

Integrasi Green Marketing, Green Brand Loyalty, dan Green Brand Innovativeness dalam Mempengaruhi Green Purchase Intention

Integration of Green Marketing, Green Brand Loyalty, and Green Brand Innovativeness in Influencing Green Purchase Intention

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ABSTRACT

This study aims to analyze the influence of green marketing, green advertisement, green brand loyalty, and green brand innovativeness on green purchase intention for environmentally friendly products of MSMEs. The background of the study is based on increasing consumer awareness of environmental sustainability issues that encourage changes in consumption behavior towards environmentally friendly products. The research method uses a quantitative approach with a purposive sampling technique on 90 respondents who have purchased environmentally friendly MSME products. Data analysis was conducted using the SEM-PLS method to test the relationship between variables. The results show that green marketing has a positive and significant effect on green advertisement, green brand loyalty, and green brand innovativeness. However, green marketing has a significant negative effect on green purchase intention. In addition, green advertisement does not have a significant effect on green purchase intention. Meanwhile, green brand loyalty and green brand innovativeness are proven to have a positive and significant effect on green purchase intention. These findings indicate that relational and innovative factors have a stronger role in driving consumer purchase intention than marketing communication alone. This study contributes to the development of green marketing literature through an integrative model and provides practical implications for MSMEs in designing more effective sustainable marketing strategies.

Keywords: *green advertisement, green brand innovativeness, green brand loyalty, green marketing, green purchase intention, MSMEs.*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *green marketing*, *green advertisement*, *green brand loyalty*, dan *green brand innovativeness* terhadap *green purchase intention* pada produk ramah lingkungan UMKM. Latar belakang penelitian didasarkan pada meningkatnya kesadaran konsumen terhadap isu keberlanjutan lingkungan yang mendorong perubahan perilaku konsumsi ke arah produk ramah lingkungan. Metode penelitian menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* terhadap 90 responden yang pernah membeli produk UMKM ramah lingkungan. Analisis data dilakukan menggunakan metode SEM-PLS untuk menguji hubungan antar variabel. Hasil penelitian menunjukkan bahwa *green marketing* berpengaruh positif dan signifikan terhadap *green advertisement*, *green brand loyalty*, dan *green brand innovativeness*. Namun, *green marketing* berpengaruh negatif signifikan terhadap *green purchase intention*. Selain itu, *green advertisement* tidak berpengaruh signifikan terhadap *green purchase intention*. Sementara itu, *green brand loyalty* dan *green brand innovativeness* terbukti berpengaruh positif dan signifikan terhadap *green purchase intention*. Temuan ini menunjukkan bahwa faktor relasional dan inovatif memiliki peran yang lebih kuat dalam mendorong niat beli konsumen dibandingkan komunikasi pemasaran semata. Penelitian ini memberikan kontribusi dalam pengembangan literatur *green marketing* melalui model integratif serta memberikan implikasi praktis bagi UMKM dalam merancang strategi pemasaran berkelanjutan yang lebih efektif.

Kata kunci: *green marketing, green advertisement, green brand loyalty, green brand innovativeness, green purchase intention, UMKM.*

INTRODUCTION

Global awareness of environmental sustainability issues continues to increase alongside various ecological problems such as climate change, environmental pollution, and uncontrolled exploitation of natural resources. This shift has encouraged a transformation in consumer behavior toward more responsible consumption patterns, one of which is reflected in the preference for environmentally friendly products (green products). In the sustainable marketing literature, green purchase intention has become an important concept to explain consumers' tendency to choose products with lower environmental impact (Chen & Chang, 2012; Joshi & Rahman, 2015).

In the context of modern marketing, green marketing has evolved as a strategy that integrates sustainability values into all marketing activities, ranging from product development and production processes to marketing communication (Ottman, 2017). The implementation of green marketing has been proven to enhance perceived environmental value, brand image, and consumer trust in environmentally friendly products (Dangelico & Vocalelli, 2017; Rahbar & Wahid, 2011). In the Micro, Small, and Medium Enterprises (MSMEs) sector, the adoption of green marketing is not only a market differentiation strategy but also an effort to improve competitiveness and long-term business sustainability. Studies on MSMEs in Indonesia indicate that the adoption of green marketing practices contributes to increased brand value and consumer purchase intention.

