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The Effect of Green Product, Green Packaging and Green Promotion on Purchase Decisions for Love Beauty & Planet Products in West Jakarta

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ABSTRACT

This research aims to analyze the influence of Green Products, Green Packaging and Green Promotion on purchasing decisions for Love Beauty & Planet products. The population used is the people of West Jakarta who have purchased and used Love Beauty & Planet products. The research design uses quantitative methods. The sample used in this research was 160 respondents taken using the Purposive Sampling and Propotional Sampling technique which was calculated based on the number of research indicators with a minimum sample size. The data collection method uses a survey method, with the research instrument being a questionnaire. The data analysis method uses Partial Least Square. The research results show that Green Products have a positive and significant influence on Purchasing Decisions, Green Packaging has a positive and significant influence on Purchasing Decisions, Green Promotion has a positive and significant influence on Purchasing Decisions on Love Beauty & Planet Products.

Keywords: Purchase Decision; Green Product; Green Packaging; Green Promotion; Personal Care.

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RESEARCH BACKGROUND

In Indonesia, plastic remains prevalent, particularly as a primary ingredient in the production of single-use packaging. However, the country's plastic waste management system is not yet fully operational. Plastic waste is a significant contributor to environmental degradation, both on land and in water, stemming from human activities. This problem is exacerbated by plastic's highly resistant nature to natural decomposition, requiring hundreds of years to fully decompose. The high rate of excessive plastic consumption has led to a significant increase in the volume of plastic waste. Because plastic is not composed of biological compounds, this material is non-biodegradable, meaning it is very difficult to decompose naturally, with estimated decomposition times ranging from 100 to 500 years. Plastic waste, particularly in the form of plastic bags, has the potential to pollute various environmental components. The continued increase in plastic use also has an impact on accelerating the exploitation and decreasing the availability of these natural resources.

In 2023, total national waste generation reached 17.4 million tons, with 66.47% successfully managed and 33.53% unmanaged. Large cities on Java, particularly Jakarta, are the largest waste contributors, with East Jakarta leading the way. Medan is the only city outside Java among the top 10 waste producers.

Meanwhile, increasing environmental awareness is driving consumer preference for eco-friendly products. A 2021 survey by the Katadata Insight Center showed that 60.5% of consumers choose environmentally friendly products to support planet conservation, and 51.1% because they feel satisfied when using them. Other factors include positive image, impulse buying, and brand loyalty.

The study focused on Unilever's Love Beauty & Planet product, which promotes sustainability and environmental friendliness. This product uses natural ingredients, a biodegradable formula, and is animal-free. This strategy reflects Unilever's commitment to the Unilever Sustainable Living Plan (USLP).

Figure 1. Unilever Personal Care Sales Performance Data



Source: Unilever Annual Report and Accounts 2023

In 2023, Unilever recorded positive growth. The company achieved a turnover of €13.8 billion, a figure higher than the previous two years. Unilever recorded underlying sales growth of 8.9%, consisting of volume growth of 3.2% and price contribution of 5.5%. However, this achievement was also affected by the negative impact of currency exchange rates of 6.1%, mainly due to currency depreciation in several key markets such as the United States and India. Compared to 2022, sales growth increased by 1%, from 7.9% to 8.9% in 2023. Overall, the data shows that sales increased significantly from 0.3% in 2021 to 8.9% in 2023, representing an increase of 8.6%.

This research aims to examine and analyze the influence of green marketing on purchasing decisions for Love Beauty & Planet products. The results of this study are expected to provide a beneficial contribution to companies operating in similar sectors, particularly in identifying and further considering the in-depth implementation of the concepts of Green Product, Green Packaging, and Green Promotion. The implementation of these strategies is expected to support increased sales while encouraging the provision of more environmentally friendly products.

