaning that the variable X^1 has a direct relationship to Y and each unit of Green Product (X_1) will increase the Purchasing Decisions (Y) by 0.119
- The value of the Green Price (X_2) coefficient is 0.065, so the variable X_2 has a direct relationship to Y and each unit of Green Price (X_2) will raise the Purchasing Decision (Y) by 0.065.
- The value of the Green Place (X_3) coefficient is 0.334, so the variable X_3 has a directional relationship to Y and each Green Place (X_3) unit will raise the Purchasing Decisions (Y) by 0.334.
- The value of the Green Promotion (X_4) coefficient is 0.357, so the variable X_4 has a directional relationship to Y and each unit of the green Promotion (X_4) will raise the Purchasing Decisions (Y) by 0.357.

E. Hypothesis Test Analysis

1) Simultaneous Test

Table 3. Simultaneous Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2752.371	4	688.093	73.934	.000 ^b
	Residual	3536.598	380	9.307		
	Total	6288.969	384			

a. Dependent Variable: Purchasing Decisions

b. Predictors: (Constant), *Green Promotion*, *Green Place*, *Green Price*, *Green Product*

Based on Table 3, the value of the calculus is 73,934 (significance 0,000). Then the calculation $> F_{table}$ ($73,935 > 2,395$) and the significance is $0,000 < 0,05$. It states that H_0 is rejected and H_1 is accepted, so it can be concluded that the variables *Green Product*, *Green Price*, *Green Place*, and *Green Promotion* (simultaneously) have a significant influence on the Purchasing Decisions.

2) Partial Test

Table 4. Partial Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.034	1.154		4.363	.000
	<i>Green Product</i>	.119	.046	.147	2.594	.010
	<i>Green Price</i>	.065	.075	.045	.869	.385
	<i>Green Place</i>	.334	.060	.266	5.563	.000
	<i>Green Promotion</i>	.357	.053	.346	6.803	.000

a. Dependent Variable: Purchasing Decisions

Based on Table 4 it seen that:

- The variable *Green Product* (X_1) has a Tcount ($2,363$) $>$ T_{table} ($1,966$) and a significance level of $0.010 < 0.05$, then H_0 is rejected and H_a is accepted. Thus, it can be concluded that partially the variable *Green Product* (X_1) influences the Purchasing Decisions (Y).
- The variable *Green Price* (X_2) has a Tcount ($0,869$) $<$ T_{table} ($1,966$) and a significance level of $0.385 < 0.05$, then H_0 is accepted and H_a is rejected. Thus, it can be concluded that partially the variable *Green Price* (X_2) does not affect the Purchasing Decisions (Y).
- The variable *Green Place* (X_3) has Tcount ($5,563$) $>$ T_{table} ($1,966$) and a significance level of $0,000 < 0,05$, then H_0 is rejected and H_a is accepted. Thus, it can be concluded that partially the *Green Place* variable (X_3) influences the Purchasing Decisions (Y).
- The *Green Promotion* variable (X_4) has Tcount ($6,803$) $>$ T_{table} ($1,966$) and a significance level of $0,000 < 0,05$, then H_0 is rejected and H_a is accepted. Thus, it can be concluded that partially the variable *Green Promotion* (X_4) affects the Purchasing Decisions (Y).

F. Simultaneous Determination Coefficient (R^2)

Table 5. Simultaneous Determination Coefficient (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.662 ^a	.438	.432	3.050711

a. Predictors: (Constant), *Green Promotion*, *Green Place*, *Green Price*, *Green Product*

b. Dependent Variable: Purchasing Decisions

From table 5, the influence of *Green Product*, *Green Price*, *Green Place*, and *Green Promotion* on the Buying Decision of the value of the determination coefficient (R Square) of 0.438.

$$DC = r^2 \times 100\%$$

$$DC = 0,438 \times 100\%$$

$$DC = 43,8\%$$

It can be explained that the *Green Product*, *Green Price*, *Green Place*, and *Green Promotion* variables to the Purchasing Decision variables have an influence of 43.8% and the remaining 56.2% are influenced by other variables not studied in this study.

G. Partial Determination Coefficient (R^2)

Table 6. Partial Determination Coefficient (R^2)

Coefficients ^a					
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Correlations

	B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	5.034	1.154		4.363	.000		
	Green Product	.119	.046	.147	2.594	.010	.531	.132
	Green Price	.065	.075	.045	.869	.385	.447	.045
	Green Place	.334	.060	.266	5.563	.000	.521	.274
	Green Promotion	.357	.053	.346	6.803	.000	.329	.329
a. Dependent Variable: Purchasing Decisions								

Based on Table 6, the following Beta x Zero order formula is used:

- Green Product : $0,147 \times 0,531 = 0,078$ or 7,8%
- Green Price : $0,045 \times 0,447 = 0,020$ or 2,0%
- Green Place : $0,266 \times 0,521 = 0,138$ or 13,8%
- Green Promotion : $0,346 \times 0,329 = 0,113$ or 11,3%

From the results of the formula of partial determination coefficients, it can be concluded that the contribution of the green product variable amounted to 7.8%, the green price variable numbered to 2%, the Green place variable 13,8%, and the green promotion variable was 11.3%. In this study, the Green Place variable had the greatest influence partially with a percentage of 13.8%.