In addition to green marketing, green brand loyalty is an important relational factor in explaining sustainable purchasing behavior. Loyalty to brands with strong environmental commitments can strengthen the emotional bond between consumers and brands and increase the consistency of purchasing environmentally friendly products (Chen, 2010; Martínez, 2015). Consumers who are loyal to environmentally friendly brands tend to exhibit higher levels of trust in both product quality and environmental responsibility. Another increasingly relevant factor in the sustainable market is green brand innovativeness, which refers to a brand's ability to create environmentally based innovations through the use of natural materials, eco-friendly production technologies, sustainable product design, and recyclable packaging. Green innovation serves as a source of competitive advantage as it enhances perceived value and product differentiation in the market (Chen *et al.*, 2006).

The phenomenon of green marketing is currently evident across various MSME product sectors, such as green cosmetics, organic food products, sustainable fashion, eco-household products, eco-friendly packaging, recycled craft products, as well as herbal and natural personal care products. In the green cosmetics sector, for instance, consumers increasingly consider natural ingredient composition and environmental impact in their purchasing decisions (Nurjanah & Odelia, 2025). In organic food products, health awareness and sustainability are the main drivers of purchase intention (Wijaya *et al.*, 2021). Meanwhile, in the sustainable fashion industry, the use of organic and recycled materials adds value that enhances brand perception and consumer purchase intention (Han & Stoel, 2016).

Although previous studies have confirmed that green marketing positively influences consumers' purchase intentions, the existing literature has predominantly examined green marketing, green brand loyalty, and green brand innovativeness as separate determinants of consumer behavior. For example, Chen and Chang (2013) and Rather and Hollebeek (2021) primarily investigated the effect of green brand loyalty on consumer behavioral outcomes, whereas Wang *et al.* (2021) emphasized the role of green

brand innovativeness in strengthening firms' competitive advantage and brand value. Only a limited number of studies have simultaneously integrated these three constructs into a comprehensive framework explaining green purchase intention, particularly in the context of environmentally friendly products offered by micro, small, and medium enterprises (MSMEs) in developing economies.

Furthermore, prior empirical research has largely focused on large manufacturing firms, multinational brands, or specific industries such as food, cosmetics, and automobiles (Joshi & Rahman, 2015; Lin, 2022), leaving the green marketing practices of MSMEs relatively underexplored. This limitation is particularly relevant in Indonesia, where MSMEs contribute more than 60 percent of the national GDP and represent the dominant business sector, yet their adoption of green branding and innovation strategies remains heterogeneous. Indonesian consumers of environmentally friendly MSME products are generally characterized by increasing environmental awareness, sensitivity to product authenticity and eco-label credibility, and a strong preference for products that provide both environmental benefits and functional value. However, their purchase decisions are still influenced by price sensitivity, limited access to reliable environmental information, and varying levels of trust in green claims (Nguyen *et al.*, 2019; Yadav & Pathak, 2017).

These findings reveal a clear research gap. Existing studies have extensively examined the direct effects of green marketing, green brand loyalty, or green brand innovativeness individually, yet limited empirical evidence explains how these three strategic dimensions jointly influence green purchase intention within the MSME sector in emerging markets such as Indonesia. Addressing this gap is important because MSMEs operate under different resource constraints, market characteristics, and consumer expectations compared to large corporations. Therefore, this study proposes an integrative model that simultaneously examines the relationships among green marketing, green brand loyalty, green brand innovativeness, and green purchase intention, thereby providing a more comprehensive explanation of sustainable consumer behavior in the context of environmentally friendly MSME products.

Based on the above discussion, this study aims to develop an integrated model of green marketing, green brand loyalty, and green brand innovativeness in explaining green purchase intention for environmentally friendly MSME products, particularly in the sectors of green cosmetics, organic food, sustainable fashion, eco-household products, and recycled-based products. This research is expected to provide theoretical contributions to the development of green marketing literature as well as practical contributions for MSMEs in designing effective, sustainable marketing strategies.

RESEARCH METHOD

The data used in this study consist of primary and secondary data. Primary data were obtained through the distribution of questionnaires to respondents related to green marketing practices across various sectors of environmentally friendly MSME products, such as green cosmetics, organic food products, sustainable fashion, eco-household products, eco-friendly packaging, recycled craft products, as well as herbal and natural personal care products. Meanwhile, secondary data were collected from various literature sources, including books, scientific journal articles, and relevant internet sources. This study employs six latent variables: Green Marketing (GM), Green Advertisement (GA), Green Brand Innovativeness (GBI), Green Satisfaction (GS), Green Loyalty (GL), and Green Purchase Intention (GPI).