LITERATURE REVIEW

Marketing Management

According to Kotler, P., & Keller (2016) an art and science in selecting target markets is able to acquire, maintain, and grow customers by creating, delivering, and communicating superior customer value to meet consumer needs through products and everything related to creation, delivery, and ultimately consumption. Meanwhile, according to Setya Yunas (2019) explains that Marketing Management is an activity carried out by an Organization to identify consumer needs and strive to meet their needs through distribution, pricing, promotion and service which as a whole guarantees the expected value (Value) of these activities.

Consumer Behavior

Is the study of how individuals, groups, or organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. According to Kotler, P., & Keller (2016), Consumer Behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. The main purpose of studying consumer behavior is to help marketers understand how consumer decisions are influenced by internal and external factors. This knowledge is useful for designing products, promotions, and services that are in accordance with consumer expectations and preferences (Schiffman & Wisenblit, 2015).

Green Marketing

Green Marketing or environmentally friendly marketing is the process of developing products and services as well as promotions that aim to provide satisfaction to consumers in terms of product quality, performance, affordable cost and convenience that does not have a negative impact on the environment (Hamid et al., 2023). According to Ramli et al. (2022), Green Marketing is an effort to develop green marketing that is in line with public attention to environmental issues so that the community demands the responsibility of business actors in carrying out business activities. The main goal of Green Marketing is to create awareness among consumers about the importance of the environment and the impact of their consumption behavior on the environment. This goal is achieved by promoting products or services that have a lower environmental impact and provide more environmentally friendly alternatives for consumers (Setiawan & Yanti, 2024).

Green Product

Products characterized by being produced in an environmentally friendly manner with minimal negative impacts, through recycling, natural resource conservation, and a focus on local preparation. Eco-friendly products, as identified, are products that do not pollute the earth or deplete natural resources (Alharthey, 2019). According to Wijayanti (2021), green products

are also defined as products that do not pollute the environment, do not waste resources, or are recyclable. Green products are designed and produced by companies that create, introduce, and use environmentally friendly products and employ strategies that utilize recycled materials, renewable resources, and non-toxic resources that can reduce the impact of environmental damage. This aims to address the problem of environmental damage that occurs not only in society but also in the government, so both must participate in raising awareness and concern for environmental damage (Sandopart et al., 2023).

Green Packaging

An environmentally friendly product packaging is made from ecological or natural materials that are easily decomposed naturally and do not contain substances that are harmful to health, aiming to reduce the carbon footprint of packaged products, protect soil fertility and reduce toxicity in waste materials so that it can help in maintaining environmental sustainability (George et al., 2023). Meanwhile, according to Amalia et al. (2023) explains that Green Packaging is product packaging made from natural materials, can be recycled, is easily degraded, and supports sustainable development because it is not harmful to living things and the surrounding environment. The purpose of environmentally friendly packaging is to be useful as a medium to convey product attributes and images. Environmentally friendly products are designed to reduce excess natural resources during the production process and minimize negative impacts on the environment during the production process. production process (Arifin, 2022).

Green Promotion

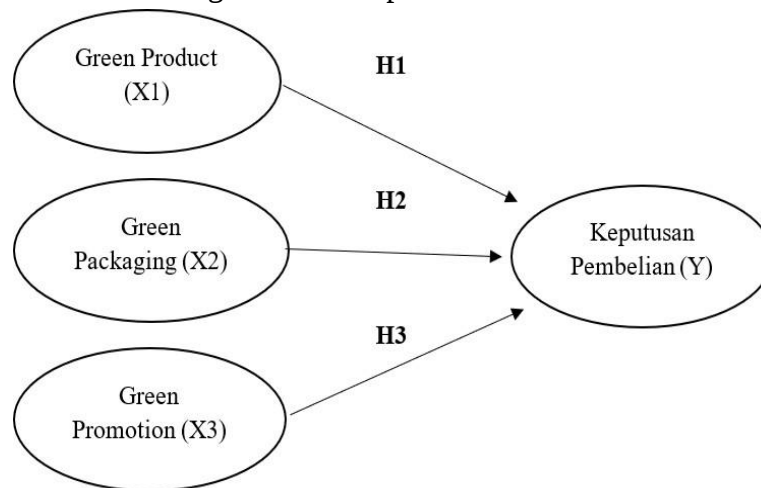
Activities to introduce environmentally friendly products to the public through various environmentally friendly actions, such as communicating to the public about the advantages of the product and persuading consumers to purchase it as a form of concern for consumers and the environment to increase public understanding of the environmentally friendly products they sell (Arismaya, 2023). Meanwhile, according to Anshary et al. (2021), Green Promotion is an activity that promotes products or services to target consumers by involving advertising, public relations, sales promotions, direct marketing, and marketing in places that include or are related to environmental aspects. Environmentally friendly promotions must be able to convey the message of environmental conservation that the products or services offered are far from aspects of environmental exploitation and destruction.