H. Discussing Research Results

1. Hypothesis Test 1 : Green Marketing Mix (Green Product, Green Price, Green Place, and Green Promotion) Influence Purchasing Decisions

The relationship between the variables of Green Product, Green Price, Green Place, and Green Promotion to the Purchasing Decisions has a calculated value greater than 2,395, which is 73,934. Out of these values, then the variable of Green product, Green price, Green place, and green promotion simultaneously has a positive and significant correlation to the Variable of Buying Decision. Based on these results, the hypothesis one can be accepted with a significance level of 0,000, which proves that there is a positive influence between the Variables of green product, green price, green place and green promotion concurrently on the variability of the Buying Decision.

Green product, green price, green place, and green promotion influence purchasing decisions. It is in line with previous research by (Anggraeni & Susilowati, 2022). The final outcome of a purchase decision is the final decision of a consumer to acquire a product or service, based on previous considerations. In this study, consumer considerations include the application of the green marketing mix by The Body Shop. Thus, the overall application of Green Marketing Mix by the Body Shop has succeeded in attracting the consumer's attraction to make the purchase of the product.

2. Hypothesis Test 2 : Green Product Influence Purchasing Decisions

The relationship between the Green Product variable and the Purchasing Decision has a Tcount value greater than 1,966, which is 2,363. Out of these values, the green product variable partially has a significant positive influence on the Purchasing Decisions variable. Based on these results, hypothesis two is acceptable with a significance of 0.010. The above results are in accordance with the previous study by Pratama (2014).

A study conducted by Bhutto et al. (2019) found that young consumers care very much about the environment and are motivated to buy green products. This is in line with the demographics of survey respondents, which are dominated by students and students aged 21 to 25. According to Firmansyah et al. (2019), green product does not cause pollution or damage to the environment and natural resources. Buyers agree to keep an eye on safety and environmental balance when buying something. This suggests that the more The Body Shop creates environmentally friendly products, ranging from labels, packaging, to product perception, the greater the consumer's consideration to decide to buy the product.

3. Hypothesis Test 3: Green Price Influence Purchasing Decisions

The relationship between the Green Price variable and the Purchasing Decision has a Tcount value smaller than 1.966, which is 0.869. Out of these values, the green price variable partially has no positive and significant influence on the Purchasing Decisions variable. Based on the results, hypothesis three was rejected because it had a degree of significance of 0.385. The results of this study are inconsistent with previous research conducted by Hadika Sofwan and Candra Wijayangka (2021), whose results indicate that green prices have a positive and significant influence on buying decisions.

Green prices have no influence on purchasing decisions, indicating that green products are less of a consumer's consideration when deciding to buy The Body Shop products. This research shows that consumers are willing to pay more, because the price matches the benefits and quality received, as well as what is done to the environment. (Digel & Yazdanifard, 2014).

4. Hypothesis Test 4 : Green Place Influence Purchasing Decisions

The relationship between the Green Place variable and the Purchasing Decision has a Tcount value greater than 1,966, which is 5,563. Of these values, then the green place variable has a partial positive and significant influence on the Purchasing Decision variable. Based on these results, the hypothesis

four is acceptable with a significance of 0,000. The results of this study are in line with a previous study conducted (Arseculeratne & Yazdanifard, 2013; Nguyen-Viet, 2023), the results of which state that green places have a positive and significant influence on purchasing decisions.

Green place has an influence on purchasing decisions, which indicates that green place is also a consumer's consideration when deciding to purchase The Body Shop products. In a study Nanda et al. (2020), stated that "environmentally friendly distribution channels should pay attention to consumer ease in obtaining products without spending a lot of energy and fuel". The Body Shop has been widely distributed in various cities in Indonesia, making it easier for consumers to purchase The body shop products. In addition, every The Body shop is designed with an attractive environmental theme, as well as in some specific stores, presenting ornaments based on plastic garbage. These concepts are drawn up in connection with their commitment to protecting the environment. It states that increasingly The Body Shop offers ease of access, visibility, parking space, expansion, and environment, as its products become more attractive to consumers.

5. Hypothesis Test 5: Green Promotion Influence Purchasing Decisions

The relationship between the Green Promotion variable and the Purchasing Decision has a Tcount value greater than 1,966, which is 6,803. Out of these values, then the green promotional variable has a partial positive and significant influence on the Purchasing Decision variable. Based on these results, hypothesis five is acceptable with a significance of 0,000. The results of this study are in line with previous research conducted by (Zaky & Purnami, 2020), whose results indicate that green promotion has a significant positive influence on purchasing decisions.

This in-line with the research (X. Xu, 2020), it stated that companies that apply an environmental promotion approach to consumers and their environment will carry out intensive communication to increase consumer awareness of go-green products sold. Since its inception, The Body Shop has upheld the basic principles of environmentally friendly marketing by conducting a campaign involving environmental issues. Thus, it also shapes the image as an environmentally-friendly company on the Body Shop itself. This shows that the more often The body Shop communicates products, eco-label and packaging, as well as general messages and product information involving green promotion, the greater the consumer's consideration to decide to purchase the product.

CONCLUSION

From the results of the descriptive analysis, the green product variable is entirely in the very good category with a score of 84.67%. The overall green price variable was excellent, with a score of 87.07%. The green place variable is all in the very good category, with a score of 86.76%. Green promotion variables are all in the very good category with a score of 88.5%. The overall purchasing decision variable in the category is very good, with a score of 84.32%. The green marketing mix (green product, green price, green place, and green promotion) has a positive and significant simultaneous influence on The Body Shop's purchasing decisions. The green product, green place, and green promotion have a significant positive influence partially on The Body Shop's product purchasing decision, whereas the green price has no positive and significant influence in part on The Body Shop's product purchasing decisions.

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