

The Influence of Green Marketing and Environmental Knowledge on Buying Decision Through Buying Interest of LocknLock Customers

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ABSTRACT

This research aims to analyze the effect of green marketing and environmental knowledge directly and indirectly on buying decisions through buying interest as a mediating variable. This research method used is quantitative approach and conducted on customers of LocknLock kitchen and household products with a total sample of 120 respondents obtained through a questionnaire method. The sampling technique used was purposive sampling method based on the criteria of customers who live in the Province of D.I. Yogyakarta and have purchased a product at least once. The analytical method used is the Structural Equation Modelling (SEM) method processed through the AMOS 22.0 application.

The results show following facts: green marketing and environmental knowledge have significant and positive effect on buying intention; green marketing has no effect on buying decisions; environmental knowledge has a significant and positive effect on buying decisions; buying intention has a significant and positive effect on buying decisions; buying intention is proven to be a mediating variable on green marketing relationship with buying decisions; buying interest is not proven to be a mediating variable on the relationship between environmental knowledge and buying decisions. The study explained that the better and more active companies in doing green marketing and more educated customers about the importance of preserving the environment through the use of green products will increase the interest of buying customers that eventually lead to decision purchases.

Keywords: green marketing, knowledge, buying decision

INTRODUCTION

In the current era of globalization, the condition of the earth is increasingly worrying. Various damage and environmental problems often occur both on a national scale, to a global scale. Starting from climate change and extreme temperatures, global warming, the extinction of flora and fauna, pollution of air, water, soil, and pollution of marine ecosystems, and much more. Of course, these problems can occur not without reason. Some environmental damage does occur due to natural factors such as natural disasters, but it only affects a small part when compared to the damage caused by human activities that

are carried out continuously and tend to increase. For example, the problem of the accumulation of plastic waste.

Plastic waste is one of the most widely discussed environmental issues today. Even a serious problem that is being faced by the global world now is also about plastic waste. Based on the news reported by Kumparan.com (2019), a researcher from Georgia University named Jenna R. Jambeck said that in 2010 the amount of plastic waste spread throughout the world reached 275 million tons of which around 4.7 to 12.7 million tons of trash scattered in the ocean. This means that the amount of plastic waste that is thrown into the sea every minute is equivalent to throwing out a truck full of plastic waste. Another fact, according to infographic data sourced from CNN Indonesia (2019), shows that Indonesia occupies the second position as the country that produces the most plastic waste in the world, following China which is in the first position. As many as 64 million tons of waste are produced annually, only about 10-15% are recycled and leave around 15-30% of waste that is thrown into rivers, lakes, or oceans, and as much as 60-70% is only dumped in Final Disposal Sites (landfill). Along with the amount of environmental damage that occurs, making public awareness of environmental issues is increasing. Many organizations, activists, and communities of environmentalists have sprung up and criticized various activities that are not following environmental regulations, whether they are carried out by companies, industry, or the government. This of course will affect the behavior of consumers who are increasingly paying attention to matters related to the environment. In a situation like this, the term green consumerism emerges where people's lifestyles begin to shift from consuming products made from plastic to products with eco-friendly labels. The emergence of a higher awareness of their right to obtain products that are suitable for consumption, safe, and friendly to the environment is one of the global consumerism movements or what is often called green consumerism (Smith in Kartikasari et al, 2018).

Seeing the changing conditions of consumers do not make business people and companies stay silent. Instead, they perceive it as a challenge as well as an opportunity to satisfy the needs and desires of consumers. As a result, many companies are trying to take various approaches to attract their attention. One of them is by becoming a company that does not only focus on profit but also cares about environmental and community conditions. This is following the concept of the Triple Bottom Lines

(TBL) approach which leads organizations to achieve economic prosperity (profit), environmental quality (planet), and social justice (people) simultaneously. According to Elkington (1999), Triple Bottom Lines reporting is an assessment method whose main purpose is to access organizational performance through reporting relevant economic, environmental, and social factors.

In the TBL concept, there is the term planet which contains the company's role in environmental conservation efforts and the way companies operate and manage energy so as not to damage natural resources, especially non-renewable ones. One of the company's strategies used to gain public trust in this is a green marketing strategy. The American Marketing Association (AMA) defines green marketing as the marketing of products that are considered safe for the environment, covering several activities such as product modification, changes in production processes, packaging, advertising strategies and also raising awareness about compliance in marketing among industries (Yazdanifard and Mercy, 2011).). It can be said that green marketing is a concept to meet consumer needs with an effort to minimize the impact that can damage the environment.

Not only the company's marketing factor, but another factor that can influence consumer consumption patterns for environmentally friendly products is also the knowledge factor possessed by consumers regarding environmental issues. Kotler and Keller (2016) state that consumers' assessments of product attributes depend on their knowledge of information about the actual function of the product's attributes, thus consumers' purchase intentions for a product are indirectly influenced by their knowledge of product attribute information. When the knowledge about the environment owned by consumers is wider, it will also have an impact on increasing consumer awareness in protecting the surrounding environment and can arouse their motivation and interest to buy products that are more environmentally friendly.