Purchase Decision

The decision to purchase the most preferred brand, but two factors can arise between purchase intention and purchase decision. The first factor is the attitude of others. The second factor is unexpected situational factors. Consumers can form purchase intentions based on factors such as expected income, expected price, and expected product benefits. However, unexpected events can change the intention to make a purchase (Kotler & Armstrong, 2018). Meanwhile, according to Winarti et al. (2022), Purchasing Decisions are individual activities directly involved in obtaining and using the goods offered. Therefore, consumers are often faced with several choices in using a product. The main goal of consumer purchasing decisions for producers or companies is to understand why and how consumers make purchasing decisions. By understanding purchasing decisions, it can make it easier to plan marketing

strategies (consisting of product, product quality, and promotion) to align with what consumers expect and encourage consumers to make purchasing decisions (Naashir et al., 2016):

Figure 2. Conceptual Framework



Description:

- Predictor variables, symbolized as (X), are factors whose values are unaffected directly by other factors, such as:
X1: Green Product
X2: Green Packaging
X3: Green Promotion
- The outcome variable, marked as (Y), is a factor whose result is influenced by other variables.
Y: Purchase Decision

METHOD

Time an Place Research

This research process began with identifying the existing problem, collecting relevant data, processing it, and writing a report, ultimately presenting the overall results. The research period was from April 2024 to August 2025. This research was conducted among the target market for Love Beauty & Planet products, specifically in West Jakarta.

Research Design

This research process began with identifying the existing problem, collecting relevant data, processing it, and writing a report, ultimately presenting the overall results. The research period was from April 2024 to August 2025. This research was conducted among the target market for Love Beauty & Planet products, specifically in West Jakarta.

Population and Sample

According to Kuncoro & Sugiyono (2020), a population is defined as a generalized area consisting of objects and subjects possessing certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. In this study, the population used was

residents of the DKI Jakarta area who were familiar with or had purchased Unilever's Love Beauty & Planet beauty products.

The sampling technique used in this study was non-probability sampling. According to Kuncoro & Sugiyono (2020), non-probability sampling is a sampling technique that does not provide an equal opportunity for each element or member of the population to be selected. The sampling design used in this study was purposive sampling and proportional sampling. In this study, a sample of 160 respondents was taken.

Data Analysis Method

The study employed a data analysis method using the Partial Least Squares (PLS) approach, a design-based SEM statistic used to solve multiple regression problems when specific data problems occur, such as small sample sizes, missing data, and multicollinearity (Ghozali, 2016). The purpose of PLS is to help researchers obtain values for other variables for prediction purposes. For prediction purposes, the PLS approach is more suitable because it assumes that all variance measures are useful for explaining variance. In accordance with the formulated hypothesis, this study used SmartPLS 4.0 software to analyze statistical data, including model measurement (outer model), model structure (inner model), and hypothesis testing (Ghozali, 2016).

