

The Impact of Green Products on Purchase Decisions Mediated by Emotional Desire in UMKM Natural Soap Bee Kella, Klungkung

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Abstract

Objective: This study aims to analyze the influence of Green Products on Purchasing Decisions, with Emotional Desire as an intervening variable, in MSME Natural Soap Bee Kella in Klungkung Regency. Understanding these relationships can provide insights into consumer behavior and purchasing patterns for eco-friendly products. **Research Design & Methods:** This research adopts a quantitative approach, utilizing purposive random sampling to select respondents. The study surveyed 130 consumers Generation Z of Natural Soap Bee Kella products in Klungkung Regency, aged 17 years until 24 years. Data collection was conducted through a structured questionnaire, and analysis was performed using SmartPLS software. The analytical methods included outer model analysis, inner model analysis, and hypothesis testing to examine the relationships among variables. **Findings:** The results indicate that (1) Green Products have a positive and significant effect on Emotional Desire; (2) Emotional Desire positively and significantly influences Purchasing Decisions; (3) Green Products directly impact Purchasing Decisions in a positive and significant manner; and (4) Emotional Desire successfully mediates the relationship between Green Products and Purchasing Decisions at MSME Natural Soap Bee Kella in Klungkung Regency. **Implications & Recommendations:** This study highlights the importance of Emotional Desire in influencing purchasing behavior for environmentally friendly products. MSMEs should emphasize emotional engagement strategies in their marketing efforts to enhance consumer interest and drive sales. Future research could explore additional psychological factors affecting sustainable product consumption or apply this model to different industries to validate the findings.

Keywords: Green Product; Emotional Desire; Purchase Decision

Introduction

Increasing *global* warming has an effect on the decline in the quality of the environment. Therefore, it is necessary to protect the environment. For most people in Indonesia who are still unfamiliar with the importance of an environment, will have the view that the environment is a simple object just plants and animals. For this reason, in every activity that will be carried out, there needs to be special consideration for the environment (Leu, 2021).

Increasing human awareness is very important, especially in preserving natural resources, so some manufacturers choose to switch to using environmentally friendly materials so as not to damage nature and its surroundings. Environmentally friendly materials involve starting from natural product raw materials and recyclable packaging materials. The concept of marketing environmentally friendly products is known as *green* marketing. In a broader and comprehensive context where *Green Marketing* in addition to offering environmentally friendly products also offers a production process that does not damage the environment. *Green Marketing* is oriented towards consumer satisfaction, wants, needs and concerns in participating in maintaining and preserving the environment. *Green Marketing* has four components of the marketing mix, namely: product, price, promotion and place (Silvia *et al.*, 2014).

Consumers who have a level of concern related to the environment will choose *Green Products* in their daily consumption. The community movement based on increased awareness of the environment makes people live a healthy lifestyle with the theme *Back to Nature*, this movement is based on ensuring a balance in the natural environment. However, in the implementation of this movement, there are still inconsistencies between awareness and behavior of consumers. Some factors that become the process of inconsistency include the availability of organic products that are still minimal in the market, the purchasing power of organic products that are still low and situational factors that lead to the convenience or practicality of the product (Novandari *et al.*, 2011).

In an effort to preserve nature, the government has made a policy that socializes environmentally friendly products to micro, small and medium enterprises (MSMEs). This policy is carried out in order to increase creativity and the creation of product innovation in micro, small and medium enterprises to always pay attention to the environmental conditions around MSMEs. This condition has resulted in many developing MSMEs starting to implement policies made by the government (Usada and Murni, 2020).

Micro, Small and Medium Enterprises (MSMEs) are widely spread in Indonesia, especially in Bali. One of the developing MSMEs in Klungkung Regency is the *Natural Soap Bee Kella* MSME. MSME *Natural Soap Bee Kella* is a company that produces *green* products in the form of health and beauty soaps. This *Natural Soap Bee Kella* product is a product whose main raw material comes from honey extract and *Trigona Sp* bee *propolis*. *Trigona Sp* bees are a type of bee that contains properties that are good for skin health and beauty. *Natural Soap Bee Kella* products consist of several aroma choices, namely: *lavender*, *rosemary*, *sandat*, and *tin leaf* which have benefits for smoothing the skin, relieving acne, and healing other skin health problems. In the production process, the raw materials of honey and kelle bee *propolis* are obtained from within the business environment which is cultivated directly by the owner and processed with very sterile health procedures.