Kotler and Armstrong (2016) argue that buying interest is something that arises after receiving a stimulus from the product he sees, then the desire to buy and own it arises. After consumers show interest in something that they think is interesting, it will usually proceed to the decision-making stage. Buying interest is considered as a measurement of the possibility of consumers buying certain products where high buying interest has an impact on the possibility of a large enough buying decision.

Buying decision itself according to Tjiptono (2014) is a process where consumers recognize the problem, seek information about a particular product or brand, and evaluate how well each alternative can solve the problem, which then leads to a buying decision. Therefore, consumers are expected to be able to determine the choice of their products according to their wants and needs, especially in kitchen and household utensils products which today are often found with various brands, shapes, and types of products. The number of companies and industries for kitchen and household appliances that enter Indonesia has caused intense competition between industries in terms of the quality and quality of the products produced. The incessant marketing carried out by each of these companies requires consumers to be more intelligent and selective in choosing a product that is truly environmentally friendly. One of the kitchen and household equipment industries that is currently popular

among adults and young people and is aggressively doing green marketing is the LocknLock company. Some of the reasons that make LocknLock called a green product manufacturer is because its products are made of safe and best quality materials where all of its products are labeled BPA-Free (BPA-Free) which does not contain suspected harmful EDC, Bisphenol A, and plasticizers. In addition, they also use polypropylene (PP) and Tritan™ as the main ingredients of products whose safety has been approved by the United States Food and Drug Administration (FDA), Europe's NSF, and the Japanese Ministry of Health and Human Services so that it is safe for health, durable, and can be recycled according to the criteria that should exist in green products. Not only that, but they have also established themselves as green product producers through several campaigns that focus on environmental conservation efforts. Based on a survey conducted by the Top Brand Award, which is one of the prestigious award events to analyze the performance of company brands in Indonesia, a study was conducted that involved people in big cities to select the preferred product they were most interested in. The survey was conducted on more than 50 of the most dominating brands in Indonesia consisting of various categories. In the "Plastic Container Food" category, LocknLock is present as one of the competitors that is enough to influence the position of the top 2 brands above it by taking third place. The following are the results of the Top Brand Award survey conducted in 2019 and 2020:

Table 1.1. Results of the 2019 and 2020 Phase 1 Top Brand Award Survey with the "Plastic Container Food" Category

BRAND	TBI 2019	TBI 2020	
Lion Star	45,5%	36,7%	TOP
Tupperware	33,2%	33,6%	TOP
Lock & Lock	4,2%	7,0%	
Maspion	3,8%	5,0%	
Claris	2,9%	3,6%	

Source: *Top Brand Award* (2020)

The figure shows that the position of the LocknLock brand in Indonesia continues to increase, in which 2019 with a top brand index of 4.2% then it rose to 7.0% in 2020. In addition, LocknLock also occupies the 4th position in the Top Brand Award. for the "Drinking Bottle/Tumbler" category which also experienced an increase in 2020 with an index of 5.2% where the previous year it had a lower index of 3.6%.

Table 1.2. Results of the 2019 and 2020 Phase 1 Top Brand Award Surveys with the "Drinking Bottle/Tumbler" Category

BRAND	TBI 2019	TBI 2020	
Tupperware	52,5%	50,0%	TOP
Lion Star	34,4%	28,2%	TOP
Claris	5,2%	5,5%	
Lock & Lock	3,6%	5,2%	

Source: *Top Brand Award* (2020)

LocknLock is the number 1 global kitchen and household appliances company from South Korea. LocknLock has established its corporate philosophy as a

company that respects the environment and people and has considered the health, safety, and comfort of its customers as a priority since its founding in 1978. In Indonesia itself, LocknLock has been around since 2003. Over the past 10 years, LocknLock has grown and developed into a brand that is loved and loved by the Indonesian people and more than 1060 sales channels have spread throughout Indonesia including department stores, discount stores, supermarkets, flagship stores, Business to Business (B2B), home shopping and many more (Republika.co.id, 2015). LocknLock also always presents innovative products with elegant designs, premium quality, and made of materials that are environmentally friendly and safe for the health of its consumers. Various environmental campaigns have been carried out by LocknLock to increase consumer attention to the use of single-use products, recycling of resources, and to encourage a culture of using individual cups.

Research Problem Formulation

Based on the research background above, it can be identified the formulation of the research problem as follows:

- (1) Does green marketing affect the buying interest of LocknLock customers?
- (2) Does environmental knowledge affect the buying interest of LocknLock customers?
- (3) Does green marketing affect the buying decisions of LocknLock customers?
- (4) Does environmental knowledge have any influence on the buying decisions of LocknLock customers?
- (5) Does buying interest have an influence on the buying decisions of LocknLock customers?
- (6) Does green marketing affect buying decisions mediated by buying interest?
- (7) Does environmental knowledge influence buying decisions mediated by buying interest?

Research Objectives

The following are the objectives of this study based on the formulation of the problems mentioned above, namely:

- (1) To analyze and explain the effect of green marketing on the buying interest of LocknLock customers.
- (2) To analyze and explain the effect of environmental knowledge on the buying interest of LocknLock customers.
- (3) To analyze and explain the effect of green marketing on the purchasing decisions of LocknLock customers.
- (4) To analyze and explain the influence of environmental knowledge on the purchasing decisions of LocknLock customers.
- (5) To analyze and explain the influence of buying interest on the purchasing decisions of LocknLock customers.
- (6) To analyze and explain the effect of green marketing on purchasing decisions mediated by buying interest.
- (7) To analyze and explain the influence of environmental knowledge on purchasing decisions mediated by buying interest.

