Jurnal Organisasi dan Manajemen

Journal Homepage : http://jurnal.ut.ac.id/index.php/JOM

The Effect of Green Marketing Function on Purchase Intention Through Corporate Image

Zuwan Nisfu Nahar[*], Yunita Budi Rahayu Silintowe

Department of Management, Faculty of Economics and Business, Universitas Kristen Satya Wacana, Indonesia

*corresponding author e-mail: zu.nisfu@gmail.com

Article Info	Abstract
	The high growth of the human population accompanied by technological developments has created problems for the environment. The importance of environmental sustainability is becoming increasingly apparent to people which also causes a change in purchasing conduct. This change needs to be anticipated by marketing, one of which is green marketing. This study aims to determine the impact of the green marketing function, which involves green activities, green images, and corporate communication, on purchase intention through the corporate image. **Findings**. Based on the questionnaire filled out by 163 respondents and analysed using the structural equation modelling, it was found that there was no effect of the green marketing function on purchase intention, but there was an indirect effect between the marketing function on purchase intention and corporate image as the mediating variable. These results indicate that there is full mediation the independent variable can not influence the dependent variable without mediating variable.

1. Introduction

The high growth of the human population accompanied by technological developments has had a considerable effect on the environment. This effect can be seen in the different symptoms that occur, such as global warming, depletion of the ozone layer, climate change, loss of biodiversity, acid rain, and various pollutants that become human problems in general (Simão and Lisboa, 2017). The existence of this raises human awareness of environmental sustainability and attempts to avoid worsening the already-existing situation (Aji et al., 2017). Responding to existing problems, currently, consumers and companies have new challenges for environmental sustainability (Fuiyeng & Yazdanifard, 2015).

To preserve the environment, consumer motivations for purchasing environmentally friendly products or services are increasing (Fuiyeng & Yazdanifard, 2015). According to Istantia et al. (2016), consumers who are concerned about the environment are more likely to select green goods or services to suit their needs. In addition, nowadays consumers prefer the concept of natural, healthy, and well-image products (Johannes et al., 2015).

In response to this, companies can provide green products for environmental sustainability as a form of responsibility for the environment (Widyastuti et al., 2019). Companies' responsibility to provide green products is one of the most important factors in promoting long-term growth and gaining a competitive edge (Saxena & Khandelwal, 2012). Putra et al. (2015) argued that the

existence of a competitive advantage can create a positive image in the company. Furthermore, Yadav et al. (2015) examined the effect of the green marketing function on purchase intention through the corporate image. In his research, the green marketing function is divided into three variables, namely: green activity, corporate communication, and green image.

The potential to increase consumer purchase intention and contribute to environmental sustainability and gain a competitive advantage to obtain a good image has piqued the interest of many researchers, including Honantha et al. (2014), Johannes et al. (2015), and Widyastuti et al. (2019) who found a positive influence between green marketing and corporate image. Furthermore, Aji et al. (2017), Agustina et al. (2016), Aldoko et al. (2016) found a positive influence between green marketing and purchase intention through the corporate image.

Research that examined the effect of green marketing on corporate image and consumer interest as conducted by Agustina et al. (2016), Aldoko et al. (2016), and Honantha et al. (2014) only focused on green marketing variables, corporate image, and purchase intention. In addition, this research used more tangible products as objects. Therefore, the green marketing function as used by Yadav et al. (2015) was used in this research, namely: green activities, green images, and corporate communications. This research is a development of research by Yadav et al. (2015), namely by looking at the direct and indirect effects that have not previously been studied in the study, thus giving rise to a new model in this study. In addition, this study tries to examine the retail service sector as its object, thus the models and objects in this study are rarely found in the last 5 years of research.

This study raises the topic of the effect of the green marketing function which includes green activity, green image, and corporate communication on purchase intention through corporate image as a mediating variable. This topic is expected to answer the effect of the green marketing function on purchase intention. In addition, this study is also expected to determine the impact of corporate image on purchase intention. The findings of this study can be used as a scientific reference in the future, as well as a consideration for stakeholders to consider when making green marketing decisions.

Purchase intention is a phase that consumers take before making a purchase decision by assessing a product or service (Indika and Jovita, 2017). Habibah and Nasionalita (2019) stated that purchase intention arises when consumers plan to buy a product at a certain quantity level according to the needs of a certain period. Consumers also have an interest in buying when they find a product or service that creates a perception in it. Furthermore, consumers can make repurchases if the products or services obtained are following their perceptions (Madahi and Sukati, 2012).