Green Marketing was adapted from Pride and Ferrell (2020), consists of four dimensions: green product, green price, green promotion, and green place. Green Advertisement was adapted from Rahbar and Wahid (2011), covering advertisements that demonstrate the company's environmental concern, environmentally friendly operational changes, and the company's involvement in environmental conservation activities. Green Brand Innovativeness was adapted from Wang *et al.* (2021) and measured through four indicators: environmentally friendly product development, the use of green product labels, recycling of production waste, and the use of eco-friendly packaging. Green Satisfaction was adapted from Apriati and Riptiono (2021) and Ellitan (1999), including the absence of complaints, overall satisfaction with the product, fulfillment of customer expectations, and the extent to which the product exceeds customer expectations. Green Loyalty was adapted from Haykal *et al.* (2023) and measured using three indicators: repeat purchase, willingness to recommend the product to others, and resistance to switching to competing brands. Green Purchase Intention was adapted from Chen and Chang (2012b), including consumers' intention to purchase products due to environmental concern, intention to repurchase based on the product's environmental performance, and preference for purchasing environmentally friendly products. All measurement items were contextualized to environmentally friendly MSME products in Indonesia before being administered in the survey.

The number of respondents in this study was 90. The determination of the sample size was based on the recommendation of Hair *et al.* (2010), which suggests that the minimum sample size should be 5–10 times the number of indicators. This study includes 18 indicators; therefore, the required number of respondents is $5 \times 18 = 90$ respondents. The sampling technique used was purposive sampling. The criteria for respondents in this study were: (1) consumers who have purchased green marketing products across various environmentally friendly MSME sectors such as green cosmetics, organic food products, sustainable fashion, eco-household products, eco-friendly packaging, recycled craft products, and herbal and natural personal care products at least once within the last three months; and (2) respondents aged at least 18 years.

The measurement of indicator variables used a Likert scale ranging from 1 to 5. According to Oei (2010), the Likert scale measures the level of agreement or disagreement of respondents with a series of statements that assess a particular object. The Likert scale categories are: (1) Strongly Disagree, (2) Disagree, (3) Moderately Agree, (4) Agree, and (5) Strongly Agree. According to Ghozali (2008), Structural Equation Modeling (SEM) is a multivariate statistical analysis technique that enables researchers to examine both direct and indirect effects among complex variables, whether recursive (repetitive) or non-recursive (non-repetitive), to obtain a comprehensive understanding of a model.

RESULTS AND DISCUSSION

Respondent Characteristics

The following table presents the characteristics of respondents in this study, including gender, age, education level, occupation, and type of green marketing products used.

Table 1. Respondent Profile

Individual Characteristics		Frequency	Percentage
Gender	Male	51	56.67%
	Female	39	43.33%
	Total	100	100%
Age	18 – 25 years old	23	25.56%
	25 – 30 years old	23	25.56%
	30 – 45 years old	42	46.67%
	45 – 50 years old	1	1.11%
	≥ 50 years old	1	1.11%
	Total	100	100%
Education	Did not finish elementary school	0	0.00%
	Elementary School	2	2.22%
	Junior High School	0	0.00%
	Senior High School	21	23.33%
	Diploma	7	7.78%
	Bachelor's Degree	35	38.89%
	Master's Degree	25	27.78%
	Doctorate Degree	0	0.00%
	Total	100	100%
Occupation	Students	11	12.22%
	Private Employees	47	52.22%
	Civil Servants	3	3.33%
	Entrepreneurs	9	10.00%
	Others	20	22.22%
	Total	100	100%
Green Marketing products used	Green Cosmetics	12	5.77%
	Organic Food Products	61	29.33%
	Sustainable Fashion	12	5.77%
	Eco-Household Products	25	12.02%
	Eco-Friendly Packaging	30	14.42%
	Recycled Craft Products	40	19.23%
	Herbal and Natural Personal Care Products	28	13.46%
	Total	100	100%

Based on respondent characteristics Table 1, the majority were male (51 respondents) (56.67 percent), while 39 were female (43.33 percent). In terms of age, the 30–45 age group dominated with 42 respondents (46.67 percent), followed by the 18–25 and 25–30 age groups with 23 respondents (25.56 percent) each. Meanwhile, the over-45 age group was relatively small, representing only 1.11 percent of respondents. In terms of educational attainment, the majority of respondents had a bachelor's degree (35 respondents) (38.89 percent), followed by a master's degree (25 respondents) (27.78 percent), and a high school degree (21 respondents) (23.33 percent). Based on occupation, the majority of respondents (47 respondents) worked as private sector employees (52.22 percent), followed by 20 respondents (22.22 percent), students (11 students), entrepreneurs (9 respondents) (10.00 percent), and civil servants (3.33 percent). Regarding the use of green marketing products, the most commonly used product type was organic food, with 61 respondents (29.33 percent), followed by recycled craft products (40 respondents (19.23 percent), and eco-friendly packaging (30 respondents (14.42 percent). Meanwhile, the use of other products, such as eco-friendly household

products, herbal and natural care products, eco-friendly cosmetics, and sustainable fashion, had a relatively smaller proportion.