RESULTS AND DISCUSSION

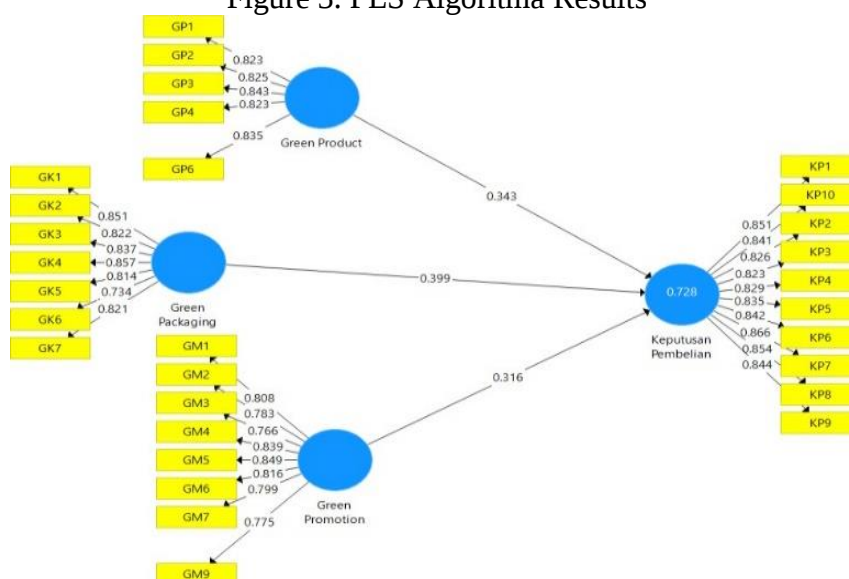
Data Quality Test Results

1. Outer Model

a. Convergent Validity

In the construct measurement model, convergent validity is evaluated through the correlation of item or component scores with construct scores, calculated using partial least squares. Individual indicators with correlation values above 0.7 are considered reliable. The relationships between indicators and constructs are shown in the table and structural diagram below, based on the results obtained.

Figure 3. PLS Algorithm Results



The figure above shows the modified results of the structural model from the SmartPLS analysis, which illustrates the relationship between Green Product, Green Packaging, Green Promotion, and Purchase Decision. The outer loading value for all indicators is ≥ 0.7 , thus meeting the convergent validity criteria. Indicators with values below 0.7 were removed in the initial stage because they did not fully represent the construct

Table 1. Convergent Validity Test Results

Variabel	Indicator	Outer Loading	Information
Green Product	X1.1	0.823	valid
	X1.2	0,810	valid
	X1.3	0,837	valid
	X1.4	0,807	valid
	X1.5	0,806	valid
Green Packaging	X2.1	0,734	valid
	X2.2	0,752	valid
	X2.3	0,688	invalid
	X2.4	0,810	valid
	X2.5	0,811	valid
Green Promotion	X2.6	0,769	valid
	X2.7	0,674	invalid
	KK1	0,779	valid
	KK2	0,808	valid
	KK3	0,866	valid
	KK4	0,765	valid
	KK5	0,804	valid
	KK6	004	valid
	KK7	0,855	valid
	KK8	0,744	valid
	KK9	0,811	valid
	KK10	0,846	valid
	KK11	0,832	valid
Purchase Decision	KK12	0,825	valid
	KK13	0,551	invalid
	SE1	0,838	valid
	SE2	0,841	valid
	SE3	0,869	valid
	SE4	0,770	valid
	SE5	0,805	valid
	SE6	0,903	valid
	SE7	0,710	valid
	SE8	0,455	invalid
	SE9	0,723	valid

Source Output PLS, 2025

The modified test results indicate that all measures meet convergent validity standards, as indicated by factor loadings exceeding 0.7. Thus, each variable can be analyzed in more depth and used to support the next stage of analysis.

b. Discriminant Validity

Discriminant validity is conducted by assessing the cross-loading value between each indicator and its construct. An indicator is considered valid if it has the highest factor loading value on the construct in question compared to the loading values for other constructs.

