

**THE INFLUENCE OF GREEN MARKETING ON PURCHASING DECISIONS WITH GREEN
BRAND IMAGE AS A MEDIATION VARIABLE
(Study of IKEA Consumers in Denpasar City)**

Ni Made Widi Anjani *¹

Management, Udayana University
widianjani19@gmail.com

I Wayan Santika

Management, Udayana University
iwayansantika@unud.ac.id

ABSTRACT

Companies are starting to increase their concern for the environment by starting to implement new trends in carrying out their marketing strategies related to environmental issues, namely by implementing green marketing concepts that are environmentally friendly or known as green marketing. Companies that apply the green marketing concept by producing environmentally friendly products are considered to have a green brand image because the company is considered to care about environmental sustainability. This research aims to determine the influence of green marketing on purchasing decisions with green brand image as a mediating variable. This research was conducted on IKEA consumers in Denpasar City and the number of samples in the research was 100 people. The research method used is quantitative. Data collection was carried out using a survey approach, where the research instrument used was a questionnaire. The data analysis techniques used in this research are validity test, reliability test, classical assumption test, path analysis and sobel test. The result of this research shows that green marketing has positive and significant influence on purchasing decisions, green marketing has a positive and significant influence on green brand image, green brand image has a positive and significant influence on purchasing decisions and *green brand image* able to mediate the influence of green marketing on purchasing decisions. The advice that can be given in this research is that IKEA is expected to always use environmentally friendly places to distribute its products, always look after good reputation for the environment and always offering quality and environmentally friendly products.

Keywords: Green Marketing, Green Brand Image, Purchase Decisions

INTRODUCTION

Many companies implement environmentally friendly practices. One of them is the IKEA company. IKEA is a retail company operating in the furniture and household furnishings sector which entered Indonesia in 2014. IKEA originates and is headquartered in Sweden, where currently IKEA has three hundred and twenty-eight branch stores spread across in forty-three countries in the world (Anton et al., 2020). IKEA has succeeded in being ranked number one as the largest furniture company in the world based on its

¹ Correspondence author

market value. The following is a table of the five largest furniture companies in the world based on their market value in 2022, summarized by the website goodstats.id in 2023.

Table 1. Five Largest Furniture Companies in the World Based on Market Value in 2022

No.	Company name	Market Value (Billion USD)
1	IKEA	67.23
2	Masco Corporation	12.4
3	Kohler Co.	11.4
4	Ashley Furniture Industries	9.45
5	William-Sonoma	8.25

Source: GoodStats, 2023

Table 1 shows that the market value of IKEA is US\$67.23 billion, which means that IKEA's market value is the largest compared to the other four companies in the world. IKEA being able to achieve large market value is one form of the company's success in implementing its marketing strategy. A large market value will also make the company gain profits, because the greater the market value, the company will gain greater profits. In line with this, IKEA also gets net profits which increase every year.

IKEA in Bali officially opened on November 18 2021, where this outlet is the first IKEA outlet in Bali. The opening of the first IKEA outlet in Bali continues to make consumers enthusiastic about shopping even though the IKEA outlet in Bali is the smallest outlet compared to other IKEA outlets in Indonesia. This is because IKEA consumers in Bali were initially only able to shop for IKEA products online, but now they can shop directly at IKEA outlets, so this has caused IKEA consumers' enthusiasm for shopping to increase (Mutiah, 2021). Based on this, in this research a pre-survey was conducted on 25 respondents who live in Denpasar City who have purchased and used IKEA products at least once. The following are the results of the pre-survey that was carried out:

Table 2. Pre-Survey Results

Question	Yes	No	Total	Percentage (%)	
				Yes	No
Do you live in Denpasar City?	25	0	25	100	0
Have you ever bought and used an IKEA product at least once?	25	0	25	100	0
Are the products offered by IKEA environmentally friendly?	17	8	25	68	32
Is IKEA a brand that has a good reputation for the environment?	10	15	25	40	60

Are you more confident in deciding to buy after knowing the information about the products offered by IKEA?	16	9	25	64	36
---	----	---	----	----	----

Source: Processed Data, 2023

Table 2 of the pre-survey results shows that 68 percent of respondents stated that the products offered by IKEA were environmentally friendly products. Then 60 percent of respondents stated that IKEA was not a brand that had a good reputation for the environment. And 64 percent of respondents stated that they were more confident in deciding to buy after knowing the information about the products offered by IKEA. Based on the results of the pre-survey, it indicates that there are problems which result in the green marketing and green brand image variables needing to be further investigated as to how they influence IKEA consumers in Denpasar City in making purchasing decisions.

IKEA is implementing a new trend in carrying out its marketing strategy related to environmental issues, namely by implementing a green marketing concept that is environmentally friendly or known as green marketing. The green marketing concept carried out by IKEA is through environmentally friendly programs such as using recycled materials to make its products and using wood to make furniture that comes from forest conservation (Jessica, 2022). IKEA also carries out various social initiatives such as campaigns carried out by IKEA related to environmental conservation. IKEA prioritizes the principle of sustainable living, which means that IKEA designs all its products from the start so that they can be used, repaired and resold, and can be recycled and produce as little waste as possible.