Natural Soap Bee Kella focuses on consumers who have a high awareness and understanding of *Green Products* among the many competitors who produce beauty and health soaps today. As for the phenomenon that triggers obstacles in the *Green Product* marketing process due to the responses generated by the public in making purchasing decisions, the *Green Product* marketing process is very difficult.

In 2020 sales of *Natural Soap Bee Kella* increased by 1,032 pcs of products from the previous year 2019. In 2021 sales of this product experienced a considerable decline of 1,548 pcs of products. In 2022 sales of *Natural Soap Bee Kella* increased again by 128 pcs of products. The occurrence of a fairly rapid increase in 2020 is because this product is at the beginning of a career where the process of marketing this product is so intensively carried out. Marketing that is so intensively carried out results in consumers having a high interest in *Natural Soap Bee Kella* products so that in 2020 sales of this product increased. Switching to 2021-2022, the sales of *Natural Soap Bee Kella* have decreased, based on the results of observations, a phenomenon was found in the decision to purchase this natural soap.

Green Product is a product that is made and produced with a method that can reduce negative impacts on the environment, both during production, when distributed and when used by consumers (Yulianti, 2020). As a producer of natural soap, MSME *Natural Soap Bee Kella* is not yet certified with the *eco-label* displayed on product packaging as a characteristic of environmentally friendly products. *Eco-labels* can be used as a tool to foster perceptions for consumers that the products used can provide guarantees related to environmentally friendly products that have passed the strategy of green marketing. In the packaging of this natural soap packaging, there is also still the use of plastic, which is also something that needs to be considered for environmentally friendly products.

Green products contain benefits that are good for health and the environment, so consumers will want the product, so they take action to be able to own the product. *Emotional Desire* can be used as a motivational basis for desires that provide affirmation regarding human desires and become the basis for an action (Yulianti, 2020). *Natural Soap Bee Kella* products claim that the benefits of this beauty and health soap are able to relieve various facial and body skin problems such as acne, wounds and allergies. However, *Natural Soap Bella's* beauty and health soap in its healing stage takes a long time which makes this natural soap product work less optimally. So that consumers will have a sense of dissatisfaction and give an unfavorable response or response regarding *Natural Soap Bee Kella* natural soap products.

Emotional Desire for *Green Products* is one of the indicators of product purchasing decisions. Buying products does not only arise because of needs but also because of encouragement (Sumerta *et al.*, 2020). Previous research related to *Green Product* through *Emotional Desire* on purchasing decisions still has gaps between previous studies. *Green Product* has a Positive and Significant influence on purchasing decisions (Khoiruman and Purba, 2020); (Ahmad *et al.*, 2016) but different research results were found in different studies conducted by (Hartini, 2021); (Atmando, 2021) (Utami, 2020) suggests that *Green Product* does not have a significant effect on purchasing decisions. Differences in the results of previous research also arise from the *Emotional Desire* variable on purchasing decisions. This research was conducted by (Yulianti, 2020) (Meiliana and Silintowe, 2019) which suggests that *Emotional Desire* has a positive and significant influence on purchasing decisions.

Literature Review

The Effect of Green Product on Emotional Desire at MSME Natural Soap Bee Kella in Klungkung Regency.

Green product can be defined as a product that is friendly or harmless to the environment, either during the production process or when consuming it. Green products or environmentally friendly products according to (Handayani, 2012 in Yulianti, 2020). With the existence of Green Products, people will begin to pay attention to the health and sustainability of the surrounding environment so that an emotion or feeling will arise to consume these products. Emotional desire is formed from the words Emotion and Desire. Environmental psychology experts suggest that consumers respond emotionally and cognitively to

dimensions of the physical environment; these responses influence consumer behavior in the environment (Mazaheri, 2012 in Yulianti, 2020).

This statement is emphasized by the results of previous research. According to (Sobhanifard and Balighi, 2018) in his research shows that there is a positive and significant influence of emotions on Green Product purchasing decisions. Based on the theoretical statement of the results of previous research studies, the hypothesis can be formulated:

H1: Green Product has a positive and significant effect on Emotional Desire at MSME Natural Soap Bee Kella in Klungkung Regency.