According to Philip and Armstrong (2016), two factors can influence purchase intention, namely the behavior of other people and unpredictable situations or factors. These factors can change over time along with changes that occur in consumers. The current trend of people buying environmentally friendly products as stated by Istantia et al. (2016) is also included in the changes that have occurred. In addition, according to Yadav et al. (2015), purchase intention can be measured by comparing the willingness to buy the product again in the future to the desire to use a competitor's goods and recommending the product to friends.

Corporate image can be defined as a society's evaluation of a company (Huang et al., 2014). According to Putri and Amalia, (2018), corporate image is an important part of companies, both large and small companies. Each corporation has a unique picture or perception of each consumer, which can be both positive and negative. A positive image can be obtained by providing the advantages of the company (Putra et al., 2015).

Lopez et al. (2011) used organizational behavior, psychology, sociology, and marketing strategies as constructing concepts that influence corporate image. In their research, Huang et al. (2014) used good impression, trustworthiness, and reputation as indicators to reveal the company's image. Other indicators were also put forward by Yadav et al. (2015), namely: good management, only looking for profit, being involved in community activities, responding well to consumer needs, and always giving the best impression.

Mardikanto (2014) defined environmental aspects as a form of responsibility that a company has to reduce negative impacts on the environment due to activities carried out by the company. Likewise, Aryawan et al. (2017) also argued that companies are not only looking for profit but also have an obligation to pay attention to environmental aspects. The form of corporate responsibility in environmental aspects can also be seen from the corporate social responsibility (CSR) activities carried out by the company (Carrington et al., 2010).

Based on Global Reporting Index, (2013), green activities can be seen from the environmental responsibility of companies consisting of materials, energy, water, biodiversity, emissions, effluents and waste, products and services, transportation, and complaints mechanisms for environmental problems. Other indicators were also put forward by Yadav et al. (2015), who saw green activities from environmentally friendly services, the goods used were recognized as having a green label, increased green services for consumers, and involvement in energy conservation.

Image can be interpreted as a record of thoughts that are in people's minds to describe a company, organization, or product. The image of a company is perceived by various factors, one of which is environmental factors or green image (Mayer et al., 2012). At first, many people associated business activities with negative impacts on the environment, as a result, the idea arose to shift this mindset by engaging in environmentally friendly business practices (Hanifah et al., 2016). Chen (2010) also argued that there is a perception that consumers have regarding the company's or brand's commitment to environmental concern.

Geerts (2014) argued that a green image can be viewed from the existence of certification from third parties regarding green practices carried out by companies. Green image can also be reviewed based on reputation in carrying out green practices, success in implementing green practices, the belief in environmentally friendly practices carried out by companies, and paying attention to consumers about environmentally friendly practices (Yadav et al., 2015). Lee et al. (2010) also revealed that the green image is influenced by the word of mouth, the availability of paying premiums, and the intention of customers to visit again.

In this era, communication is an important tool owned by companies to respond to global challenges (Falkheimer et al., 2016). Communication is a critical element in establishing and maintaining a company's credibility with stakeholders, both internally and externally (Cornelissen, 2014). In the context of marketing, communication is used as a means to provide information, persuade and remind consumers (Kotler and Keller, 2013). According to Adyan et al. (2018), currently, communication is not only a tool to offer products but also part of a strategy to improve the company's image. Galloway (2020) associated relationship marketing with Integrated Marketing Communication (IMC) as an activity to provide interactive messages to individuals through various channels. These activities are designed to help sellers and buyers form long-term relationships by engaging them in a productive or two-way information exchange.

Kotler and Keller (2013) suggested that the marketing communication mix is divided into eight types that can be used as a measurement indicator. The mix includes advertising, sales promotion, events and experiences, publicity and public relations, online marketing, mobile marketing, direct marketing, and personal selling. In their research, Yadav et al. (2015) used

advertisements, public relations, sales promotion, and sponsorship as indicators of communication measurement.