Research Implications

The implementation of this research is expected to provide benefits including:

(1) Practical Benefits

For LocknLock, it can be used as a note or suggestion to maintain or improve the company's performance, as well as improve if there are weaknesses or deficiencies and also as a material for consideration as well as a basis for making decisions to determine the company's policies and strategies in the future.

(2) Theoretical Benefits

The results of this study are expected to be a reference or input for the development of management studies and science, especially in the field of marketing and consumer behavior. Beside that, this research is expected to be able to help other parties to be a reference or comparison in conducting similar research.

LITERATURE REVIEW

Previous Research

(1) The Effect of Green Marketing on LocknLock Customers' Purchase Interest

Research conducted by Kusuma et al. (2017) said that green marketing had a positive and significant effect on buying interest. Similar research was also conducted by Kartikasari et al. (2018) who get the results that green marketing has a positive and significant effect on buying interest. Likewise, according to research written by Manongko and Kambey (2018) which states that green marketing has a positive and significant effect on buying interest. The same thing was written in the journal Agustin et al. (2015) that green marketing has a positive and significant effect on buying interest. In addition, this hypothesis is also corroborated by the research of Mahmoud et al. (2017) which results that the green marketing mix has a positive and significant effect on consumer buying interest.

(2) The Effect of Environmental Knowledge on the Purchase Interest of LocknLock Customers

Research by Kusuma et al. (2017) stated that environmental knowledge has a positive and significant effect on buying interest. Research conducted by Kartikasari et al. (2018) also get similar results, namely, knowledge has a positive and significant effect on buying interest. In addition, this hypothesis is also supported by the research of Kusuma et al. (2018) with the results that environmental knowledge has a positive and significant effect on green purchase intentions. Likewise in the journal written by Rini et al. (2017) states that environmental knowledge has a positive and significant effect on buying interest.

(3) The Effect of Green Marketing on LocknLock Customers' Purchase Decisions

The research of Kusuma et al. (2017) said that green marketing had a positive and significant effect on purchasing decisions. Similar research was also carried out by Septifani et al. (2014) which results that green marketing has a positive and significant influence on purchasing decisions. Similarly, research by Kartikasari et al. (2018) which writes that green marketing has a positive and significant effect on purchasing decisions. In the research of Manongko and Kambey (2018), it is written that green marketing does not have a direct and significant effect on

purchasing decisions. In addition, this hypothesis is also supported by research by Balawera (2013) with the results of green marketing having a positive and significant effect on purchasing decisions. Research by Agustin et al. (2015) also stated that green marketing has a positive and significant effect on purchasing decisions. Reinforced again by the journal Parlan et al. (2016) who get the results of the green marketing mix have a significant effect on purchasing decisions.

(4) The Effect of Environmental Knowledge on LocknLock Customers' Purchase Decisions

In the study of Septifani et al. (2014) which states that knowledge has a positive and significant influence on purchasing decisions. The same thing is also stated in the journal written by Kartikasari et al. (2018) that knowledge has a significant influence on purchasing decisions.

(5) The Influence of Purchase Interest on LocknLock Customers' Purchase Decisions

This research was conducted by Septifani et al. (2014) who found the results that buying interest had a positive and significant influence on purchasing decisions. Similar to the research conducted by Kartikasari et al. (2018) which concludes that buying interest has a positive and significant effect on purchasing decisions. This hypothesis is also strengthened by the research of Manongko and Kambey (2018) with the results of buying interest having a positive and significant effect on purchasing decisions. Likewise, the results of research written by Balawera (2013) that buying interest has a positive and significant effect on purchasing decisions. Supported by research Agustin et al. (2015) who found that buying interest had a positive and significant effect on purchasing decisions.

(6) Buying Interest Has a Positive and Significant Influence on LocknLock Customer Purchase Decisions.

Research conducted by Kartikasari et al. (2018) states that green marketing has a positive effect on purchasing decisions mediated by buying interest. This is reinforced by a journal written by Manongko and Kambey (2018) provides research results that buyer interest can mediate green marketing formed from product, price, place, and promotion with the decision to buy.

(7) The Effect of Environmental Knowledge on Purchase Decisions Mediated by Buying Interest

The research of Kartikasari et al. (2018) state that knowledge has a positive effect on purchasing decisions mediated by buying interest.

Theoretical Basic

(1) Green Marketing

The term green marketing first appeared in 1980 when the American Marketing Association (AMA) held the first workshop on ecological marketing in 1975. The AMA defines green marketing as the marketing of products that are considered safe for the environment, including several activities such as product modification, changes in production processes, packaging, advertising strategies and raise awareness about compliance in marketing among industries (Yazdanifard and Mercy, 2011).

Green marketing is defined as promotional activities aimed at taking advantage of changes in consumer attitudes towards a brand where this change is increasingly influenced by company policies and practices that affect environmental quality and reflects the level of concern for the community where it can also be seen as the promotion of products that are safe for the environment or beneficial. (Yazdanifard and Mercy, 2011).