IKEA also carries out the "Blue Bag Project" as an environmentally friendly product introduction program which is carried out by inviting the public or consumers to start replacing the use of plastic bags with blue bags produced by IKEA. This blue bag can be used repeatedly and is long-lasting so it is more environmentally friendly and can reduce plastic waste. IKEA will also use 100 percent of the proceeds from blue bag sales plus donations given by IKEA to be donated to Mercy Corps Indonesia with the aim of being used for local water treatment and waste sanitation projects. This green marketing strategy can create interest among consumers in making purchases because apart from getting quality products, consumers can also help preserve the environment by using environmentally friendly products while indirectly donating to create a better environment in the future.

Previous research from Nandaika and Respati (2021) states that green marketing has a significant positive effect on purchasing decisions, in other words, if green marketing is implemented well, consumer purchasing decisions will increase. In contrast to research conducted by Mahendra and Nugraha (2021), it was concluded that green marketing does not have a significant effect on consumer purchasing decisions. Lack of consumer understanding regarding the information provided by companies regarding green marketing causes a lack of consumer knowledge so that green marketing is not the main factor that makes consumers decide to make a purchase.

Previous research results regarding the influence of green marketing on purchasing decisions found different research results (research gap), so this research will involve green brand image as a mediating variable. Green brand image is used as a mediating variable because it is based on previous research from Karlina and Setyorini (2018) stating

that green brand image can be a mediator to influence consumer purchasing decisions in green marketing activities carried out. This research is also in line with previous research from Dewi and Aksari (2017) which states that green brand image is able to mediate the influence of green marketing on purchasing decisions. This means that if the green brand image of a product or service is better, it can have an influence on green marketing in deciding to purchase a product.

IKEA apart from implementing the green marketing concept in its marketing strategy, this company also instills a green brand image in the minds of its consumers. The green brand image arises from the image that IKEA gives to its consumers that IKEA is a company that cares about environmental sustainability. The better the brand image of a company, the greater the consumer's tendency to make purchases. Consumers' interest in environmental sustainability has made them more trusting in companies that have a good reputation for protecting the environment (Winangun and Nurcaya, 2020). This is in line with previous research from Augtiah and Susila (2022) which states that the green brand image variable has a positive and significant effect on purchasing decisions. This is because consumers perceive a company as a green brand so they are more interested in making purchases.

Purchasing decisions are one of consumer behavior in an effort to fulfill their needs. Consumers when making purchasing decisions will also be faced with several choices, so it is important for companies to be able to convince their consumers in making purchasing decisions using various methods or marketing strategies. IKEA has attempted to implement environmentally friendly marketing strategies to attract and convince its consumers in making purchasing decisions. Customers want well known brands or items with a good reputation, so if a product is well regarded by customers and is thought to be able to satisfy their needs and wants, customers will feel more confident when making purchases (Osiyo, 2018).

IKEA consumers will decide to buy if the products offered can provide more advantages and benefits for consumers, so the IKEA Company needs to investigate further whether the environmentally friendly marketing strategies implemented such as green marketing and green brand image will influence purchasing decisions as stated in has been described in previous studies.

This research will be carried out based on the background of the problem that has been described, where in this research it is important to carry out research regarding the influence of green marketing on purchasing decisions for IKEA consumers in Denpasar City using green brand image as a mediating variable.

RESEARCH METHODS

This research can be classified as descriptive quantitative research, where this research aims to systematically describe the facts or characteristics of a certain population factually and carefully. According to the level of explanation, this research includes associative causality research, where associative causality research is useful for explaining the role of green brand image variables in mediating the influence of green marketing on purchasing decisions. This research will test hypotheses that analyze the influence of green marketing on purchasing decisions, the influence of green marketing on green brand image, the influence of green brand image on purchasing decisions, and determine the role of green brand image in mediating the influence of green marketing on purchasing decisions.

In this research, the number of indicators is 15 so the maximum sample size is 5 times the number of indicators or 10 times the number of indicators, so the number of samples is $5 \times 15 = 75$, $10 \times 15 = 150$. So the required sample range is 75 - 150 samples. In this study, a sample of 100 was determined because it was considered representative and met the minimum limit of the required sample range.

The sampling method used in this research is nonprobability sampling, namely purposive sampling. Purposive sampling is refers to sampling that is restricted to specific groups of individuals who are able to supply the needed data, either because they are the only ones with it or because they satisfy a number of predetermined criteria set by the researcher.

RESULTS AND DISCUSSION

Research Instrument Test Results

This research uses validity tests and reliability tests in testing research instruments.

Validity test

According to Sugiyono (2019:175), an instrument is considered valid if it is capable of measuring what needs to be measured. A valid instrument will produce research results that are expected to be feasible. Before the questionnaire was distributed, 30 respondents participated in a validity test to see whether the questionnaire complied with the necessary standards for data collection. The results of validity testing for each indicator using SPSS can be seen in the output table of item-total statistics in the corrected item-total correlation column. Table 3 below presents the results of the validity of the research instrument.

Table 3. Validity Test Results

No.	Variable	Items Statement	Total Item Correlation	Information
1.	<i>Green Marketing (X)</i>	X.1	0.928	Valid
		X.2	0.890	Valid
		X.3	0.829	Valid
		X.4	0.792	Valid
		X.5	0.876	Valid
		X.6	0.873	Valid
2.	<i>Green Brand Image(M)</i>	M.1	0.901	Valid
		M.2	0.784	Valid
		M.3	0.911	Valid
		M.4	0.878	Valid
		M.5	0.862	Valid
3.	<i>Purchase Decision (Y)</i>	Y.1	0.890	Valid
		Y.2	0.946	Valid
		Y.3	0.882	Valid
		Y.4	0.941	Valid

Source: (Processed Data), 2024.