2.   Research Method

This research is explanatory research with a quantitative approach. The data in this study are primary data obtained from a questionnaire with a population of active people in the city of Semarang and Alfamart Minimarket as the object. Purposive sampling was used in the sampling process with the criterion of people who are active or domiciled in Semarang, have made purchases at Alfamart minimarkets, are familiar with the Alfamart green program, and have transacted at Alfamart for at least one year in the previous year. The deadline was determined based on the Mayor's Regulation which has been implemented for the last year (Semarang Mayor's Regulation, 2019). The questionnaire was prepared based on the following operational variables:

Table 1. Operational Variable

Variable	Operational Variables
Green Activity (X1)	Provision of environmentally friendly services (X1.1, X1.2, X1.3).
	Improve environmentally friendly services for consumers. (X1.4, X1.5).
	Energy conservation (X1.6, X1.7).
Green Image (X2)	Alfamart has a good reputation in green practices (X2.1).
	Alfamart is successful in implementing green practices (X2.2). Alfamart's green practice can be trusted (X2.3). Pay attention to consumers about environmentally friendly practices (X2.4). Opinions of others about the company's green practices (X2.5).
Corporate Communication (X3)	Alfamart campaigns for green practices through advertisements (X3.1).
	Alfamart's public relations reflect environmentally friendly behavior (X3.2). Alfamart's sales promotion reflects environmentally friendly activities (X3.3). Provide sponsorship for environmentally friendly activities (X3.4).
Purchase Intention (Y)	Have an interest in using environmentally friendly services (Y.1.1).
	More interested in visiting Alfamart than other retail stores (Y1.2). I Will visit Alfamart again in the future (Y1.3)
	Recommend to friends to visit Alfamart (Y1.4)
Corporate Image (Z)	Alfamart has a good reputation (Z1.1) The company is not just looking for profit (Z1.2) Alfamart is involved in community activities (Z1.3) Alfamart has met the needs of consumers well (Z1.4) Alfamart can be trusted (Z1.5) The company is well managed (Z1.6)
	Alfamart always gives a good impression to consumers (Z1.7)

2.2   Analysis Technique

The structural equation modeling (SEM) approach was used to analyze the data in this research. Before doing the SEM analysis, it is necessary to test the validity and reliability. The validity test is carried out to determine the instruments used to make measurements as needed. While the reliability test is used to determine the consistency of the data. If the data is declared valid and reliable, then do a normality test by looking at skewness and kurtosis value. The value of skewness and kurtosis below the three is indicated the data is normal.

After a test of normality, SEM analysis was carried out with two models, is a measurement model and a structural model. The measurement model does this by looking at the value of loading factor (LF), construct reliability (CR), and average variance extracted (AVE). LF value is acceptable if it is more than 0.6, CR value is acceptable if it is more than 0.7 and the AVE value is acceptable if it is more than 0.5. Next, before carrying out structural analysis, the overall model is tested by looking at the goodness of fit value.

After the model has been accepted by the goodness of fit value, the structural model carrying out by p-value and t-test. A p-value below 0.05 indicates the effect of the independent variable on the dependent variable. A positive value of the T-Test indicates the effect is positive, and a negative value indicates the effect is negative. Other than that, indirect effect carrying out by looking at z-Sobel value and indirect effect value.

3.   Results and Discussions

The number of respondents who were collected in this study was 163 respondents, but only 131 respondents met the criteria in the purposive sampling. Respondent profiles can be seen in the Table below:

Table 2. Respondent Profiles

Gender	Number of Respondents	Percentage
Male	32	24%
Female	99	76%
Total	131	100%
Age		
<17 years	1	1%
17-27 years	125	95%
28-38 years	2	2%
39-49 years	2	2%
> 50 years	1	1%
Total	131	100%
Profession		
Student/University Student	107	82%
Civil servants	1	1%
Teacher or Lecturer	1	1%
Private sectors employees	13	10%
Police or Army	0	0%
Entrepreneur	4	3%
Government Agencies	1	1%
Others	4	3%
Total	131	100%

Source: Analysis Result, 2021

Based on Table 2, it can be seen that the number of respondents used was 131 respondents, with 32 (24%) male respondents and 99 (76%) female respondents. The age of respondents is dominated by the age of 17-27 years, 125 (95%) respondents. Professions of respondents consist of Students 107 respondents (82%), Civil Servants 1 (1%) respondents, Teachers 1 (1%) respondent, Private Employees 13 (10%) respondent, Entrepreneurs 4 (3%) respondents, government agencies 1 (1%) respondent, other 4 (3%) respondents.

The data in this study have been tested for validity and reliability so that the indicators used were declared valid and reliable. Furthermore, SEM analysis was first carried out by performing normality and measurement models.