Evaluation of Measurement Model (Outer Model)

Measurement model testing assesses the reliability and validity of research variables. The criteria for assessing the outer model are convergent validity and composite reliability. An outer loading value greater than 0.6 to 0.7 is considered a strong indication that a variable explains at least 50 percent of the variation in its indicator. However Chin (1999) states that an outer loading value between 0.5 and 0.6 is sufficient to meet convergent validity criteria. Based on the calculation results, several indicator items had outer loading values between 0.6 and 0.7. This indicates that the indicators meet convergent validity criteria. Thus, a modified structural model was obtained, which is presented in Figure 1.

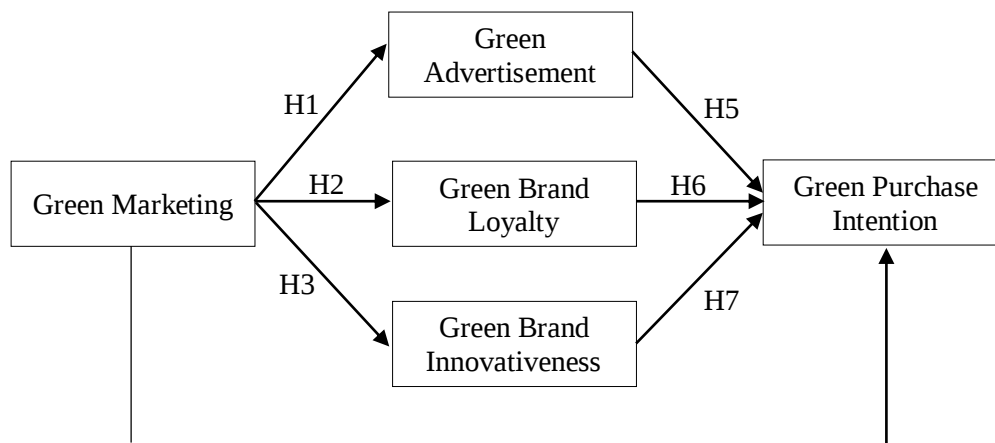


Figure 1. Model Structure

Discriminant Validity

The discriminant validity test in this study was conducted using the Heterotrait-Monotrait Ratio of Correlations (HTMT) method. This test aims to ensure that each construct in the research model has clear differences from one another. A construct is considered to have discriminant validity if the HTMT value is below the recommended threshold, which is less than 0.90. The results of the HTMT test for each variable are presented in Table 2 below.

Table 2. Heterotrait-Monotrait Ratio of Correlations (HTMT)

	Green Advertisement	Green Brand Innovativeness	Green Brand Loyalty	Green Marketing
Green Advertisement				
Green Brand Innovativeness	0.856			
Green Brand Loyalty	0.669	0.749		
Green Marketing	0.790	0.751	0.602	
Green Purchase Intention	0.658	0.779	0.800	0.462

Based on the results of the HTMT test, all correlation values between constructs showed numbers below 0.90. The HTMT value between Green Advertisement and Green

Brand Innovativeness was 0.856, with Green Brand Loyalty being 0.669, and with Green Marketing being 0.790, and Green Purchase Intention was 0.658. Furthermore, the HTMT value between Green Brand Innovativeness and Green Brand Loyalty was 0.749, with Green Marketing was 0.751, and with Green Purchase Intention was 0.779. Meanwhile, the relationship between Green Brand Loyalty and Green Marketing was 0.602, and with Green Purchase Intention was 0.800. The HTMT value between Green Marketing and Green Purchase Intention was 0.462. Overall, these results indicate that each variable in the study has good discriminant validity, because all HTMT values are below the specified limit. Thus, it can be concluded that each construct can measure different concepts adequately, and there is no overlap between variables in the research model.

Construct Reliability and Validity

In SEM-PLS analysis, construct reliability is a crucial aspect to ensure the validity of research results. A construct is considered reliable if it has a composite reliability value above 0.6 and is supported by a Cronbach's Alpha value exceeding 0.7. These two indicators are used to assess the quality of the construct in the model. According to Sarstedt *et al.*, (2016), a composite reliability value between 0.6 and 0.7, with a Cronbach's Alpha greater than 0.7, indicates good reliability. Furthermore, a latent variable is considered valid if it has an AVE value greater than 0.5, reflecting the quality of the measurement model. A summary of the composite reliability and validity test results is presented in Table 3.