Discriminant validity aims to determine the extent to which a construct shows adequate discrimination, by examining its loading values where the loading value in the target construct is greater than the value of the variable.

Table 2. Discriminant Validity (Cross Loadings)

	Green Product (X1)	Green Packaging (X2)	Green Promotion (X3)	Purchase Decision (Y)
GP1	0.823	0.391	0.399	0.563
GP2	0.825	0.434	0.397	0.601
GP3	0.843	0.490	0.458	0.635
GP4	0.823	0.408	0.322	0.547
GP6	0.835	0.404	0.314	0.519
GK1	0.468	0.851	0.406	0.581
GK2	0.436	0.822	0.382	0.619
GK3	0.400	0.837	0.392	0.602
GK4	0.372	0.857	0.358	0.601
GK5	0.374	0.814	0.326	0.573
GK6	0.368	0.734	0.216	0.456
GK7	0.528	0.821	0.417	0.645
GM1	0.377	0.419	0.808	0.552
GM2	0.424	0.428	0.783	0.524
GM3	0.340	0.311	0.766	0.490
GM4	0.345	0.281	0.839	0.519
GM5	0.375	0.351	0.849	0.534
GM6	0.386	0.355	0.816	0.522
GM7	0.285	0.329	0.799	0.491
GM9	0.418	0.356	0.775	0.542
KP1	0.657	0.668	0.545	0.851
KP2	0.553	0.544	0.529	0.826
KP3	0.632	0.624	0.547	0.823
KP4	0.607	0.624	0.505	0.829
KP5	0.532	0.571	0.525	0.835
KP6	0.576	0.607	0.528	0.842
KP7	0.571	0.613	0.594	0.866
KP8	0.590	0.600	0.592	0.854
KP9	0.535	0.584	0.569	0.844
KP10	0.572	0.563	0.521	0.841

The results in Table 2 above show that the indicators in each construct have the highest cross-loading scores for their respective constructs relative to the other constructs, thus meeting the standards of discriminant validity.

Another method for assessing discriminant validity is to compare the square root of the Average Variance Extracted (AVE) for each construct with the correlation values between constructs in the model. A construct is considered to have good discriminant validity if the square root of the AVE is higher than the correlation values of that construct with other constructs. A construct that achieves adequate convergent validity requires an AVE value above 0.5.

Table 3. AVE Results

Variable	Average Variance Extracted (AVE)	Description
Green Product (X1)	0.689	Reliable
Green Packaging (X2)	0.673	Reliable
Green Promotion (X3)	0.648	Reliable
Purchase Decision (Y)	0.708	Reliable

Source: Smart PLS, 2025

Based on Table 3 above, it can be seen that all Average Variance Extracted (AVE) values in this study are above 0.5, thus each variable meets the convergent validity criteria and is declared reliable.

Table 4. AVE Results

	Green Product (X1)	Green Packaging (X2)	Green Promotion (X3)	Purchase Decision (Y)
Green Product (X1)	0.830			
Green Packaging (X2)	0.515	0.820		
Green Promotion (X3)	0.460	0.441	0.805	
Purchase Decision (Y)	0.694	0.715	0.649	0.841

Source: Smart PLS, 2025

c. Composite Reliability and Cronbach's Alpha

Composite Reliability testing aims to evaluate the level of instrument reliability in a research model. A construct is considered to have adequate reliability if all latent variables show Composite Reliability and Cronbach's Alpha values ≥ 0.7 . This indicates that the questionnaire instrument used in the study is reliable and consistent. The following are the results of the Composite Reliability and Cronbach's Alpha tests:

Table 5. Composite Reliability & Cronbach's Alpha Test Results

Variable	Cronbach's Alpha	Composite Reliability	Description
Green Product (X1)	0.917	0.887	Reliable
Green Packaging (X2)	0.935	0.919	Reliable
Green Promotion (X3)	0.936	0.922	Reliable
Purchase Decision (Y)	0.960	0.954	Reliable

Based on Table 5, all variables in this study show reliable results because they have Cronbach's Alpha coefficient values and Composite Reliability scores above 0.70, which is the minimum threshold to show internal consistency.