Hawkins and Mothersbaugh (2016), explain that green marketing as (1) The development of products whose production, use, and disposal processes do not cause harmful impacts to the environment; (2) Developing products with a positive impact on the environment; (3) The proceeds from the sale of these products are used for the benefit of environmental organizations or events. Green marketing mix strategy consisting of:

- Eco-friendly Products (Green Products).
Suwarwan et al. (2012) classifies an environmentally friendly product as a product that uses materials that are safe for the environment, efficient energy, and uses materials from renewable resources and the production process is carried out in a way to reduce the negative impact on environmental pollution, starting from production, distribution channels and up to when consumed.
- Premium Price (Green Price).
The costs or expenses incurred by a company to launch a green marketing strategy tend to be higher to obtain certification as a green company, so this is one of the factors that cause the price of products labeled as environmentally friendly to be more expensive (Arseculeratne and Yazdanifard, 2014). Many consumers will be willing to pay a higher price when the product has added value and can provide satisfaction.
- Environmentally Friendly Distribution Channels (Green Place).
According to Al-Bakry (2007), green distribution involves several things, namely increasing the environmental performance of distribution activities, reducing distribution activities that are less important with the aim of efficiency in distribution activities, facilitating product supply chains, and opening new channels where companies only supply products to customers. shops that also use green marketing strategies.
- Environmentally Friendly Promotion (Green Promotion).

Credibility is the main key for companies that implement green marketing strategies in selling their products. Most buyers are influenced by advertisements that reflect the company's commitment to the environment. Companies that carry out green promotions tend to portray an environmentally friendly image and influence their customers' purchasing decisions. Consumers like to associate themselves with companies that are environmental activists. When a company communicates this through advertising, promotions, publicity, and corporate

social responsibility, they are sure to gain a lot of loyal customers.

(2) Environmental Knowledge

In Kotler and Keller's book (2016) it is stated that consumers' assessment of product attributes depends on their knowledge of information about the actual function of the product's attributes, thus consumers' purchase intentions for a product are indirectly influenced by their knowledge of product attribute information.

Consumer knowledge about the environment is an important factor that can influence their decision to buy environmentally friendly products. Chen (2013) said that environmental knowledge is a series of ecological knowledge possessed by individuals about the environment, so the better environmental knowledge possessed by consumers, the consumers will know more about the quality of environmentally friendly products and will increase their motivation to buy environmentally friendly products.

(3) Buying Interest

Kotler and Armstrong (2016) argue that buying interest is something that arises after receiving a stimulus from the product he sees, then the desire to buy and own it arises. In addition, Kotler and Keller (2016) also mention that in the evaluation stage of the buying decision process, consumers form a preference or interest for brands in a set of choices, consumers may also form an interest in buying the most preferred product.

According to Ferdinand (2011), buying interest can be identified through several indicators, including (1) transactional interest which means the tendency to buy products; (2) Referential interest which means a person's tendency to refer products to others; (3) Preferential interest is an interest that describes the behavior of someone who has a primary preference for the product, and this preference can only be replaced if something happens to the product of his preference; (4) exploratory interest, namely interest that describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive characteristics of the product.

(4) Buying Decision

According to Kotler and Keller (2016), the buying decision process is a process in which consumers go through 5 stages, namely problem recognition, information search, evaluation of alternatives, buying decisions, and post-buying behavior, which begins long before the actual purchase is made and has a long-lasting impact after that. According to Kotler and Keller (2016), the buying decision process is a process in which consumers go through 5 stages, namely problem recognition, information search, evaluation of alternatives, buying decisions, and post-buying behavior, which begins long before the actual purchase is made and has a long-lasting impact after that. . The following is the flow of the consumer buying decision process:

- Problem Background

At this stage, consumers are aware of the needs or problems that arise so that they must be fulfilled or resolved immediately. This awareness will provide a

strong impetus for consumers to search for objects that can meet their needs.

- Information Search

When consumers have found what they need, the next step is to dig up as much information as possible about those needs.

- Alternative Evaluation

After the information collected is deemed sufficient, in the next stage consumers will evaluate alternatives for their various choices. Of course, this can happen not only once, because some consumers do not see a product as a mere means of satisfying their needs, but certain benefits are expected as a product solution and the ability of products that are judged differently in providing benefits to meet consumer needs.

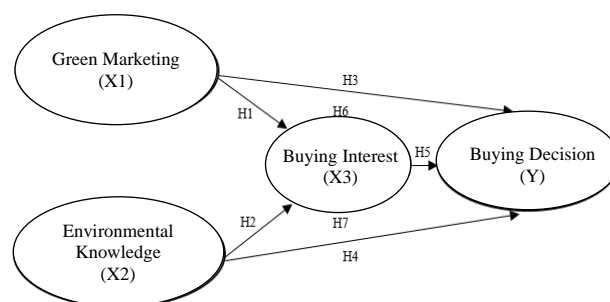
- Buying Decision

At this stage, consumers make purchases and form preferences for various brands in a set of choices that have been determined.