Based on the results of the measurement model testing, all constructs in this study demonstrated good validity and reliability. The loading factor values for each indicator were generally above 0.70, indicating that the indicator adequately represented the construct. Furthermore, the Cronbach's Alpha and Composite Reliability values for all variables exceeded the minimum threshold of 0.70, thus confirming their reliability. The Average Variance Extracted (AVE) for each construct was also above 0.50, indicating that the variables had good convergent validity. Therefore, all constructs in this study are suitable for further analysis.

Table 3. Measurement Model

Construct	Items	Loading	Cronbach's Alpha	CR	AVE
Green Marketing	GM7	0.933	0.864	0.936	0.880
	GM8	0.943			
Green Advertisement	GA1	0.770	0.855	0.896	0.634
	GA3	0.761			
	GA4	0.845			
	GA5	0.820			
	GA6	0.781			
Green Brand Loyalty	GBL1	0.868	0.932	0.944	0.679
	GBL2	0.859			
	GBL3	0.751			
	GBL4	0.830			
	GBL5	0.752			
	GBL6	0.825			
	GBL7	0.843			
	GBL8	0.855			

Construct	Items	Loading	Cronbach's Alpha	CR	AVE
Green Brand Innovativeness	GBI1	0.874	0.906	0.927	0.681
	GBI2	0.838			
	GBI3	0.743			
	GBI4	0.791			
	GBI7	0.859			
	GBI8	0.838			
Green Purchase Intention	GP1	0.751	0.874	0.909	0.670
	GP2	0.770			
	GP3	0.916			
	GP4	0.898			
	GP6	0.773			

Hypothesis Testing

Hypothesis testing is conducted by considering the original sample estimate (O) to determine the direction of the relationship between variables, as well as the t-statistic (T) and p-value (P) to measure the level of significance. An estimated value close to +1 indicates a positive relationship, while a value close to -1 indicates a negative relationship (Sarstedt *et al.*, 2016). The relationship between variables is declared significant if the t-statistic exceeds 1.96 or the p-value is below the 0.05 significance level. Details of the hypothesis testing results are shown in Table 4.

Table 4. Path Coefficients

Path Coefficients	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
Green Marketing → Green Advertisement	0.687	0.690	0.057	11.953	0.000	Accepted
Green Marketing → Green Brand Loyalty	0.547	0.556	0.109	5.008	0.000	Accepted
Green Marketing → Green Brand Innovativeness	0.670	0.683	0.062	10.888	0.000	Accepted
Green Marketing → Green Purchase Intention	-0.301	-0.292	0.149	2.023	0.044	Accepted
Green Advertisement → Green Purchase Intention	0.130	0.126	0.156	0.838	0.403	Not Accepted
Green Brand Loyalty → Green Purchase Intention	0.493	0.509	0.127	3.886	0.000	Accepted
Green Brand Innovativeness → Green Purchase Intention	0.454	0.430	0.159	2.861	0.004	Accepted