The Effect of Emotional Desire on Purchasing Decisions at MSME Natural Soap Bee Kella in Klungkung Regency.

Emotional desire is formed from the words emotion and desire. Environmental psychology experts suggest that consumers respond emotionally and cognitively to dimensions of the physical environment; these responses influence consumer behavior in the environment (Mazaheri, 2012 in Yulianti, 2020). So, emotional desire can be summarized as the motivational aspect of desire which emphasizes that human desire is fundamental to all human actions (Hobbes, 1979 in Yulianti, 2020).

In buying a product, consumers still remember their emotions or feelings when consuming the product before. If the emotions are positive, it is likely that the consumer will buy again even though there is a disturbance from other unfavorable factors (Yulianti, 2020).

This statement is emphasized by the results of previous research. According to (Yulianti, 2020; Taufik, 2022) in his research shows that there is a positive and significant influence of emotions on purchasing decisions. Based on the theoretical statement of the results of previous research studies, a hypothesis can be formulated:

H2: Emotional Desire has a positive and significant effect on purchasing decisions at MSME Natural Soap Bee Kella in Klungkung Regency.

The Effect of Green Product on Purchasing Decisions at MSME Natural Soap Bee Kella in Klungkung Regency

People who are aware and care about the preservation of the natural environment, will try to meet their needs by buying and consuming green products or environmentally friendly products. Green products are products that are produced through environmentally friendly processes and do not cause harm to humans or the surrounding environment (Purwanto, 2019). With the existence of green products or environmentally friendly products being an answer to the needs of consumers who understand, are aware and care about the environment. Causing consumers to decide to buy these environmentally friendly products.

This statement is emphasized by some previous research results. According to (Soegoto, 2016; Ghazali, 2019; Khoiruman, 2020) in his research shows that there is a positive and significant influence of green products on purchasing decisions. Based on the theoretical statement of the results of previous research studies, a hypothesis can be formulated:

H3: Green Product has a positive and significant effect on purchasing decisions at MSME Natural Soap Bee Kella in Klungkung Regency.

The influence of Emotional Desire in mediating Green Product on Purchasing Decisions at MSME Natural Soap Bee Kella in Klungkung Regency

Social values increase consumers' social satisfaction and increase their social emotions (Gonçalves 2016 in Balighi, 2018). Thus, if consumers have more social values, they will be more concerned with society and will have a positive attitude towards social fate. Since green purchase intention means environment and social support, if the consumer's social value increases, the consumer will have a higher propensity to purchase the product.

It is implied that this statement is emphasized by some previous research results. According to (Meiliana and Silintowe, 2019) in his research shows that emotions as an intervening variable are able to mediate purchasing decisions. According to (Chaniago and Nupus, 2021) in their research, it shows that green product as an independent variable that can connect to the dependent variable of purchasing decisions. Based on the theoretical statement of the results of previous research studies, a hypothesis can be formulated:

H4: Emotional Desire plays a role in mediating the influence of Green Product on purchasing decisions at MSMEs Natural Soap Bee Kella in Klungkung Regency.

Research Method

This research design is included in the quantitative research category. This research was conducted directly at MSME *Natural Soap Bee Kella* in Klungkung Regency which is located in Banjar Petapan, Aan Village, Kecamatan Banjarangkan, Kabupaten Klungkung. The population in this research is consumers at DOI: XXX.XXX.XXXX

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MSME *Natural Soap Bee Kella* in Klungkung Regency, the number of which cannot be identified. The technique used when taking samples *random sampling*. The following criteria are set in sampling: 1) Consumers who live in Klungkung Regency. 2) Have purchased products at MSME *Natural Soap Bee Kella*, this is intended in accordance with the criteria for variable Y, namely Decision. So the target sample used is consumers who have experience buying *Natural Soap Bee Kella* products. 3) At least 17 - 24 years of age, this is intended to take the minimum age standard in sampling and is considered capable of understanding the contents of the questionnaire statements

Determining the number of samples in this research is based on the statement (Hair *et al.*, 2014) which provides a statement that the number of samples must be based on how many indicators of the questionnaire statement, assuming $n \times 5 \times$ observed variables (indicators) to $n \times 10$ observed variables (indicators). This research uses as many as 13xy question items which are used to measure 3 variables, so the number of respondents used is 13 question items multiplied by 5 - 10 number of indicators, so that the sample range is obtained as many as $5 \times 13 = 65$ to $10 \times 13 = 130$, and the one used is the largest sample of 130 people.