2. Inner Model

Inner model testing is the evaluation stage of the structural model developed based on conceptual and theoretical foundations, with the aim of analyzing the relationship between exogenous and endogenous variables as formulated in the conceptual framework.

a. R-Square

Table 6. R-Square

Variable	R-square	R-square Adjusted
Purchase Decision (Y)	0.728	0.723

Source: Smart PLS, 2025

From Table 6, the R^2 score for Purchase Decision is 0.728, indicating that the structural framework is in the strong category. This implies that 72.8% of the variability in the Purchase Decision variable can be explained by the predictor variables implemented in the model. Meanwhile, the remaining 27.2% is influenced by other variables outside the model that were not analyzed. The adjusted R-Square value of 0.723 also supports the model's suitability in explaining the relationships between latent constructs.

b. Q-Square

A Q-square value greater than 0 (zero) indicates that the model has predictive relevance. The Rsquare value of each endogenous variable in this study can be seen in the following calculation: The predictive relevance value is obtained by the formula:

$$Q^2 = 1 - (1 - R1^2) (1 - R2^2) (1 - Rn^2)$$

$$Q^2 = 1 - (1 - R1^2)$$

$$Q^2 = 1 - (1 - 0.728)$$

$$Q^2 = 1 - 0.272$$

$$Q^2 = 0.728$$

The results of the above calculations show a predictive-relevance value of 0.728, which is greater than 0 (zero). This means that 72,8% of the Purchasing Decision (dependent variable) is explained by the independent variables used. Thus, the model is said to be feasible to have a relevant predictive value.

c. Hypothesis Testing Results

To evaluate the statistical significance of the relationships within the structural framework, the bootstrapping method was used. This technique assesses significance by referring to the parameter coefficient values and the T-statistic. When the T-statistic exceeds 1.96, the relationship is considered significant. Furthermore, if the resulting p-value is less than 0.05, the hypothesis is accepted.

Table 7. Hypothesis Testing Results

	Original Sample (O)	Standard Deviation	T - Statistics	P values	Description
Green Product -> Purchase Decision	0.343	0.108	3.186	0.002	Positive – Significant
Green Packaging -> Purchase Decision	0.399	0.127	3.136	0.002	Positive – Significant
Green Promotion -> Purchase Decision	0.316	0.118	2.684	0.008	Positive – Significant

Discussion

1. The Influence of Green Products on Purchasing Decisions

Based on the results of the hypothesis testing in this study, the T-statistic value was 3.186, the original sample value was 0.343, and the P-value was 0.002. The T-statistic value was greater than the T-table of 1.96, the original sample value was positive, and the P-value was less than 0.05, indicating that the first hypothesis (H1) was accepted. This indicates that the Green Product variable has a positive and significant influence on purchasing decisions. The results of this hypothesis align with research conducted by Solihin & Halim (2022), Nisa (2012), and Hikmiyati & Asyik (2020), which stated that environmentally friendly products (Green Products) have a positive and significant influence on purchasing decisions.