Table 3. Construct Quality Test (Variable X)

Variables and Indicators	LF	CR	AVE
Green Activity			
X1.4	0.77		
X1.5	0.79	0.93	0.78
X1.6	0.76		
X1.7	0.78		
Green Image			
X2.1	0.79		
X2.2	0.79		
X2.3	0.78	0.99	0.94
X2.4	0.83		
X2.5	0.61		
Corporate Communications			
X3.1	0.82		
X3.2	0.88	0.99	0.95
X3.3	0.88		
X3.4	0.75		

Source: Analysis Result, 2021

The normality test was done by looking at the value of the c.r skewness and c.r kurtosis. The data is normally distributed if it has a skewness and kurtosis value of less than 3. In the normality test, the number of respondents who were originally 131 decreased to 113 respondents due to outlier data. In addition, the X1.1 and X1.2 indicators were also omitted because they had too high a deviation. Furthermore, the measurement model was carried out by looking at the loading factor (LF), Construct Reliability (CR), and average variance extracted (AVE) values.

Table 4. Construct Quality Test (Variable Y and Z)

Variables and Indicators		LF	CR	AVE
Corporate image	Z.1	0.85		
	Z.2	0.75		
	Z.3	0.75		
	Z.4	0.75	0.99	0.96
	Z.5	0.86		
	Z.6	0.89		
	Z.7	0.87		
Purchase Intention	Y1.1	0.74		
	Y1.2	0.66	0.98	0.94
	Y1.3	0.92		
	Y1.4	0.89		

Source: Analysis Result, 2021

Based on Table 3 and Table 4, the data used in this study were feasible to continue because they meet the requirements in the construct quality test. However, the green activity variable only used the indicators X1.4, X1.5, X1.6, and X1.7 because X1.2 has an LF of less than 0.6, so it was

removed from the green activity variable indicator. Furthermore, a model can be compiled as follows:
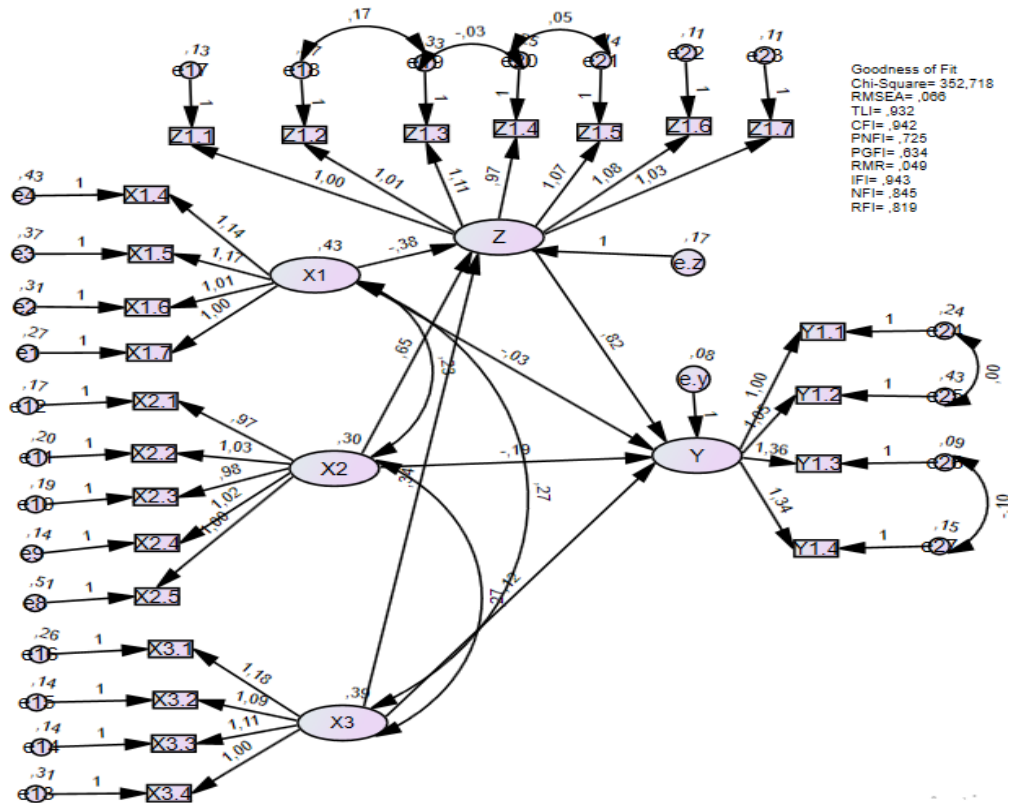

Figure 1. Full Model

Based on Figure 2, the model suitability test can be summarized as follows:

Table 5. Model Fit

Model Fits Size	Value	Model Fit Benchmarks	The fit of Model to Data
Chi-Square	352.718	-	N/A
RMSEA	0.06	0.05-0.08	Good
TLI	0.932	≥ 0.90	Good
CFI	0.942	≥ 0.90	Good
IFI	0.943	≥ 0.90	Good
CMIIN/DF	1.488	≤ 2.00	Good
PNFI	0.725	0.6-0.9	Good
PGFI	0.634	> 0.6	Good
RMR	0.049	≤ 0.05	Good
NFI	0.845	≥ 0.90	Marginal
RFI	0.819	≥ 0.90	Marginal

Source: Analysis Result, 2021

In Table 5, it can be seen that 8 criteria are included in the good criteria. According to Haryono (2017), an assessment of goodness of fit can be done with 5 criteria. Based on this, it can be concluded that all data passed the model suitability test. Next, structural modeling can be seen in Table 5.

According to Table 6, the green marketing function, which includes green activities, green images, and corporate communication, has no direct effect on purchasing intention. This can be seen from the P-Value value that is above 0.05, which means that there was no effect. In addition, the t statistical value of less than 1.96 also indicates that there was no effect of the green marketing function on purchase intention.

Table 6. Regression Weight

	Path Coefficient	T-Statistics	P-Value	R-Square
X1 → Y	-0.33	-0.366	0.714	0.503
X2 → Y	-0.188	-1.380	0.168	
X3 → Y	0.118	1.083	0.279	
Z → Y	0.821	6.569	0.001	
X1 → Z	-0.379	-3.187	0.001	0.719
X2 → Z	0.654	3.512	0.001	
X3 → Z	0.343	2.195	0.028	

Source: Analysis Result, 2021

In addition, in Table 6 we can also find the effect of the green marketing function on corporate image. The green activity variable harms corporate image, as evidenced by the P-Value of less than 0.05 and the t statistic of less than -1.96. Green image and corporate communication variables are also known to have a positive influence on corporate image, seen from the P-Value which is less than 0.05, and the t statistic value above 1.96.

This study also found a positive influence between the corporate image on purchase intention, as evidenced by the P-Value value of less than 0.05 and the t statistic above 1.96. Simultaneously, the role of green activity variables, corporate image, corporate communication, and corporate image in explaining the purchase intention variable was 50.3%. Meanwhile, the green activity variable, green image, and corporate communication can simultaneously explain the corporate image variable by 72%.

Table 7. Direct Effect and Indirect Effect

Direct Effect	Value	Indirect Effect	Value	Z-Sobel
X1 → Y	-0.040	X1 → Z → Y	-0.377	-2.865
X2 → Y	-0.191	X2 → Z → Y	0.548	3.099
X3 → Y	0.137	X3 → Z → Y	0.326	2.084
Z → Y	0.891			

Source: Analysis Result, 2021

The indirect effect of the green marketing function on purchase intention mediated by corporate image can be seen in Table 7. The green activity variable harms purchase intention mediated by the corporate image. This can be seen from the indirect effect value which is smaller than the direct effect value and the negative z Sobel value is smaller than -1.96, thus indicating a negative effect. In addition, the green image and corporate communication variables have also been shown to have a positive effect on purchase intention through corporate image, as shown by the indirect effect having a greater value than the direct effect and z value greater than 1.96. Based on the explanation above, corporate image made a full mediation in this research.

Green activity, green images, and corporate communication did not directly affect purchase intention due to the low awareness of the people of Semarang to participate in environmental management (Semarang environmental service, 2019). In their research, Ishawini, (2011) and

Paramita and Yasa (2015) found a positive influence between environmental awareness and purchase intention. The public's lack of awareness of the importance of sustainability can be the cause of the absence of a direct effect of the green marketing function on purchase intention.

The green activity variable harmed corporate image. According to Lee et al. (2010), corporate image is a society's evaluation of a company. Putra et al. (2015) argued that a positive image can be obtained by providing the advantages of the company. However, based on the Semarang Environmental Service (2019), the people of Semarang are still not aware of the importance of environmental sustainability, so the green activities that were carried out did not get a positive image, but were only considered to fulfill the obligations of the Mayor's regulation. In addition, not providing plastic bags in green activities was thought to cause consumers to object, thus reducing the company's image.

The positive effect of green image on the corporate image is in line with the research of Yadav et al. (2015), who found a positive influence of green image on the corporate image as well. This finding also strengthens Mayer et al. (2012) which stated that corporate image can be influenced by various factors, one of which is the green image. This proves that the company's reputation for its concern for the environment affects the corporate's image.