The data analysis technique used in this research is the *Partial Least Square* (PLS) method. Hypothesis testing must be in accordance with the model used, namely *Structural Equation Modeling* (SEM) which is operated using *Smart PLS* which consists of 3 stages, namely: Outer model analysis, inner model analysis, and hypothesis testing.

Result and Discussion

Data Analysis

Composite Reliability

The value of composite reliability and Cronbachs alpha is good in research if it has ≥ 0.70 (Wibowo, 2011:403) . The following SmartPLS output is shown in Table 1:

Table 1 Composite Reliability

No	Variables	Composite Reliability	Cronbachs Alpha	Ket.
1	Emotional Desire (M)	0,973	0,971	Reliable
2	Green Product (X1)	0,934	0,944	Reliable
3	DecisionxPurchase (Y)	0,949	0,950	Reliable

Source: Data Analysed (2024)

The overall results of *composite reliability* and or *Cronbachs alpha* are seen to have a value that is greater than the requirement of 0.70 so that a decision can be made that the model in this research has achieved high reliability.

Evaluation of Structure Model or Inner Model

Inner model or structural model testing is used to pay attention to the relationship between constructs, their significance and the R-square value of the research model.

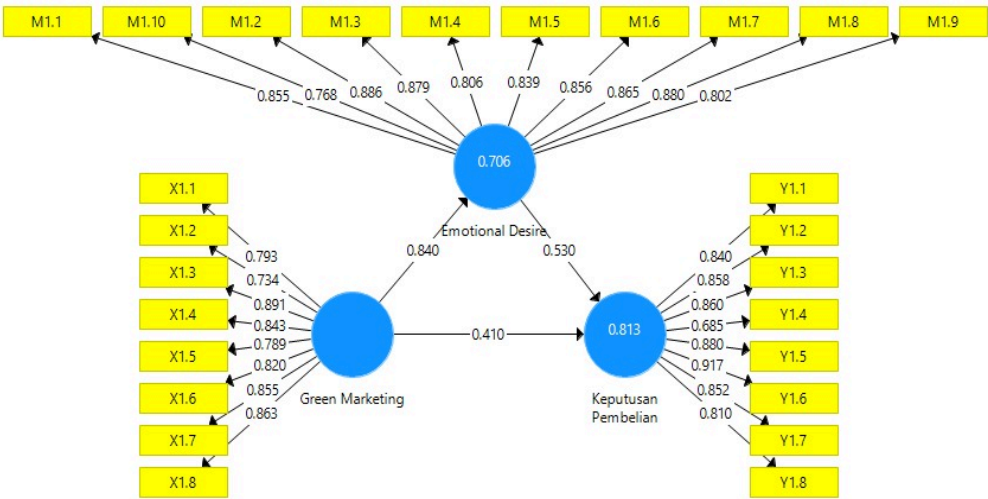


Figure 1 Model Structural
Source: Data Analysed (2024)

A good structural model can be seen through the R-square value for the dependent constructs and the test and significance of the structural path parameter coefficients.

Table 2 R-square

Construct	R-square
<i>Emotional Desire</i> (M)	0,706
Purchase Decision (Y)	0,813

Source: Data Analysed (2024)

The R-square value of the Purchase Decision variable is 0.813. This can be interpreted that 81.3% of the variability of the Purchase Decision construct is explained by the *Green Product* and *Emotional Desire* variables, while 28.7% of the Purchase Decision variable is explained by variables outside the model. Likewise, with the *Emotional Desire* variable, 70% of the variability is explained by the *Green Product*, while 30% of the *Emotional Desire* variable is explained by variables outside the model

Hypothesis Testing

Hypothesis Testing of Direct Influence

In the process of testing the direct effect hypothesis, which can be seen in the *output of the path coefficients* shown in Table 3 below:

Table 3 Path Coefficients

Construct	Path Coefficient	statistics	Description
<i>Green Product</i> -> <i>Emotional Desire</i>	0,840	30,220	Accepted
<i>Emotional Desire</i> ->Purchase Decision	0,530	6,911	Accepted
<i>Green Product</i> -> Purchase Decision	0,410	5,420	Accepted