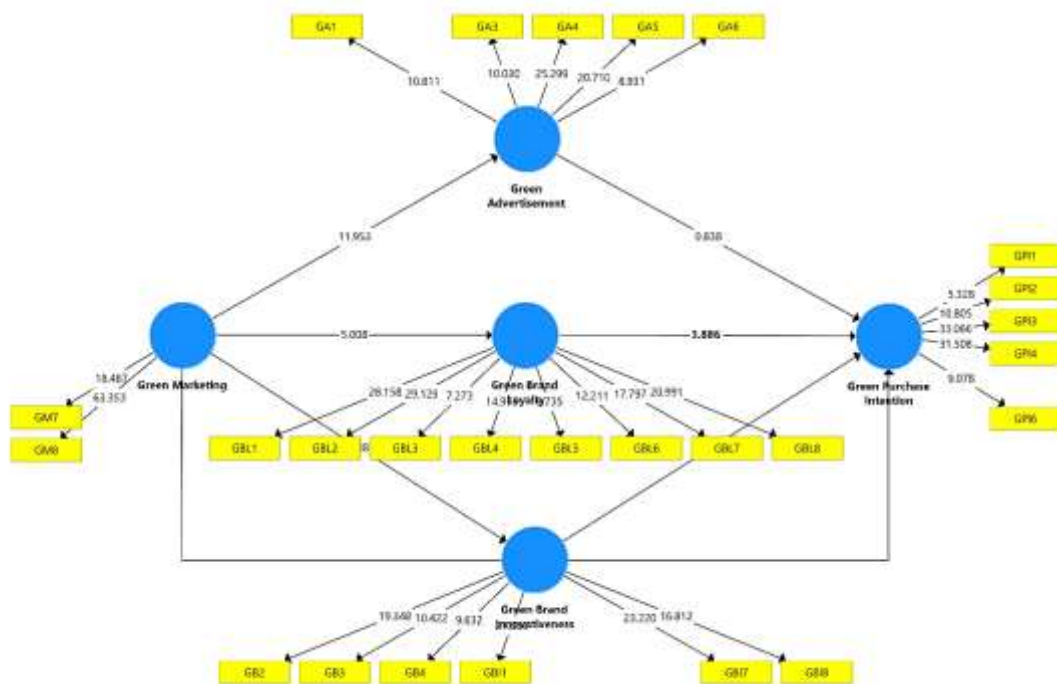


Figure 2. SEM PLS Test Results

H1: Green Marketing influences Green Advertisement

Based on the path analysis results, it was found that Green Marketing has a positive and significant effect on Green Advertisement, with a path coefficient of 0.687. The t-statistic of 11.953 (>1.96) and p-value of 0.000 (<0.05) indicate that the relationship between these variables is statistically significant. This finding indicates that the better a company implements a green marketing strategy, the stronger the effectiveness and credibility of its green advertisements to consumers. Implementing environmentally friendly marketing practices can increase consumer trust in green advertising messages, thereby strengthening a company's sustainability image in the marketplace.

Various studies confirm that green marketing has a direct influence on green advertisements, particularly in shaping sustainability-oriented communication messages. The concept of green marketing, which encompasses green product, pricing, distribution, and promotional strategies, encourages companies to integrate environmental values into their advertising activities as a form of communication to consumers. A study by Polonsky (1994) emphasized that green marketing focuses not only on products but also on marketing communications, such as green advertising. Further research by Leonidou *et al.* (2011) showed that companies that strategically adopt green marketing tend to produce advertisements that emphasize environmental commitments to increase consumer trust.

Empirically, recent literature also shows a stronger relationship between these two variables. Ktisti *et al.* (2022) explains that the development of green marketing has driven the increased use of green advertising as a primary communication medium, particularly through digital platforms and social media. Furthermore, Zhang *et al.* (2024) emphasize that green advertising is an integral part of green marketing strategies in influencing consumers' perceptions and perceived value of environmentally friendly products. Obaid and Rashid (2024) demonstrate that green marketing is directly related to advertising activities in influencing consumer behavior and purchasing decisions, making green

advertising a crucial instrument in implementing this strategy. Therefore, it can be concluded that the stronger the implementation of green marketing, the more intensive and effective the company's use of green advertising, as advertising serves as the primary means of conveying sustainability messages to consumers.

H2: Green Marketing influences Green Brand Loyalty

Based on the path analysis results, it was found that Green Marketing has a positive and significant effect on Green Brand Loyalty with a path coefficient of 0.547. The t-statistic ($5.008 > 1.96$) and p-value ($0.000 < 0.05$) confirm the statistical significance of this relationship. These results indicate that the stronger a company's implementation of a green marketing strategy, the higher the level of consumer loyalty toward environmentally oriented brands. This occurs because consumers tend to have greater trust and commitment to brands perceived as caring about environmental sustainability.

The concept of green marketing in marketing studies emphasizes a company's strategy of integrating environmentally friendly aspects into products, promotions, and brand values. Chen (2010) found that consistent green marketing practices can increase consumer trust in green brands (green trust), which ultimately strengthens brand loyalty. This finding aligns with research by Dwivedi *et al.* (2021), which states that green marketing practices play a crucial role in increasing brand loyalty by building trust and perceptions of green values in consumers. Furthermore, research by Rahbar and Wahid (2011) found that green marketing activities such as eco-labeling, green advertising, and sustainability communication significantly influence positive consumer attitudes, leading to loyalty towards environmentally friendly brands. This is reinforced by a study by Martínez (2015), which shows that consumer perceptions of a company's environmental commitment can increase brand attachment and long-term loyalty. Adnan *et al.* (2023), through a systematic review study, confirmed that green marketing consistently correlates with increased customer loyalty, with variables such as green image, green satisfaction, and green trust as important mediators in shaping green brand loyalty. Furthermore, Mohammadi *et al.* (2023) showed that green marketing strategies have a significant direct influence on brand loyalty through environmentally friendly product elements, promotions, distribution, and pricing. Thus, it can be concluded that the more effective the implementation of green marketing, the higher the level of consumer loyalty towards green brands.