Corporate communication had a positive influence on corporate image, as stated by Adyan et al. (2018) and Herika and Ruliana (2018), communication has a role in improving corporate image. In addition, communication can also be used as a means of obtaining and maintaining a reputation with stakeholders (Cornelissen, 2014). Based on these findings, it can be seen that the promotional activities or green campaigns used as indicators in this study also get the attention of the public which increases purchase intention.

This research was also found that the positive influence of corporate image and purchase intention. This finding is in line with research by Ko et al. (2013) and Yadav et al. (2015) which also found a positive influence on the corporate image on purchase intention. This also strengthens the opinion of Putra et al. (2015) who revealed that consumers are first interested in the corporate's image before they are interested in visiting or buying products.

Green activities harmed purchase intention through corporate image, due to the negative influence between green activities and corporate image, which means that the corporate image decreases with the presence of green activities carried out. As stated by Ko et al. (2013) and Yadav et al. (2015), there is a positive influence between corporate image and purchase intention, so that purchase intention decreases when the corporate image decreases.

The corporate image was also proven to significantly mediate the positive influence between green image and purchase intention. This encourages companies to improve their green image to gain a good reputation. This encourages companies to improve their green image to gain a good reputation. The existence of a good reputation can increase greater interest for consumers (Istantia et al., 2016).

Corporate communication also has a positive influence on purchase intention mediated by corporate image. According to Galloway (2020), corporate communication can build long-term relationships between companies and consumers. This relationship will later become an image in the minds of consumers. Image is formed based on various community evaluations of a company (Huang et al., 2014). In the end, consumers would be more interested in the company's image before they are interested in visiting or purchasing (Putra et al., 2015).

4.   Conclusions

The green marketing function in this study which includes: green activities, green image, and corporate communication does not have a direct effect on purchase intention. In addition to the green marketing function, this study also found a direct effect between company image and purchase intention, which was proven to have a significant positive effect. This research also found that there was a negative effect between green activities and corporate image. Meanwhile, the green image and communication variables proved to have a positive influence on the corporate image. In addition, this study also examines the indirect effect of the marketing function on purchasing decisions mediated by corporate image. The results of these tests found that the green activity variable had a negative influence on purchase intention mediated by corporate image, while the green image and communication variables proved to have a significant positive influence on purchase intention through the corporate image.

These findings can be used as considerations for stakeholders in making decisions. Using a green marketing strategy cannot directly lead to increased purchase intention, but it will affect the corporate's image which in turn can increase purchase intention. For the businessman, it is important to redefine the purpose of implementing a green marketing strategy, considering that the green marketing function does not directly increase purchase intention, but can improve the corporate's image, which leads to purchase intention. Based on the descriptive statistics, since many people do not understand or are aware of the company's green program, the businessman must go directly to the community to introduce green activities. It is also important to pay attention to the use of advertisement to expand reach so that more are aware of the company's green program, boosting the corporate's image through word of mouth.

In addition, the results of this study may be used as a reference for future studies. However, there are several limitations in this study that can be further developed in future studies. Given that each region has a different character, future research can use the population of several areas, to find more general results. Most of the respondents in this study fall into the category of adolescents who are student or college students, thus the discussion of behavior in other occupations and generations must be revisited. According to the findings of this report, the corporate image of Alfamart's plays an important role in mediating the green marketing function and purchasing intention. In future research, a smaller business scale can be used as the object considering Alfamart's has a strong corporate image, so it is necessary to review these findings on a smaller business scale.

References

Adyan, P., Kalangi, J. A. ., & Punuindoong, A. Y. (2018). Pengaruh komunikasi pemasaran terhadap citra perusahaan PT. Telkom Indonesia Manado. *Jurnal Administrasi Bisnis*, *6*(3), 69–78. https://doi.org/10.35797/jab.6.003.2018.20291

Agustina, R. D., Fauzi, A., & Wilopo, W. (2016). Pengaruh pemasaran hijau terhadap citra merek hijau serta dampaknya pada keputusan pembelian. *Jurnal Administrasi Bisnis*, *33*(1), 171–179. administrasibisnis.studentjournal.ub.ac.id

Aji, A., Sudaryanto, S., & Sriono. (2017). Pengaruh pemasaran hijau terhadap citra merek dan keputusan membeli air mineral Ades. *Prosiding Seminar Nasional Dan Call For Paper Ekonomi Dan Bisnis*, *2017*, 27–28.