- Post-Buying Behavior

After the purchase stage, consumers will experience a certain degree of satisfaction or dissatisfaction. Consumers who feel dissatisfied, disappointed, or in doubt, tend to easily switch to other brands (brand switching). Meanwhile, satisfied consumers have a high tendency to repurchase.

RESEARCH METHODE



Picture 1.1. Research Model

Research Object/Subject

The object of this research is a kitchen and household utensil product with the LocknLock brand with the research subject being LocknLock customers who are in the DIY Province.

Data Type

The type of data used in this research is the type of quantitative data. The data source used is primary data obtained directly from the main source, namely LocknLock customers who are the sample in the study.

Population and Sample

The population in this study are LocknLock customers who are in the DIY Province. The sampling technique in this study uses nonprobability sampling with purposive sampling technique where sampling is limited to certain types of people who can provide the desired information, either because they are the only parties who have it, or they meet several criteria determined by the researcher (Sekaran, 2008). 2017). Based on this, the sample used in this study were LocknLock customers in the DIY Province with the criteria that the respondents were domiciled in the

DIY Province region (Yogyakarta City, Sleman, Kulon Progo, Gunung Kidul, and Bantul) and had purchased LocknLock products at least 1 time. In Ghozali (2018), the recommended sample size between 100-200 should be used for the maximum likelihood (ML) estimation method. Based on this, as many as 120 samples will be used as respondents in this study. The data collection method in this study was carried out by distributing questionnaires with a measurement scale using a 5-point Likert scale for each statement submitted to the respondent.

Data analysis method

Hypothesis testing in this study uses the Structural Equation Modeling (SEM) analysis tool through the Analysis of Moment Structure (AMOS) software. SEM analysis is more effective to be used in testing complex hypotheses and relationships between complex and multilevel variables.

Variable Operational Definition

The variables identified in this study were four (4) variables, where the exogenous variables in this study consisted of green marketing and environmental knowledge. The endogenous variable in this study is purchasing decisions, and the mediating variable in this study is buying interest.

(1) Green Marketing (X1)

Kotler and Armstrong (2016) explain that the marketing mix as a tactical and controlled marketing tool is combined by the company to produce the response desired by the target market so that the green marketing mix is a development of the conventional marketing mix. Based on this, the measurement of green marketing refers to the following indicators:

- *Green product* (products using environmentally friendly materials).
- *Green price* (the price is higher than similar products, according to the quality).
- *Green place* (easy access for consumers to get products).
- *Green promotion* (the credibility of environmentally friendly products in the eyes of customers).

(2) Environmental Knowledge (X2)

Based on the research of Kusuma et al. (2017), the environmental knowledge variable can be measured using four (4) indicators, namely understanding of the environment, product knowledge, consumer awareness, and environmental regulations.

(3) Buying Interest (X3)

Consumer buying interest is a consumer behavior where consumers have a desire to choose, use, and consume or even want a product offered (Kotler and Keller, 2016). According to Ferdinand (2011), buying interest can be identified through 4 indicators, namely:

- Explorative interest (looking for information).
- Referential interest (recommend to others).
- Transactional interest (purchase action).
- Preferential interest (putting first).

(4) Buying Decision (Y)

The theory that is the reference in determining the purchasing decision indicators used in this study is the theory of Kotler and Keller (2016) which consists of:

- Product level according to need.

- The level of searching for information about a product that is needed.
- The level of comparison of product brands with other brands.
- The degree of excellence or benefit at the time of purchase.
- The rate of repeat purchases by consumers.

RESULT AND DISCUSSION

Description of Respondents/Research Sample

(1) Respondents by Gender

On average, respondents who are more dominant in making purchases of LocknLock products are women with a total of 91 people or 75.8%, while men are only 29 people or 24.2%.

(2) Respondents by Age

There is only 1 person under 17 years old or 0.8%, the age range of 17-25 years is 107 people or 89.2%, while for the age range 26-35 years and over 35 years, the number of respondents is the same, namely as many as 6 people with a percentage of 5% each.

(3) Respondents by Place of Residence

There is only one respondent who lives in the Kulon Progo area or 0.8%, in the Gunung Kidul area as many as 4 people or 3.3%, in the Yogyakarta City area as many as 46 people or 38.3%, in Sleman as many as 28 people or 23.3%, and in the Bantul area, there are 41 people with a percentage of 34.3%.

(4) Respondents by Type of Work

Respondents with jobs as students were 94 people (78.3%), as private employees were 13 people (10.8%), as entrepreneurs were 7 people (5.8%), as entrepreneurs and civil servants respectively there are 2 people (1.2%), as well as education staff and housewives there are 1 person each (0.8%).

(5) Respondents Based on Income Level

Respondents' income with a nominal value of under IDR 1,000,000 was 65 people or 54.2%, income with a nominal range of IDR 1,000,000 - IDR 3,000,000 totaled 40 people or 33.3%, income with a nominal range of IDR 3,000,000 - Rp 5,000,000 amounted to 11 people or 9.2%, and income with a nominal range above Rp 5,000,000 amounted to 4 people or 3.3%.

(6) Respondents Based on Purchase Intensity

The intensity of respondents who bought LocknLock products as many as 55 people (45.8%), the intensity of purchasing 2 times as many as 34 people (28.3%), the intensity 3 times as many as 9 people (7.5%), and the intensity of more than 3 times as many as 22 people (18.4%).