The test results in Table 3 show that all research instruments used to measure the correlation coefficient value between the variables green marketing, green brand image,

and purchasing decisions and the overall score of all statement items is greater than r table 0.361 (appendix 8). This shows that the statement items in the research instrument are valid and suitable for use as research instruments.

Reliability Test

The purpose of the reliability test is ascertain the degree of consistency of the measuring instrument, so that if the measuring instrument is used again to examine the same object with the same technique even though the time is different, the results obtained will be the same (Sugiyono, 2019: 175). The results of a measurement are reliable if a measurement is carried out on the same group of objects repeatedly and the results are relatively the same, although there remains a tolerance for certain differences. Before the questionnaire was distributed, a reliability test was conducted on 30 respondents to determine whether the questionnaire complied with the requirements when used to collect research data. In this research, the method used is method *Cronbach's alpha*. The value of an instrument is said to be reliable if the Cronbach's alpha value is ≥ 0.6). The results of instrument reliability testing can be seen in Table 4.

Table 4. Reliability Test Results

No.	Variable	Cronbach's Alpha	Information
1	Green Marketing(X)	0.933	Reliable
2	Green Brand Image(M)	0.916	Reliable
3	Purchase Decision (Y)	0.935	Reliable

Source: (Processed Data), 2024.

The reliability test results in Table 4 shows that the three research instruments have a Cronbach's Alpha coefficient of more than 0.60. This means that the instruments in this research are reliable, so it can be used in this research.

Data Analysis Results

Classic Assumption Test Results

The purpose of the classical assumption test is to confirm that the regression analysis is fundamental assumptions are met by the result. The results of the classical assumption tests carried out in this research are the normality test, multicollinearity test and heteroscedasticity test. The results of the classical assumption test, which were analyzed using the SPSS for Windows software are shown below.

1) Normality test

Table 5. Structural Normality Test Results 1

Unstandardized Residuals	
N	100
Asymp.Sig.(2-tailed)	0.200

Source: Processed Primary Data, 2024

Based on Table 5 it can be seen that the value of Asymp. Sig. (2-tailed) of 0.200. The value of Asymp. Sig. (2-tailed) is greater than the alpha value of 0.05, this indicates that the regression equation model is normally distributed and fits the data.

Table 6. Results of Structural Normality Test 2

<i>Unstandardized Residuals</i>	
N	100
Asymp.Sig.(2-tailed)	0.181

Source: Processed Primary Data, 2024

Based on Table 6 it can be seen that the value of Asymp. Sig. (2-tailed) of 0.181. The value of Asymp. Sig. (2-tailed) is greater than the alpha value of 0.05, this indicates that the regression equation model is normally distributed and fits the data.

2) Multicollinearity Test

Table 7. Results of Structural Multicollinearity Test 2

Variable	Tolerance	VIF
Green Marketing(X)	0.480	2,085
Green Brand Image(M)	0.480	2,085

Source: Processed Primary Data, 2024

Based on Table 7, it can be seen that the tolerance and VIF values for the variables related to green marketing and green brand image indicate that each variable has a tolerance value larger than 0.10 and a VIF value smaller than 10, this indicate the absence of multicollinearity in the regression equation model.

3) Heteroscedasticity Test

Table 8. Results of Structural Heteroscedasticity Test 1

Model	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	3,539	0.728		4,862	0,000
Green Marketing	-0.058	0.031	-0.187	-1,881	0.063

Source: Processed Primary Data, 2024 (Appendix 6)

Based on Table 8, it can be seen that the green marketing variable has a significance value of 0.063. The value of green marketing variable is greater than 0.05, which means the independent variables have no effect on the absolute residual. So based on this, it can be said that the model created is free from symptoms of heteroscedasticity.

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
-------	-----------------------------	---------------------------	---	------

		B	Std. Error	Beta		
	(Constant)	3,461	0.713		4,857	0,000
2	Green Marketing	-0.054	0.040	-0.190	-1,337	0.184
	Green Brand Image	-0.025	0.049	-0.072	-0.510	0.612

Structural Heteroscedasticity Test 2

Table 9
Results
of

Source: Processed Primary Data, 2024 (Appendix 6)

Based on Table 9, it can be seen that the significance value of the green marketing variable is 0.184, and the green brand image variable is 0.612. This value is greater than 0.05, which means there is no influence between the independent variables on the absolute residual. So based on this, it can be said that the model created is free from symptoms of heteroscedasticity.

Path Analysis Results

Data testing in this study used path analysis techniques, path analysis examines the causal relationship between two or more variables by expanding multiple linear regression analysis. The steps in analyzing using Path Analysis as follows:

- 1) Formulate hypotheses and structural equations
 - (1) The influence of green marketing on green brand image
 - (2) The influence of green marketing on purchasing decisions
 - (3) The influence of green brand image on purchasing decisions

Based on the hypothesis that has been prepared, structural equation 1 can be formulated for hypothesis 3 as follows.

$$M = \beta_1 X + e_1$$

Structural equation 2 can be formulated for hypotheses 1 and 2 as follows.

$$Y = \beta_2 X + \beta_3 M + e_2$$

Path coefficient calculations were carried out using SPSS 26. Based on Table 10 below, it can be seen that the results of data processing for the regression equations 1.