Aldoko, D., Suharyono, S., & Yuliyanto, E. (2016). Pengaruh green marketing terhadap citra merek dan dampaknya pada keputusan pembelian (survei pada mahasiswa Fakultas Ilmu Administrasi 2012/2013 Universitas Brawijaya yang melakukan pembelian produk Tupperware). *Jurnal Administrasi Bisnis*, *40*(2). administrasibisnis.studentjournal.ub.ac.id

Aryawan, M., Rahyuda, I. K., & Ekawati, N. W. (2017). Pengaruh faktor corporate social responsibility (aspek sosial, ekonomi, dan lingkungan) terhadap citra perusahaan. *E-Jurnal Manajemen Unud*, *6*(2), 604–633. https://ojs.unud.ac.id/index.php/Manajemen/index

Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2010). Why ethical consumers don't walk their talk : Towards a framework for understanding the gap between the ethical purchase intentions and actual buying behaviour of ethically minded. *Journal of Business Ethics*, 139–158. https://doi.org/10.1007/s10551-010-0501-6

Chen, Y. (2010). The drives of green brand equity: Green brand image, green satisfaction, and green trust. *Springer*, *93*(2), 307–319. https://doi.org/10.1007/sl0551-009-0223-9

Cornelissen, J. (2014). *Corporate Communication: A Guide to Theory and Practice*. Sage.

Semarang Environmental Service. (2019). *Semarang City Environmental Service Work Plan*. https://esakip.semarangkota.go.id/packages/upload/files/dokumen/renja-2019-15 -dlh.pdf

Falkheimer, J., Heide, M., Simonssin, C., Andersson, R., Nothaft, H., & Platen, S. von. (2016). Is strategic communication too important to be left to communication professionals? Managers' and coworkers' attitudes towards strategic communication and communication professionals. In W. T. Coomb (Ed.), *Conference on Corporate Communication* (pp. 121–136). Baruch College. www.corporatecomm.org

Fuiyeng, W., & Yazdanifard, R. (2015). Green marketing: A study of consumers' buying behavior in relation to green products. *Type: Double Blind Peer Reviewed International Research Journal,* Publisher: Global Journals Inc, 15(5), 17–23. https://journalofbusiness.org/index.php/GJMBR

Galloway, C. (2020). Integrated marketing communication. In E. Swayze & C. Hansen (Eds.), *Theory and Practice Public Relations* (3rd ed.). Rowman & Littlefield. https://doi.org/10.4324/9781003116950-10

Geerts, W. (2014). Environmental certification schemes : Hotel managers ' views and perceptions. *International Journal of Hospitality Management*, *39*, 87–96. https://doi.org/10.1016/j.ijhm.2014.02.007

GRI. (2013). *Indikator Pengungkapan CSR* GRI G4: Vol. №3.

Habibah, I. N., & Nasionalita, K. (2019). Pengaruh electronic word of mouth (E-WoM) yang dilakukan oleh beauty influencer terhadap minat beli brand make up Wardah (study pada subscribers YouTube channel Tasya Farasya). *E-Proceeding of Management :*, *6*(3), 6412–6420. https://openlibrary.telkomuniversity.ac.id/home/epublication/id/36.html

Hanifah, A., Arifin, Z., & Hidayat, K. (2016). Pengaruh bauran pemasaran berwawasan green marketing terhadap keputusan pembelian. *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, *32*(2), 23–32. administrasibisnis.studentjournal.ub.ac.id%0A23

Haryono, S. (2017). *Metode SEM Untuk Penelitian Manajemen Dengan AMOS LISREL PLS*. Luxima Metro Media.

Herika, D., & Ruliana, P. (2018). Public relations dalam membina hubungan dengan media. *Jurnal Komunikasi*, 1–476. https://doi.org/10.1017/CBO9781107415324.004

Honantha, C. R., Andandya, D., & Setyawan, A. (2014). The impact of eco-friendly practices on green image and customer attitudes: An investigation in a café setting. *International Journal of Hospitality Management*, *41*(Insyma), 10–20. https://doi.org/10.1016/j.ijhm.2014.03.002

Huang, C.-C., Yen, S.-W., Liu, C.-Y., & Huang, P.-C. (2014). The relationship among corporate

social responsibility, service quality, corporate image, and purchase intention. *The International Journal of Organizational Innovation*, *6*(3), 68–84.