(7) Respondents by Type of Purchase

In buying LocknLock products, there are various types chosen by respondents where as many as 30% or 36 people are interested in buying a tumbler, 25.8% or 31 people choose a drinking bottle, 22.5% or 27 people buy a lunch box, 11.7% or 14 people choose food containers, 6.7% or 8 people buy kitchen utensils, and 3.3% or 4 people are willing to buy household appliances.

Validity test

The validity test in this study used the Confirmatory Factor Analysis (CFA) technique. A data is said to be valid if the loading factor 0.50 (Ghozali, 2017).

Tabel 1.3. Instrument Validity Test Results

No.	Variabel	Indikator	Loading Factor	Batas	Ket.
1.	Green Marketing	PH1	0,675	≥ 0,5	Valid
		PH2	0,656		Valid
		PH3	0,724		Valid
		PH4	0,793		Valid
2.	Environmental Knowledge	PL1	0,542		Valid
		PL2	0,717		Valid
		PL3	0,618		Valid
		PL4	0,760		Valid
3.	Buying Interest	MB1	0,729		Valid
		MB2	0,843		Valid
		MB3	0,744		Valid
		MB4	0,831		Valid
4.	Buying Decision	KP1	0,634		Valid
		KP2	0,563		Valid
		KP3	0,817		Valid
		KP4	0,844		Valid
		KP5	0,763	Valid	

The results of the validity test show that each statement item has reached a loading factor value of 0.5, so it can be concluded that each statement item is valid and can be used to be processed at the next research stage.

Reliability Test

To test the reliability of the data, indicators are used based on the Construct Reliability (CR) formula. The data can be said to be reliable when the CR value 0.70.

Tabel 1.4. Instrument Reliability Test Results

No.	Variabel	Construct Reliability	Batas	Keterangan
1.	Green Marketing	0,805	≥ 0,70	Reliable
2.	Environmental Knowledge	0,742		Reliable
3.	Buying Interest	0,867		Reliable
4.	Purchase Decision	0,811		Reliable

The results in the table show that the construct reliability value for each variable has met the requirements, namely 0.70. So, it can be said that the instrument in this research is reliable and can be used for further research.

Model Identification

The identification model can be said to be feasible if the model is overidentified with positive degrees of freedom (Ghozali, 2018).

Tabel 1.5. Calculation of Degrees of Freedom

Number of distinct sample moments:	153
Number of distinct parameters to be estimated:	40
Degrees of freedom (153 - 38):	113

The table above states that the degrees of freedom are 113 or positive, so it can be said that the model belongs to the overidentified category, so the model deserves to be tested to the next stage.

Normality test

The provisions of the normality test are to compare the CR (critical ratio) value in the assessment of normality with a critical value of ± 2.58 . If there is a CR value that is greater than the critical value, then the data distribution is not univariately normal.

Tabel 1.6. Normality Test

Variable	Min	max	skew	c.r.	kurtosis	c.r.
KP5	2.000	5.000	.152	.680	-.729	-1.630
KP4	3.000	5.000	.140	.626	-.960	-2.148
KP3	3.000	5.000	.366	1.635	-.796	-1.780
KP2	3.000	5.000	.370	1.653	-1.038	-2.321
KP1	2.000	5.000	-.539	-2.411	.456	1.019
MB4	2.000	5.000	.498	2.229	-.274	-.613
MB3	2.000	5.000	.393	1.756	-.191	-.428
MB2	2.000	5.000	.458	2.048	-.644	-1.441
MB1	2.000	5.000	.280	1.254	-.695	-1.555
PL1	3.000	5.000	-.557	-2.490	-.819	-1.831
PL2	2.000	5.000	.045	.201	-.784	-1.753
PL3	3.000	5.000	-.465	-2.077	-.800	-1.789
PL4	3.000	5.000	-.313	-1.400	-1.012	-2.262
PH4	3.000	5.000	.194	.868	-.848	-1.896
PH3	2.000	5.000	-.038	-.168	-.545	-1.218
PH2	3.000	5.000	-.193	-.863	-.676	-1.512
PH1	2.000	5.000	-.200	-.893	-.595	-1.331
Multi-variate					18.508	3.988

Based on the table above, most univariate normality tests are normally distributed because the critical ratio (c.r.) value is in the range of ± 2.58 .

Outliers Test

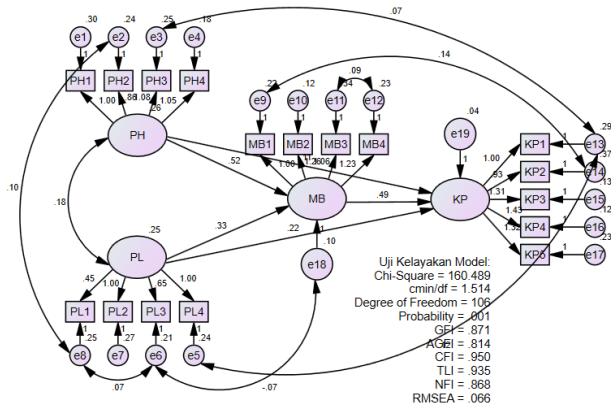
Multivariate outliers the test was carried out using the Mahalanobis distance criterion at the level of $p < 0.001$. In this study, there were 17 indicators, so that the CHINV value was 40,790. The results can be seen that no data exceeds the outlier limit of 40,790. So, in this study, there are no outliers.