Table 10. Results of Formulating Hypotheses and Structural Equations 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,591	1,353		4,132	0,000
	Green Marketing	0.588	0.057	0.721	10,309	0,000
R ² : 0.520						
F statistic: 106.282						

Sig. F : 0.000

Source: (Primary Data Processed), 2024

Based on the results of the path analysis of regression equation 1 as presented in Table 10, the structural equation is as follows:

$$M = \beta_1 X + e_1$$

$$M = 0.721X + e_1$$

The value of β_1 is 0.721, which means green marketing has a positive effect on green brand image. This indicates that there will be a 0.721 increase in the green brand image if the green marketing variable rises. The magnitude of the influence of the independent variable on the dependent variable as shown by the total determination value (R square) of 0.520 it means that 52 percent of the variation in green brand image is influenced by variations in green marketing, while the remaining 48 percent is explained by other factors not included in the model.

Table 11. Results of Formulating Hypotheses and Structural Equations 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,593	1,220		1,306	0.195
	Green marketing	0.221	0.069	0.307	3,232	0.002
	Green brand image	0.450	0.084	0.509	5,355	0,000
R ² : 0.579						
F statistic: 66.796						
Sig. F : 0.000						

Source: (Primary Data Processed), 2024

Based on the results of the path analysis of regression equation 2 as presented in Table 11, the following structural equation is obtained:

$$Y = \beta_2 X + \beta_3 M + e_2$$

$$Y = 0.307X + 0.509M + e_2$$

Based on this equation, it can be concluded that:

The value of β_2 is 0.307, which means that green marketing has a positive effect on purchasing decisions. If the green marketing variable increases then the purchasing decision variable increases by 0.307.

The value of β_3 is 0.509, which means that green brand image has a positive influence on purchasing decisions. This means that if the green brand image variable increases, the purchasing decision variable will increase by 0.509. The total determination value (R square) of 0.579 indicates the magnitude of the independent variable's influence on the dependent variable. This indicates that variations in green brand image and marketing account for 57.9 percent of the variance in purchasing decisions, with other factors accounting for 42.1 percent of the variance.

2) Testing the value of the coefficient of determination (R²) and error variable (e)

The final model of the path diagram can be created using the structure 1 and structure 2 models. Before constructing the final path diagram model, the standard error value is first calculated as follows.

$$Pe_i = \sqrt{1-R_i^2}$$

$$Pe_1 = \sqrt{1-R_1^2} = \sqrt{1-0,520} = \sqrt{0,480} = 0,692$$

$$Pe_2 = \sqrt{1-R_2^2} = \sqrt{1-0,579} = \sqrt{0,421} = 0,648$$

Based on the results of calculating the effect of error (Pe_i), the results of the effect of error (Pe_1) obtained was 0.692 and the effect of error (Pe_2) was 0.648. After analyzing e_1 and e_2 , the total coefficient of determination is calculated as follows:

$$\begin{aligned} R^2_m &= 1 - (Pe_1)^2 (Pe_2)^2 \\ &= 1 - (0,692)^2 (0,648)^2 \\ &= 1 - 0,478 \times 0,419 \\ &= 1 - 0,200 \\ &= 0,800 \end{aligned}$$

A total determination value of 0.800 means that 80 percent of the purchasing decision variables influenced by green marketing and green brand image variables, the remaining 20 percent is explained by other factors outside the model formed.

3) Calculates path coefficients based on regression coefficients

(1) Direct effect

Direct influence occurs if a variable influences another variable without any other mediating variable.

1. The influence of green marketing variables (X) on green brand image (M):

$$X \longrightarrow M = 0,721$$

2. Influence of green marketing variables (X) on purchasing decisions (Y):

$$X \longrightarrow Y = 0,307$$

3. The influence of the green brand image variable (M) on purchasing decisions (Y):

$$M \longrightarrow Y = 0,509$$

(2) Indirect effect

Indirect influence occurs if there are other variables that mediate the relationship between the two variables.

The influence of the green marketing variable (X) on green brand image (M) with purchasing decisions (Y) as an intermediary variable:

$$\begin{aligned} X \longrightarrow M \longrightarrow Y &= (0,721) \times (0,509) \\ &= 0,366 \end{aligned}$$

(3) Total effect

To understand the total influence, this can be done by adding the direct influence of green marketing on purchasing decisions and then multiplying the direct influence of green marketing on green brand image with the direct influence of green brand image on purchasing decisions.

The total influence of variable X on Y through M can be formulated as follows:

$$\begin{aligned} \text{Total effect} &= 0,307 + (0,721 \times 0,509) \\ &= 0,673 \end{aligned}$$

4) Calculating path coefficients simultaneously

The overall test is shown by the ANOVA table. Statistical hypothesis formulated as follows:

Based on the Sig. test results. F in Tables 4.10 and 4.11, which produces $\text{Sig.} F < 0.05$ ($0.000 < 0.05$) has the meaning *green marketing* and *green brand image* have a significant effect on purchasing decision. The conclusion is that structural equation modeling has fulfills the goodness of fit requirements through the F test.

5) Calculating path coefficients partially (individually)

The test criteria to explain the interpretation of the influence between each variable are as follows:

If the significance probability value obtained is smaller than the value 0.05 ($\text{sig} < 0.05$), then H_0 is rejected and H_a is accepted which means it is significant.