H3: Green Marketing influences Green Brand Innovativeness

Based on the path analysis results, it was found that Green Marketing has a positive and significant effect on Green Brand Innovativeness with a path coefficient of 0.670. The t-statistic ($10.888 > 1.96$) and p-value ($0.000 < 0.05$) confirm the statistical significance of this relationship. These results indicate that the better the implementation of a green marketing strategy, the greater the company's ability to create brand innovations oriented towards environmental sustainability. This is because green marketing encourages companies to continuously innovate in products, processes, and communications to meet the demands of consumers who are increasingly concerned about environmental issues.

According to Chen (2010), the concept of green marketing focuses not only on promoting green products but also includes the development of sustainable innovations that strengthen brand image and differentiation through green innovation. Hur *et al.* (2014) also found that consistent green marketing activities can improve consumer perceptions of green brand innovations, ultimately strengthening company

competitiveness. Furthermore, research by Chen *et al.* (2012) showed that green marketing practices contribute to the development of green innovation capability, which has direct implications for increasing green brand innovation. Therefore, it can be concluded that the stronger the implementation of green marketing, the higher the level of green brand innovation produced by the company, due to the pressure to meet market expectations that are increasingly concerned with sustainability issues.

H4: Green Marketing influences Green Purchase Intention

Based on the path analysis results, it was found that Green Marketing had a negative and significant effect on Green Purchase Intention, with a path coefficient of -0.301. The t-statistic ($2.023 > 1.96$) and p-value ($0.044 < 0.05$) indicate that the relationship is statistically significant. These results indicate that the implementation of green marketing actually tends to decrease consumer purchase intention for environmentally friendly products. This may be due to the presence of other factors that are more dominant in influencing green purchase intention, such as price, consumer trust, environmental awareness, and perceived product quality.

The concept of green marketing, which includes environmentally friendly product strategies, pricing that reflects sustainable values, efficient distribution, and promotions that emphasize environmental concerns, has been shown to increase consumer awareness and positive attitudes toward green products. According to Polonsky (1994), green marketing focuses not only on marketing activities but also reflects a company's commitment to the environment, which can shape consumer perceptions. A study by Chen (2010) found that green marketing practices significantly influence consumer purchase intention by increasing green trust and perceived green value. Furthermore, research by Rahbar and Wahid (2011) shows that green marketing elements such as eco-labels and eco-branding directly increase purchase intention for environmentally friendly products. Findings by Aliyari (2025) also confirm that green marketing has a significant effect on green purchase intention, with environmental knowledge acting as a moderating variable that strengthens this relationship. Therefore, it can be concluded that the better a company implements green marketing, the higher consumers' green purchase intention, due to increased awareness, trust, and perceived value of environmentally friendly products.

H5: Green Advertisement does not affect Green Purchase Intention

Based on the path analysis results, it was found that Green Advertisement had no significant effect on Green Purchase Intention, with a path coefficient of 0.130. The t-statistic ($0.838 < 1.96$) and p-value ($0.403 > 0.05$) indicate that the relationship is not statistically significant. Although the path coefficient is positive, the effect is relatively weak and not statistically significant. These results indicate that green advertisements conducted by companies have not been able to directly increase consumer purchase intention for environmentally friendly products. This condition may be caused by low consumer trust in green advertising claims (greenwashing), a lack of consumer understanding, and a mismatch between advertising messages and actual product experiences.

Research shows that green advertisements do not always have a significant effect on green purchase intention, especially when they are not supported by perceived value and consumer trust. A study by Wang and Musa (2024) confirmed that the effectiveness of green advertising relies heavily on perceived value; without clear economic or social value, the advertising's effect on purchase intention is weak or insignificant. Furthermore,

Zhang *et al.* (2024) showed that the appeal of green advertising does not consistently increase purchase intention, as factors such as message type and consumer perception are more influential than simply labeling "green" in an advertisement. Furthermore, Zaid *et al.* (2025) study of greenwashing found that unreliable environmental claims can actually decrease purchase intention by increasing consumer skepticism toward the advertising message. Therefore, it can be concluded that green advertising does not significantly influence green purchase intention if it is not accompanied by credibility, clarity of benefit values, and consumer trust in the environmental claims conveyed.

H6: Green Brand Loyalty influences Green Purchase Intention

Based on the path analysis results, it was found that Green Brand Loyalty has a positive and significant effect on Green Purchase Intention, with a path coefficient of 0.493. The t-statistic ($3.886 > 1.96$) and p-value ($0.000 < 0.05$) confirm that the relationship is statistically significant. These results indicate that the higher a consumer's loyalty to an environmentally friendly brand, the greater their tendency to purchase that product. Brand loyalty, formed from positive experiences, trust, and alignment with environmental values, will encourage consumers to repurchase or recommend the product to others.