Tabel 1.7. Outliers Test Results

Observation number	Mahalanobis d-squared	p1	p2
46	40.416	.001	.127
98	32.067	.015	.530
89	31.778	.016	.303
39	28.302	.042	.739
88	27.487	.051	.743
83	27.278	.054	.636
100	27.178	.056	.502
113	26.922	.059	.418
61	26.851	.060	.299

Goodness-of-Fit test

The suitability of the SEM model in this study was measured using the Goodness of Fit test. However, when the Goodness of Fit does not meet the criteria, it is necessary to repress the modification of the model as shown in the following figure:



Source: AMOS modeling output version 22.0

Picture 1.2. Structural Equation Modeling Output after Modification

The result of Goodness-of-Fit test:

Tabel 1.8. Goodness of Fit Test Results after Modification

No.	Criteria	Recommended Value	Model Results	Information
1.	Chi-square (X ²)	Little Expected	160,489	Not fit
2.	Probability	≥ 0,05	0,001	Not fit
3.	CMIN/DF	< 2,00	1,514	Fit
4.	GFI	> 0,90	0,871	Marginal fit
5.	AGFI	> 0,90	0,814	Marginal fit
6.	TLI	> 0,90	0,935	Fit
7.	NFI	> 0,90	0,868	Marginal fit
8.	CFI	> 0,95	0,950	Fit
9.	RMSEA	< 0,08	0,066	Fit

Based on the results of the Goodness-of-fit test, overall, it can be concluded that the feasibility of the SEM model is sufficient to meet the acceptance requirements. This statement is in accordance with Ghozali's (2018) theory which states that if one of the goodness-of-fit criteria has been met, the research can be continued.

Hypothesis test

The results of the hypothesis test analysis can be seen in the AMOS application output in the regression weight table which shows the coefficient of influence between variables provided that the critical ratio (CR) value has a value greater than 1.96 and has a probability (P) value less than alpha = 0, 05, then the exogenous variables affect the endogenous variables, or the hypothesis can be accepted. If CR < 1.96 and P > 0.05 then the exogenous variable has no effect on the endogenous variable.

Tabel 4.20. Output Regression Weights

			Estimate	S.E.	C.R.	P	Label
MB	<-	PH	.518	.152	3.408	***	par_14
MB	<-	PL	.328	.162	2.034	.042	par_15
KP	<-	MB	.491	.117	4.203	***	par_16
KP	<-	PL	.215	.106	2.027	.043	par_17
KP	<-	PH	.112	.108	1.031	.302	par_18

Tabel 4.21. Result of Output Standardized Direct Effects

	PL	PH	MB	KP
MB	.325	.517	.000	.000
KP	.255	.134	.589	.000

Tabel 4.22. Result of Output Standardized Indirect Effects

	PL	PH	MB	KP
MB	.000	.000	.000	.000
KP	.191	.304	.000	.000

Information on the results of hypothesis testing based on the table above can be concluded as follows:

Tabel 4.23. Result of Hypotesis Test

No.	Hipotesis	H	C.R.	P	Information
1.	Green Marketing → Buying Interest	H1	3,408	0,000	Significant positive
2.	Environmental Knowledge → Buying Interest	H2	2,034	0,042	Significant Positive
3.	Green Marketing → Buying Decision	H3	1,031	0,302	Significant Positive
4.	Environmental Knowledge → Buying Decision	H4	2,027	0,043	Significant Positive
5.	Buying Interest → Buying Decision	H5	4,203	0,000	Significant Positive
	Hipotesis	H	Direct	Indirect	Information
6.	Green Marketing → Buying Decision Through Buying Intention	H6	0,134	0,304	Able to Mediate
7.	Environmental Knowledge → Buying Decision Through Buying Intention	H7	0,255	0,191	Not Mediate

Based on table 4.23 above, it can be explained the influence between variables, namely Hypothesis 1 which states that there is a positive and significant influence between green marketing on buying interest. Based on the table above, the probability value is 0.000 and the CR value is 3.408 so that it can meet the criteria for the influence of the variable relationship with the required value criteria for CR > 1.96 and a significance level of P < 0.05. It can be said that hypothesis 1 in this study is accepted.

Hypothesis 2 says that there is a positive and significant influence between environmental knowledge on buying interest. Based on the table above, the probability value is 0.042 and the CR value is 2.034, so that it can meet the criteria for the influence of variable relationships with the required value criteria for CR > 1.96 and a significance level of P < 0.05. It can be said that hypothesis 2 in this study is accepted.

Hypothesis 3 says that there is no positive and significant effect on the relationship between green marketing variables and buying decisions. Based on the table above, the probability value is 0.302 and the CR value is 1.031, so it cannot meet the criteria for the influence of variable relationships with the required value

criteria for $CR > 1.96$ and a significance level of $P < 0.05$. It can be said that hypothesis 3 in this study is rejected.