If the significance probability value obtained is greater than 0.05 ($\text{sig} > 0.05$), then H_0 is accepted and H_a is rejected, which means it is not significant.

(1) The influence of green marketing on purchasing decisions

The hypotheses in the research that will be tested are as follows:

H_0 : Green marketing does not have a positive and significant effect on purchasing decisions.

H_1 : Green marketing has a positive and significant effect on purchasing decisions.

Based on the results of data processing, a probability significance value of 0.002 was obtained with a beta coefficient value of 0.307, with a significance level of $0.002 < 0.05$, so H_0 was rejected and H_1 was accepted. These results mean that green marketing has a positive and significant effect on purchasing decisions.

(2) The influence of green marketing on green brand image

The hypotheses in the research that will be tested are as follows:

H_0 : Green marketing does not have a positive and significant effect on green brand image.

H_2 : Green marketing has a positive and significant effect on green brand image. Based on the results of data processing, a probability significance value of 0.000 was obtained with a beta coefficient value of 0.721, with a significance level of $0.000 < 0.05$, so H_0 was rejected and H_2 was accepted. These results mean that green marketing has a positive and significant effect on green brand image.

(3) The influence of green brand image on purchasing decisions

The hypotheses in the research that will be tested are as follows:

H_0 : Green brand image does not have a positive and significant effect on purchasing decisions.

H_3 : Green brand image has a positive and significant influence on purchasing decisions.

Based on the results of data processing, a significance probability value of 0.000 is obtained with a beta coefficient value of 0.509, with a significance level of $0.000 < 0.05$, then H_0 is rejected and H_3 is accepted. These results mean that green brand image has a positive and significant influence on purchasing decisions.

6) Summarizing and concluding

Based on the calculations above regarding structural equations, error calculations, and total determination as well as the influence of variables, it can be concluded through the path diagram of the role of green brand image in mediating green marketing on purchasing decisions in this research hypothesis. The magnitude of the direct influence and indirect influence as well as the total influence can be calculated between variables. The computation of the variables influences is summed up as follows in Table 12.

Table 12. Direct, Indirect, and Total Effects of Green Marketing (X), Green Brand Image (M), and Purchase Decisions (Y)

Influence of Variables	Direct Influence	Indirect Influence Through Green Brand Image (M) ($\beta_1 \times \beta_3$)	Total Influence
X→m	0.721	-	0.721
m→Y	0.509	-	0.509
X→Y	0.307	0.366	0.673

Source: (Primary Data Processed), 2024

Based on Table 12, it shows the summary results using path analysis approaches for each direct and indirect influence effect between variables in each structural equation. The meaning of the values on Table 12 will be explained as follows.

- 1) The influence of green marketing on green brand image
The direct influence path coefficient value was obtained *green marketing* on green brand image of 0.721, these results show that green marketing directly has a positive influence on green brand image.
- 2) The influence of green brand image on purchasing decisions
The path coefficient value of the direct influence of green brand image on purchasing decisions was 0.509. These results show that green brand image directly has a positive influence on purchasing decisions.
- 3) The influence of green marketing on purchasing decisions
The path coefficient value of the direct influence of green marketing on purchasing decisions was 0.307. These results show that green marketing directly has a positive influence on purchasing decisions.
- 4) The role of green brand image in mediating the influence of green marketing on purchasing decisions
Obtained the coefficient value of the indirect influence path *green brand image* in mediating the influence of green marketing on green brand image of 0.366, these results show that green marketing has an indirect effect on purchasing decisions through green brand image.

Sobel Test Results

Sobel test is an analytical tool for determining the importance of the indirect relationship mediated by the mediator variable between the independent and dependent variables. The Sobel test is formulated with the following equation. If the Z calculation value is greater than 1.96 (with a green brand image level of 95 percent), then the mediator variable is considered to significantly mediate the relationship between the dependent variable and the independent variable.

- 1) Hypothesis formulation
Ho : *Green brand image* does not mediate the influence of green marketing on purchasing decisions
H4 : *Green brand image* mediates the influence of green marketing on purchasing decisions
- 2) Test criteria
The test criteria used are as follows:

If $Z \text{ count} \leq 1.96$ then H_0 is accepted, meaning green brand image is a mediating variable.

If $Z \text{ count} > 1.96$ then H_0 is rejected, meaning green brand image is not a mediating variable.

3) Calculation of mediating variables uses test statistics.

The Sobel test is calculated using the formula below:

$$Z = \frac{ab}{\sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}}$$

Information:

$a = 0.588$

$s_a = 0.057$

$b = 0.450$

$s_b = 0.084$

$$Z = \frac{0,588 \cdot 0,450}{\sqrt{0,450^2 0,057^2 + 0,588^2 0,084^2 + 0,057^2 0,084^2}}$$

$$Z = \frac{0,264}{0,055}$$

$$Z = 4.8$$

Based on the results of the Sobel test, it shows that the calculated Z value is $4.8 > 1.96$, which means that green brand image is a variable that mediates the influence of green marketing on IKEA purchasing decisions in Denpasar City. In other words, green marketing indirectly influences purchasing decisions through green brand image, so H_0 is rejected and H_4 is accepted.