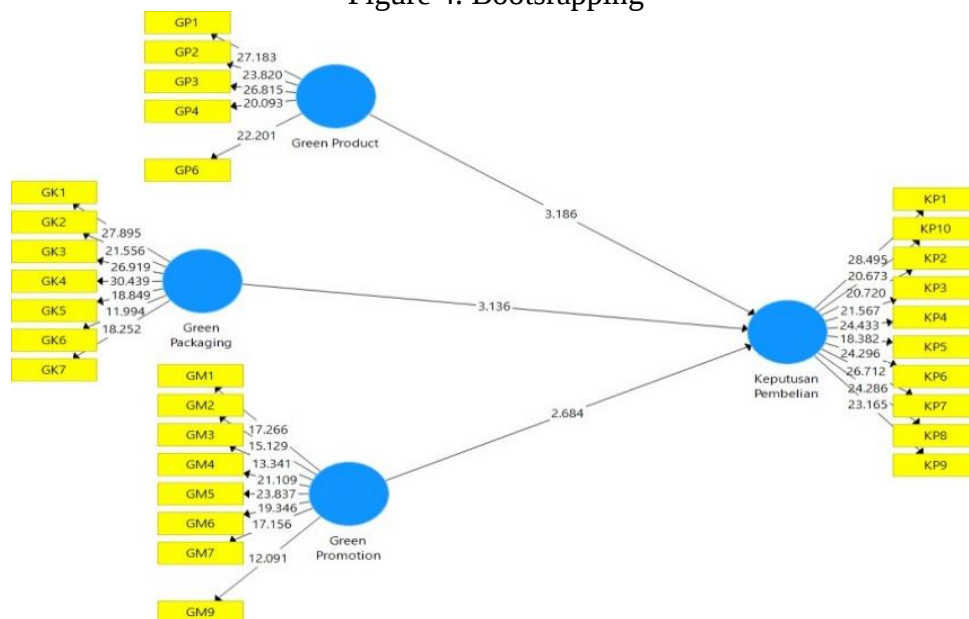
2. The Influence of Green Packaging on Purchasing Decisions

Based on the hypothesis test in this study, the T-statistic value was 3.136, the original sample value was 0.399, and the P-value was 0.002. The T-statistic value was greater than the T-table value of 1.96, the original sample value indicated a positive value, and the P-value indicated a significance level less than 0.05. From these results, it can be concluded that the second hypothesis (H2) is accepted, namely that the Green Packaging variable has a positive and significant influence on Purchasing Decisions. This hypothesis finding aligns with previous research conducted by Ameliawati Mulyawan (2023), Mahardini et al., (2023), and Mardiyah (2019), which stated that Green Packaging has a positive and significant influence on purchasing decisions.

3. The influence of Green Promotion on Purchasing Decisions

Based on the hypothesis testing in this study, the T-statistic value was 2.684, the original sample value was 0.316, and the P-value was 0.008. The T-statistic value is greater than the T-table value of 1.96, the original sample value indicates a positive value, and the P-value indicates a significance level less than 0.05. From these results, it can be concluded that the second hypothesis (H3) is accepted, namely that the Green Promotion variable has a positive and significant influence on purchasing decisions. These hypothesis results align with previous research conducted by Nurfauzi et al. (2023) and Nugraha et al. (2022), which states that Green Promotion has a positive and significant influence on purchasing decisions.

Figure 4. Bootstrapping



Source: Output PLS, 2025

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on research conducted at the Unilever company on Love Beauty & Planet products, the conclusions obtained by researchers are as follows:

1. Green Products have a positive influence on Purchasing Decisions for Love Beauty & Planet Products. This is because Love Beauty and Planet products are committed to using natural ingredients and have environmentally friendly claims, thus successfully attracting the interest of consumers who care about environmental issues, thus increasing positive perceptions and encouraging purchasing decisions.
2. Green Packaging positively influences purchasing decisions for Love Beauty & Planet products. Consumers perceive this packaging as a reflection of the company's quality and social responsibility. The use of recycled materials adds value to environmentally conscious consumers, encouraging them to choose this product over other brands. Green Promotion positively influences purchasing decisions for Love Beauty & Planet products.
3. Green Promotion positively influences purchasing decisions for Love Beauty & Planet products. Promotional strategies that highlight environmentally friendly values such as natural ingredients, eco-friendly packaging, and ethical production increase consumer awareness, interest, and trust. Educational, transparent, and inspiring campaigns strengthen the brand's image and encourage consumers to choose products responsibly.

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