Research shows that Green Brand Loyalty has a positive and significant effect on Green Purchase Intention. Loyalty to an environmentally friendly brand reflects a strong consumer attachment, both emotionally and to sustainability values, thus encouraging repeat purchasing behavior. Green brand loyalty plays a significant role in directly increasing green purchase intention, while also mediating the influence of other factors such as greenwashing and green brand love on consumer purchase intention (Zaid *et al.*, 2025). Furthermore, Lia *et al.* (2025) showed that green brand loyalty is a key determinant that significantly increases purchase intentions for environmentally friendly products within the context of green marketing strategies. This finding is supported by Nataliya and Nuvriasari (2023), who stated that brand loyalty contributes to encouraging green product purchasing decisions by increasing consumer trust and commitment to environmental values. Therefore, it can be concluded that the higher the level of green brand loyalty, the greater the tendency for consumers to have green purchase intentions for a product.

H7: Green Brand Innovativeness influences Green Purchase Intention

Based on the path analysis results, it was found that Green Brand Innovativeness had a positive and significant effect on Green Purchase Intention, with a path coefficient of 0.454. The t-statistic ($2.861 > 1.96$) and p-value ($0.004 < 0.05$) indicated that the relationship was statistically significant. These results indicate that environmentally-based brand innovation can directly drive consumer purchase intention. This suggests that the higher the level of green innovation implemented by a company, the greater the likelihood of consumers having purchase intention, as consumers begin to understand and appreciate the added value of these environmentally friendly innovations.

Research shows that Green Brand Innovativeness has a positive effect on Green Purchase Intention, primarily by increasing consumers' perceptions of value, trust, and relevance of environmentally friendly products. Studies indicate that green brand innovation can strengthen consumer responses to sustainable products, thereby driving purchase intention. Consumer perceptions of green brand innovativeness significantly increased positive attitudes and behavioral intentions related to green products through the mediation of environmental trust and competence (Lin *et al.*, 2024). Furthermore, Lia

et al. (2025) directly demonstrated that green brand innovativeness significantly influences green purchase intention in the context of green marketing strategies. This finding is also supported by a study by Nasution *et al.* (2025), which showed that innovation in green products and marketing increases perceived value and drives consumer purchase intention for environmentally friendly products. Thus, green brand innovativeness is a strategic factor capable of increasing green purchase intention through building trust, increasing perceived value, and sustainability-based product differentiation.

The findings indicate that green advertisement does not have a significant direct effect on green purchase intention, suggesting that promotional messages alone are insufficient to motivate consumers to purchase environmentally friendly products. This finding is consistent with the Theory of Planned Behavior Ajzen (1991), which explains that purchase intention is influenced not only by external information but also by attitudes, subjective norms, and perceived behavioral control. Therefore, consumers require stronger psychological drivers than advertising exposure alone before developing purchase intentions.

In contrast, green brand loyalty was found to have a significant positive effect on green purchase intention. This finding supports Relationship Marketing Theory Morgan and Hunt (1994), which argues that long-term relationships based on trust and commitment create stronger customer loyalty and increase repurchase intentions. Consumers who consistently experience positive value from environmentally friendly products tend to develop stronger emotional attachment to the brand, ultimately encouraging purchase intention.

Furthermore, the significant influence of green brand innovativeness confirms the Resource-Based View Barney (1991), which emphasizes that innovation serves as a strategic capability capable of creating competitive advantage. Environmentally friendly product innovations enhance consumers' perceptions of value, uniqueness, and sustainability, thereby strengthening purchase intention. This finding also aligns with previous studies indicating that continuous green innovation enhances consumer confidence and increases acceptance of sustainable products. Overall, the results suggest that developing green purchase intention requires an integrated strategy that combines continuous innovation and customer relationship development rather than relying solely on green promotional activities.

CONCLUSION

This study shows that green marketing plays a strategic role in shaping green advertisement, green brand loyalty, and green brand innovativeness in environmentally friendly products of MSMEs. Empirically, green marketing has been shown to have a positive and significant effect on these three variables and indirectly contributes to increasing green purchase intention. However, green marketing directly shows a negative effect on purchase intention, indicating that other factors such as price, trust, and perceived quality are more dominant in influencing consumer decisions. Furthermore, green advertisement has not been shown to have a significant effect on green purchase intention, while green brand loyalty and green brand innovativeness are the main factors driving consumer purchase intention towards environmentally friendly products. Overall, this study confirms that an integrative approach between green marketing strategies, brand loyalty, and sustainable innovation is crucial in increasing environmentally friendly consumption behavior, especially in the MSME sector.

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