Discussion of the Influence of Each Research Variable

The Influence of Green Marketing on Purchasing Decisions of IKEA Consumers in Denpasar City

The results of hypothesis testing in this study show that green marketing has a positive and significant effect on purchasing decisions. So it can be concluded that the better green marketing will increase IKEA purchasing decisions in Denpasar City, so that means the first hypothesis is accepted. In the green marketing variable, the product statement offered by IKEA is an environmentally friendly product has the highest average value, the results of this research indicate that there is environmentally friendly products offered by IKEA then it will increase purchasing decision on IKEA consumers in Denpasar City.

The results of this research are in accordance with previous research conducted by Nandaika and Respati (2021), Rizka, et al. (2022) and Sorongan, et al. (2022) which states that green marketing has a positive and significant effect on purchasing decisions.

The Influence of Green Marketing on the Green Brand Image of IKEA Consumers in Denpasar City

The results of hypothesis testing in this study show that green marketing has a positive and significant effect on green brand image. So it can be concluded that the better the green marketing will improve the green brand image of IKEA in Denpasar City, so that

means the second hypothesis is accepted. In the green marketing variable, the product statement offered by IKEA is an environmentally friendly product has the highest average value, the results of this research indicate that there is environmentally friendly products offered by IKEA then it will increase *green brand image* IKEA in Denpasar City.

The results of this research are in accordance with previous research conducted by Osiyo (2018) and Karlina and Setyorini (2018), which states that green marketing has a positive and significant effect on green brand image.

The Influence of Green Brand Image on Purchasing Decisions of IKEA Consumers in Denpasar City

The results of hypothesis testing in this study show that green brand image has a positive and significant influence on purchasing decisions. So it can be concluded that the better the green brand image, the more IKEA purchasing decisions in Denpasar City will increase, so that means the third hypothesis is accepted. In the green brand image variable, IKEA states that it is a brand that has a trustworthy promise in preserving the environment has the highest average value, the results of this research indicate that IKEA is able to have a trust worthy promise in preserving the environment then it will increase IKEA purchasing decision in Denpasar City.

The results of this research are in accordance with previous research conducted by Augtiah and Susila (2022), Luvitasari, et al. (2022) and Apriliani & Aqmala (2021), which states that green brand image has a positive and significant influence on purchasing decisions.

Green Brand Image Mediating The Effect of Green Marketing on Purchasing Decisions of IKEA Consumers in Denpasar City

The results of hypothesis testing in this study show that green brand image is able to mediate the influence of green marketing on purchasing decisions. In other words, green marketing has an indirect effect on purchasing decisions through green brand image, so that means the fourth hypothesis is accepted. The better green marketing will improve the green brand image of IKEA, so that it will increase purchasing decisions for IKEA consumers in Denpasar City.

The results of this research are in accordance with research conducted by Osiyo (2018) and Dewi and Aksari (2017) shows that green marketing has a positive effect on purchasing decisions when mediated by green brand image.

CONCLUSION

The conclusions obtained by the author based on the results of the research discussion that has been carried out are as follows:

- 1) The results of this research shows that green marketing has a positive and significant effect on purchasing decisions, that means the better the green marketing, the greater the purchasing decisions of IKEA consumers in Denpasar City.
- 2) The results of this research shows that green marketing has a positive and significant effect on green brand image, meaning that the better the green marketing, the greater the green brand image so that it will be able to improve the green brand image of IKEA in Denpasar City.

- 3) The results of this research shows that green brand image has a positive and significant effect on purchasing decisions, meaning that the better the green brand image, the greater the purchasing decisions of IKEA consumers in Denpasar City.
- 4) *Green brand image* able to mediate the influence of green marketing on purchasing decisions, meaning that the better the green marketing will improve the green brand image of IKEA, which will ultimately increase purchasing decisions for IKEA consumers in Denpasar City.

BIBLIOGRAPHY

- Abzari, M., Shad, F.S., Sharbiyani, AAA, & Morad, A.P. (2013). Studying The Effect of Green Marketing Mix On Market Share Increase. *Journal of Natural and Social Sciences*, 2(3), 641–653.
- Agustina, RD, Fauzi, A., & Wilopo. (2016). The Influence of Green Marketing on Green Brand Image and its Impact on Purchasing Decisions (Survey of 2012 / 2013 and 2013 / 2014 Bachelor of Business Administration Students at the Faculty of Administrative Sciences, Brawijaya University who used it). *Journal of Business Administration*, 33(1), 171–179.
- Anton, APN, Mulyandi, MM, & Randy, RWS (2020). Analysis of the Relationship between Store Atmosphere and Purchase Interest in Ikea Indonesia. *Ikraith-Ekonomika*, 3(2), 30-35.
- Apriliani, T., & Aqmala, D. (2021). The Influence of Green Brand Image, Green Perceived Value, Green Awareness. *Journal of Accounting, Economics and Business Management*, 1(1), 66–75.
- Augtiah, I., & Susila, I. (2022). The Influence of Green Products, Green Advertising, and Green Brand Image on Purchasing Decisions with Consumer Attitude as a Mediating Variable: Buying decision, Green Product Attributes, Green Advertising, Green Brand Image, Consumer Attitude. *Benefits: Journal of Management and Business*, 10-26.
- Bafadhal, AS (2020). *Tourism Marketing Tourist Behavior Approach*. Malang: Media Nusa Creative.
- Bancin, J.B. (2021). *Brand Image and Word of Mouth: their role in the Nissan Grand Livina Car Purchasing Decision*. Surabaya: CV. Jakad Media Publishing.