Source: Data Analysed (2024)

The *Green Product* variable has a correlation coefficient of 0.840 and a t statistics value of 30.220. These results provide information that there is a positive influence of *Green Product* on *Emotional Desire*. The better the *Green Product* offering by the company will cause high *Emotional Desire* for the offer provided. The *Emotional Desire* variable has a correlation coefficient value of 0.530 and a t statistics value of 6.911. These results provide information, namely if there is a positive influence between *Emotional Desire* on Purchasing Decisions. The better the *Emotional Desire* of a company, the higher the Purchasing Decision. The *Green Product* variable has a correlation coefficient of 0.410 and a t statistics value of 5.420. These results provide information, namely if there is a positive influence of *Green Product* on Purchasing Decisions. This shows that the higher the *Green Product* provided by the company will provide a high Purchasing Decision.

Hypothesis Testing of Indirect Influence

Table 4 Indirect Effect

	Original Sample (O)	T Statistics (O/STDEV)
<i>Green Product</i> -> <i>Emotional Desire</i> -> Purchase Decision	0,445	6,708

Source: Data Analysed (2024)

Emotional Desire has an effect on purchasing decisions 0.445. These results indicate that the effect of green products on purchasing decisions through emotional desire is 44.5%. The addition of the *Emotional Desire* variable as a mediating variable has a different effect on the direct relationship between green products and purchasing decisions. These results provide information that the *Emotional Desire* variable has a role as a mediator between the *Green Product* variable and purchasing decisions. These results indicate that the higher the *Green Product* carried out by the company increases *Emotional Desire* as an amplifier of purchasing decisions, so the hypothesis stating that *Emotional Desire* acts as a mediator of the relationship between *Green Product* and Purchasing Decisions is proven.

Discussion

Green Product can be referred to as a product where it does not pollute the environment from the production process to the use made by consumers. Meanwhile, *Emotional Desire* or emotional desire refers

to the drive or desire that arises from a person's feelings or emotions. It is a drive that arises in response to an individual's psychological feelings, desires, or needs. Emotional Desire arises because of advertisements or experiences of using products that are able to touch consumer emotions. UMKM Natural Soap Bee Kella in Klungkung Regency creates Emotional Desire by marketing Green Products, namely products made with natural ingredients, environmentally friendly, and by using them will make consumers create feelings of pride and pleasure because they participate in caring for the environment. So that the better the Green Product, it will be able to increase Emotional Desire at MSME Natural Soap Bee Kella in Klungkung Regency.

The test results in this research provide information that hypothesis 1 (H1) which provides the results of Green Product has a positive and significant effect on Emotional Desire at MSME Natural Soap Bee Kella in Klungkung Regency is accepted. The results of this study are supported by research conducted by (Khoiruman and Purba, 2020) which states that Green Product has a positive and significant effect on Emotional Desire.

Emotions refer to feelings and thoughts, a biological and psychological state, and a series of tendencies to act. Emotional Desire is a desire based on or triggered by a certain emotional state to determine an action where in this study it is a decision to buy a product. The emotions in question are various kinds of emotions such as feelings of pleasure, happiness, joy, pride, and so on. Natural soap UMKM Natural Soap Bee Kella has not been certified with the eco-label displayed on the product packaging as a characteristic of environmentally friendly products. This product is also able to provide anxiety relief during the process of use. This creates Emotional Desire from within the consumer's mind in the form of feelings of pride and pleasure that trigger purchasing decisions. So, the higher the Emotional Desire, the higher the purchasing decision.

The test results in this study indicate that hypothesis 2 (H2) which states that Emotional Desire has a positive and significant effect on purchasing decisions at MSME Natural Soap Bee Kella in Klungkung Regency is accepted. This means that good Emotional Desire will be able to increase purchasing decisions that work at MSME Natural Soap Bee Kella in Klungkung Regency.

Green Product can be defined as a product that is friendly or harmless to the environment, either during the production process or when using it. Companies that offer Green Products not only offer products but also offer awareness of the environment so that not only get the product but consumers also contribute to improving and maintaining the natural environment. This is because the manufacture of Green Products, especially Natural Soap Bee Kella, is made without the use of harmful substances such as mercury, does not contain heavy metals that are harmful to the body and the environment. So that the better the Green Product offered by UMKM Natural Soap Bee Kella in Klungkung Regency will be able to optimize purchasing decisions.