Indika, D. R., & Jovita, C. (2017). Media sosial Instagram sebagai sarana promosi untuk meningkatkan minat beli konsumen. *Jurnal Bisnis Terapan*, *1*(01), 25–31. https://doi.org/10.24123/jbt.v1i01.296

Ishawini. (2011). Pro-environmental concern influencing green buying : A study on Indian consumers. *International Journal of Business and Management*, *6*(6), 124–133. https://doi.org/10.5539/ijbm.v6n6p124

Istantia, S., Kumadji, S., & Hidayat, K. (2016). Pengaruh green marketing terhadap citra merek dan keputusan pembelian. *Jurnal Administrasi Bisnis Universitas Brawijaya*, *32*(1), 174–182. administrasibisnis.studentjournal.ub.ac.id

Johannes, Suswita, R., & Ilunitedra. (2015). Pengaruh green produk terhadap brand image produk air minum dalam kemasan merek Aqua. *Digest Marketing*, *1*(1), 41–48. https://online-journal.unja.ac.id/index.php/digest

Ko, E., Hwang, Y. K., & Kim, E. Y. (2013). Green marketing functions in building corporate image in the retail setting. *Journal of Business Research*, *66*(10), 1709–1715. https://doi.org/10.1016/j.jbusres.2012.11.007

Kotler, P., & Armstrong, G. (2016). Principles of Marketing. In S. Wall & M. Gaffney (Eds.), *The Economic Journal* (6th ed., Vol. 42, Issue 168). https://doi.org/10.2307/2223798

Kotler, P., & Keller, K. L. (2013). Marketing Management. In S. Wall (Ed.), *Marketing Management* (5th ed.). Pearson Education. https://doi.org/10.4324/9780203357262

Lee, J. S., Hsu, L. T., Han, H., & Kim, Y. (2010). Understanding how consumers view green hotels: How a hotel's green image can influence behavioral intentions. *Journal of Sustainable Tourism*, *18*(7), 901–914. https://doi.org/10.1080/09669581003777747

Lopez, C., Gotsi, M., & Andriopoulos, C. (2011). Conceptualizing the influence of corporate image on country image. *European Journal of Marketing*, *45*(11), 1601–1641. https://doi.org/10.1108/03090561111167315

Madahi, A., & Sukati, I. (2012). The effect of external factors on purchase intention amongst young generation in Malaysia. *International Business Research*, *5*(8), 153–159. https://doi.org/10.5539/ibr.v5n8p153

Mardikanto, T. (2014). *Corporate Social Responsibility*. Alfabeta.

Mayer, R., Ryley, T., & Gillingwater, D. (2012). Passenger perceptions of the green image associated with airlines. *Journal of Transport Geography*, *22*, 179–186. https://doi.org/10.1016/j.jtrangeo.2012.01.007

Paramita, N. D., & Yasa, N. N. K. (2015). *Sikap dalam memediasi hubungan kesadaran lingkungan dengan niat beli produk kosmetik ramah lingkungan*. *17*(2), 177–185. https://doi.org/10.9744/jmk.17.2.177

Semarang Mayor's Regulation, 1 (2019). http://satudata.semarangkota.go.id/adm/file/20190815150938PERWAL27_2019ketik.pdf

Putra, Kumadji, S., & Hidayat, K. (2015). Pengaruh citra perusahaan terhadap minat berkunjung dan keputusan berkunjung (survei pada pengunjung taman rekreasi PT. Selecta, Kota Batu, Jawa Timur). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, *26*(2), 1–8. administrasibisnis.studentjournal.ub.ac.id

Putri, S. R., & Amalia, R. (2018). Pengaruh E-WoM terhadap citra perusahaan dan dampaknya terhadap niat beli konsumen pada situs online Shopee. Id. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, *3*(2), 75–84.

Saxena, R. P., & Khandelwal, P. K. (2012). Greening of industries for sustainable growth: An

exploratory study on durable, non-durable and services industries. *International Journal of Social Economics*, *39*(8), 551–586. https://doi.org/10.1108/03068291211238437

Simão, L., & Lisboa, A. (2017). Green marketing and green brand – the Toyota case. *Procedia Manufacturing*, *12*(December 2016), 183–194. https://doi.org/10.1016/j.promfg.2017.08.023

Widyastuti, S., Said, M., Siswono, S., & Dian. (2019). Customer trust through green corporate image, green marketing strategy and social responsibility: A case study. *European Research Studies Journal*, *XXII*(Issue 3), 343–359. https://doi.org/10.35808/ersj/1476

Yadav, R., Kumar, A., Govind, D., & Swaroop, P. (2015). *The influence of green marketing functions in building corporate image: Evidences from hospitality industry in a developing nation*. *Unit 07*, 1–5. https://doi.org/https://doi.org/10.1108/IJCHM-05-2015-0233