- Chen, Y.S. (2010). The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics*, 93(2), 307–319.
- Dewi, KAA, & Aksari, NMA (2017). The Role of Brand Image in Mediating the Influence of Green Marketing on Purchasing Decisions (Case Study of Oriflame Products in Denpasar City) (Doctoral dissertation, Udayana University).
- Dewi, NMSE (2022). The Role of Brand Image in Mediating the Influence of Green Marketing on Purchasing Decisions for Sensatia Botanicals in Denpasar. *Juima: Journal of Management Science*, 12(2), 221-239.
- Ernawati, R., Dwi, AB, & Argo, JG (2021). Analysis of the Influence of Promotion, Price and Brand Image on Purchasing Decisions on the Zalora E-commerce Site in Jakarta. *Business Management Analysis Journal (BMAJ)*, 4(2), 200-218.
- Fatimah, NFS, & Setiawardani, M. (2019). Purchasing Decisions (Study of Body Shop Consumers in Bandung City). *Proceedings of the Industrial Research Workshop and National Seminar*, 10(1), 1089–1101.
- Fatmaningrum, SR, Susanto, & Fadhilah, M. (2020). The Influence of Product Quality and Brand Image on Frestea Drink Purchase Decisions. *Scientific Journal of Management, Economics and Accounting*, 4(1).
- Firdaus, NI, & DH, A. Fauzi. (2017). The Influence of Green Marketing on Brand Image and Its Impact on Purchasing Decisions (Study on Instagram Followers @Starbucksindonesia) (Doctoral dissertation, Brawijaya University).
- Ghozali, I. (2018). *Multivariate Analysis Application with the IBM SPSS 25 Program*. Diponegoro University Publishing Agency: Semarang.
- Hartanto, R. (2019). *Brands and Personal Branding*. Bekasi: Denokan Library.
- Herlambang, B., Agustiani, IN, & Fajri, K. (2023). The Influence of Green Marketing and Product Innovation on Purchasing Decisions in Dusun Bambu Bandung. *Management and Tourism*, 2(2), 165-176.
- Huang YC & Yang M. (2014). Effects of green brands on green purchase intention. *Marketing Intelligence & Planning*, 32(3), 250-268.
- Indriantoro, N., and Supomo, B., (2013). *Business Research Methodology For Accounting & Management*. Yogyakarta: BPFE.
- IQAir. (2023). “World Air Quality Index”, November 17, 2023, <https://www.iqair.com/world-air-quality-ranking>.
- Istantia, S., Kumadji, S., & Hidayat, K. (2016). The Influence of Green Marketing on Brand Image and Purchasing Decisions (Survey on Users of Environmentally Friendly

Products for Philips LED Lamps at Perum Kepanjen Permai 1, RW 4, Talangagung Village, Kepanjen District, Malang, East Java). *Brawijaya University Undergraduate Business Administration Journal*, 32(1), 174–182.

Jessica, C. (2022). 11 Companies That Have Implemented Go Green, Find Out Here. Glints. <https://glints.com/id/lowongan/company-go-green>.

Karlina, G., & Setyorini, R. (2018). The Influence of Green Marketing on Purchasing Decisions with Brand Image as a Mediator. *Management and Accounting Expose*, 1(2), 56-65.

Kartono, GG, & Warmika, IGK (2018). The influence of green marketing on brand loyalty is mediated by brand image (Doctoral dissertation, Udayana University).

Karunarathna, AKP, Bandara, VK, Silva, AST, & De Mel, WDH (2020). Impact of green marketing mix on customers' green purchasing intention with special reference to Sri Lankan supermarkets.

Kotler, P., and Keller, (2016). *Marketing Management*, 15th Edition New Jersey: Pearson Pretice Hall, Inc.

Lestari, NLA (2019). Analysis of the Impact of Capital Adequacy Levels and Credit Distribution Levels on Profitability with Credit Risk as a Moderating Variable in Banking Companies Listed on the Indonesian Stock Exchange 2012-2016. *Journal of Science, Accounting and Management*, 1(3), 145–191.

Mahendra, DF, & Nugraha, AKN (2021). Green Marketing and CSR on Purchasing Decisions with Consumer Knowledge as a Moderating Variable. *Journal of Research and Development of Science and Humanities*, 5(1), 28-38.

Mardhatillah, CDU, Jingga, FP, Ramadhani, N., Vrika, R., & Fevria, R. (2022). The Greenhouse Effect Triggers Global Warming and Efforts to Overcome It. In *Proceedings of the National Biology Seminar*, 2(2), 328-340.

Mutiah, D. (2021). IKEA Bali Officially Opens, Becoming the Smallest Outlet in Indonesia. Coverage6. <https://www.liputan6.com/amp/4714206/ikea-bali-resmi-dibuka-jadi-gerai-terbesar-di-indonesia>

Nandaika, ME, & Respati, NNR (2021). The Role of Brand Image in Mediating the Influence of Green Marketing on Purchasing Decisions (Study on Uniqlo Brand Fashion Products in Denpasar) (Doctoral dissertation, Udayana University).