The test results in this study indicate that hypothesis 3 (H3) which states that Green Product has a positive and significant effect on purchasing decisions at MSME Natural Soap Bee Kella in Klungkung Regency is accepted. This means that a good Green Product will be able to increase good purchasing decisions at MSME Natural Soap Bee Kella in Klungkung Regency. The results of this study are supported by research conducted by (Khoiruman & Purba, 2020) which states that Green Product has a positive and significant effect on purchasing decisions.

Consumers today are increasingly concerned about environmental issues and are striving to adopt a more eco-friendly lifestyle. Green products, which are designed by considering their impact on the environment, can trigger a positive emotional response in consumers who care about the environment. This will increase Emotional Desire which then affects consumer purchasing decisions. Emotional desire can arise when consumers feel personally connected to a particular product or brand. Emotions such as pleasure, pride, or even intimacy can encourage them to buy the product. The Green Product offered by MSME Natural Soap Bee Kella in Klungkung Regency creates Emotional Desire in the form of a sense of pleasure and pride which then encourages consumers to make purchases. So it can be decided that Emotional Desire acts as a mediating influence between Green Product on purchasing decisions.

These results are supported by previous research conducted by (Taufik and Gio, 2022) which states that Emotional Desire acts as a mediating influence between Green Product on purchasing decisions.

Conclusions, suggestions and limitations

Based on the findings, this study concludes that Green Products have a positive and significant influence on Emotional Desire at MSME Natural Soap Bee Kella in Klungkung Regency, meaning that high-quality eco-friendly products can enhance consumers' emotional engagement. Emotional Desire also positively and significantly impacts Purchasing Decisions, indicating that when consumers feel emotionally connected to a product, they are more inclined to purchase it. Furthermore, Green Products directly

influence Purchasing Decisions, reinforcing the idea that environmentally friendly products can drive consumer choices. Additionally, the research confirms that Emotional Desire mediates the relationship between Green Products and Purchasing Decisions, suggesting that consumer emotions play a crucial role in the decision-making process for green product purchases. To improve consumer engagement and purchasing decisions, several recommendations are proposed. First, MSME Natural Soap Bee Kella should focus on enhancing Green Product attributes, particularly addressing concerns about whether the raw materials used are entirely natural and safe.

The company should evaluate and refine its material composition to ensure that all ingredients are 100% natural and free from harmful substances. Additionally, transitioning to recycled or biodegradable packaging could further strengthen its eco-friendly brand image. Second, efforts should be made to increase Emotional Desire, as the study found that some consumers did not feel a strong sense of passion and enthusiasm for the product. To address this, the company could improve its marketing strategies by clearly communicating the environmental benefits of its products and adopting a more nature-inspired packaging design that aligns with consumer expectations for sustainability.

Third, purchasing decisions can be improved by addressing concerns regarding the recyclability of the packaging. The company should consider using recycled paper, cardboard, or compostable materials, while reducing plastic usage to enhance consumer trust in its sustainability efforts. Lastly, for future research, additional variables such as brand image, price perception, and social influence should be explored, as these factors may also contribute to purchasing decisions. Moreover, since Emotional Desire mediated 44.5% of the relationship between Green Products and Purchasing Decisions, future research could investigate other potential mediators that further explain consumer purchasing behavior in the green product sector. Despite its valuable contributions, this study has several limitations. The research was conducted exclusively in Klungkung Regency, which may limit the generalizability of the findings to broader consumer markets. Future studies should consider expanding the sample to different locations and demographics for a more comprehensive analysis.

Additionally, this study only examined Emotional Desire as a mediating factor, whereas other psychological and behavioral variables, such as perceived value, consumer trust, and personal environmental concern, may also significantly influence purchasing decisions. Lastly, the study employed cross-sectional data, capturing consumer responses at a single point in time. Future research could adopt a longitudinal approach to examine how consumer attitudes and purchasing behaviors toward green products evolve over time. By addressing these limitations and implementing the suggested improvements, businesses can better align their marketing strategies with consumer preferences and strengthen their competitiveness in the green product market.

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