Naurah, N. (2023). Ikea Records Fantastic Revenue, Becomes Largest Furniture Company Based on Market Value, March 11, 2023, GoodStats. [https://goodstats.id/article/ikea-cepatkan-pendapatan-fantastis-jadi-bisnis-furnitur-terbesar-menurut-besar-pasar -aCQWo](https://goodstats.id/article/ikea-cepatkan-pendapatan-fantastis-jadi-bisnis-furnitur-terbesar-menurut-besar-pasar-aCQWo).

- Osiyo, AKM (2018). The influence of green marketing on green brand image and customer purchase intention at Starbucks Coffee Malang. *Journal of Marketing Strategy*, 5(2), 1-9.
- Pharamadita, IPAW, & Santika, IW (2024). The Role of Word of Mouth in Mediating the Influence of Product Quality on Purchasing Decisions (Study of Indihome Consumers in Denpasar City). *Udayana University Economics and Business E-Journal*, 13(4). 757-777.
- Palaguna, IGNF, & Ekawati, NW (2016). Green Promotion Mediates Green Packaging on Repurchase Intention (Study on AMDK Ades in Denpasar City) (Doctoral dissertation, Udayana University). 7500-7527.
- Pradana, D., Hudayah, S., & Rahmawati, R. (2017). The influence of price, product quality and brand image on motorbike purchasing decisions. *Performance*, 14(1), 16-23.
- Prameswari, AS, & Hariasih, M. (2023). Green Marketing and Brand Image Affect the Purchase Decision of Generation Z On Green Products: Green Marketing and Brand Image Influence Generation Z's Purchasing Decision on Environmentally Friendly Products.
- Puspa Dewi, NMA, & Rahyuda, K. (2018). The Influence of Green Marketing Tools on Consumer Purchasing Behavior. *Udayana University Management E-Journal*, 7(4), 2164–2195.
- Rahayu, LMP, Abdillah, Y., & Mawardi, MK (2017). The influence of green marketing on consumer purchasing decisions (Survey of The Body Shop Consumers in Indonesia and Malaysia) (Doctoral dissertation, Brawijaya University).
- Rahyuda, K. (2019). *Business Research Methods Revised Edition 2019*. Denpasar: Udayana University Press.
- Rizka, PF, Satria, R., & Muzdalifah, L. (2022). The Influence of Green Marketing and Brand Image on Purchasing Decisions at the Alamanda Delta Surya Business Center. *Journal of Scientific Reasoning and Student Research*, 4(4).
- Rizwan, M., Mahmood, U., Siddiqui, H., & Tahir, A. (2014). An empirical study about green purchase intentions. *Journal of Sociological Research*, 5(1), 290-305.
- Rosyada, FA, & Dwijayanti, R. (2023). The Influence of Green Marketing and Green Products on Purchasing Decisions for Sukin Products. *Journal of Commerce Education (JPTN)*, 11(3), 305-312.
- Santika, IW, Pramudana, KAS, Pharamadita, IPAW, & Tamaja, KW (2024). Social Marketing Intervention to Increase Green Entrepreneurial Intentions among Students in Bali. *Udayana University Economics and Business E-Journal*, 13(1). 1-13.

- Savitri, S., & Marlana, N. (2023). The Influence of Green Marketing, Green Brand Image, and Green Knowledge on Customer Satisfaction for Cleo Eco Green Products in the Surabaya Region. *Journal of Commerce Education (JPTN)*, 11(2), 207-215.
- Sawitri, IGATD, & Rahanatha, GB (2019). The Influence of Green Marketing and Brand Image on Customer Loyalty (Doctoral dissertation, Udayana University).
- Sorongon, S., Lopian, SLHVJ, & Soepono, D. (2022). Analysis of Green Marketing in UNSRAT Micro, Small and Medium Enterprises on Consumer Purchasing Decisions. *EMBA Journal*, 10(1), 330–339.
- Sudana, IM, & Setianto, RH (2018). *Business Research Methods & Data Analysis with SPSS*. Jakarta: Erlangga.
- Sugiyono. (2019). *Quantitative Research Methods, Qualitative R&D*. Bandung: Alfabeta.
- Tjiptono, F., (2017), *Marketing Strategy*, 4th Edition, Yogyakarta: Andi.
- Umam, G.C., & Widodo, A. (2022). How Green Marketing and Product Quality Influence Buying Interest Using Green Brand Image. *Journal of Business Management*, 9(1), 01-11.
- Utami, D. (2020). The Influence of Green Marketing on Product Purchasing Decisions (Study of Consumers at X Beauty Clinic in Bogor). *Research and Application of Systems and Industrial Engineering*, 14(1), 328-424.
- Wahyuni, H. (2023). Analysis of the Influence of Green Marketing and Brand Ambassadors on Wardah Product Purchasing Decisions among Consumers in Pasuruan Raya with Brand Image as an Intervening Variable. *Initiative: Journal of Economics, Accounting and Management*, 2(3), 184-196.
- Winangun, MS, & Nurcaya, N. (2020). The role of green trust mediates the influence of green brand image on the green brand equity of Bali Ratih products (Doctoral dissertation, Udayana University).
- Wu, S., & Chen, Y. (2014). The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products, 6(5), 81–100.
- Yonatan, AZ (2023). A Look at IKEA's Net Profits 2015-2022, August 14, 2023, GoodStats. <https://data.goodstats.id/statistic/agneszezefanyayonatan/menilik-keuntungan-Bersih-ikea-2015-2022-aGUoT>