Hypothesis 4 says that there is a positive and significant relationship between environmental knowledge variables on buying decisions. Based on the table above, the probability value is 0.043 and the CR value is 2.027, so that it can meet the criteria for the influence of variable relationships with the required value criteria for $CR > 1.96$ and a significance level of $P < 0.05$. It can be said that hypothesis 4 in this study is accepted.

Hypothesis 5 in this study is that buying interest has a positive and significant effect on buying decisions. Based on the results of the analysis shown in the table above, hypothesis 5 of this study has a Critical Ratio (CR) value of 4.203 with a probability (P) of 0.000. It can be concluded that hypothesis 5 in this study is accepted.

Hypothesis 6 in this study is that green marketing has a positive and significant effect on buying decisions mediated by buying interest. Based on the results of the analysis shown in the table above, hypothesis 6 of this study has a direct effect of 0.134 and an indirect effect of 0.304 so that it can meet the criteria for the influence of a mediation relationship where the criteria for the value of indirect influence (indirect) required to be greater than the direct influence. It can be said that hypothesis 6 in this study is accepted.

Hypothesis 7 in this study is that environmental knowledge has a positive and significant effect on purchasing decisions mediated by buying interest. Based on the results of the analysis shown in the table above, hypothesis 7 of this study has a direct effect of 0.255 and an indirect effect of 0.191, so it cannot meet the criteria for the influence of a mediation relationship where the criteria for the value of indirect influence are) is required to be greater than the direct influence. It can be said that hypothesis 7 in this study is rejected.

DISCUSSION

The Effect of Green Marketing on Buying Interest

Based on the results of the H1 test stating that green marketing has a positive and significant effect on the buying interest of LocknLock customers in DIY, furthermore, hypothesis 1 is accepted. The results of this study are in line with the results of research conducted by Kusuma et al. (2017), Kartikasari et al. (2018), Manongko and Kambey (2018), Agustin et al. (2015), and Mahmoud et al. (2017) which in his research states that there is a significant and positive effect of green marketing on customer buying interest.

It can be concluded that the LocknLock company has a fairly good green marketing strategy by carrying out its trademark as a product made from environmentally friendly, priced according to quality, and credible with its commitment as a company that cares about the environment and human health, so that when they can improve green marketing it will be even better. , this will make customers more interested and result in higher customer buying interest to buy LocknLock products.

The Influence of Environmental Knowledge on Buying Interest.

Based on the results of the H2 test stating that environmental knowledge has a positive and significant influence on the buying interest of LocknLock customers

in DIY, furthermore, hypothesis 2 can be accepted. The results of this study are in line with the results of research conducted by Kusuma et al. (2017), Kartikasari et al. (2018), Kusuma et al. (2018), and Rini et al. (2017) states that there is a significant and positive effect of environmental knowledge on customer buying interest.

It concluded that when a person's knowledge about the environment is higher, such as not littering, using environmentally friendly products, understanding the impact of single-use plastic, and so on, then this will affect customer interest in buying environmentally friendly products. Therefore, when LocknLock can provide environmental understanding or education to its customers that buying these products is one of the preventions efforts to reduce plastic waste, it will have an impact on increasing customer interest in buying LocknLock products with environmentally friendly labels.

The Effect of Green Marketing on Buying Decisions.

Based on the results of the H3 test, it is stated that green marketing does not have a significant influence on the buying decisions of LocknLock customers in DIY, so hypothesis 3 in this study is rejected. The findings of this study are not in line with the results of research conducted by Kusuma et al. (2017), Septifani et al. (2014), Kartikasari et al. (2018), Manongko and Kambey (2018), Balawera (2013), Agustin et al. (2015), and Parlan et al. (2016) who in their research found that there was a significant and positive effect of green marketing on customer buying decisions. However, in contrast to the research conducted by Raming et al. (2015) and Manongko (2018) which are in line with this study where they state that green marketing does not have a direct influence on buying decisions.

The LocknLock company already has a good green marketing strategy with criteria for environmentally friendly materials, prices according to quality, and credibility, but if viewed based on the results of interviews with several respondents in this study, some of them said that the green marketing strategy that what LocknLock does is less massive, not even a few of them know that LocknLock is an eco-friendly company. In addition, the official sales company LocknLock only exists in several big cities such as Jakarta and its surroundings, for the Yogyakarta area itself there is no special official store and it is only available in large-scale supermarkets, so that customer accessibility to get products is also limited.

Some respondents explained that they often see LocknLock product catalogs in some online shopping because they are attracted by the designs that seem simple, handy, and elegant, but their buying interest does not lead to direct buying decisions because the prices tend to be expensive, so they delay buying later. Days when you already have enough money. It can also be seen from the characteristics of the respondents in this study where the average respondent is a student with an income level of less than Rp. 1,000,000. Some of the factors above are the reasons why hypothesis 3 is rejected with the results of the H3 test which states that green marketing does not have a significant influence on the buying decisions of LocknLock customers in DIY.

The Influence of Environmental Knowledge on Buying Decisions.

Based on the results of the H4 test stating that environmental knowledge has a positive and significant influence on the buying decisions of LocknLock customers in DIY, then hypothesis 4 can be accepted. The results of this study are in line with the results of research conducted by Septifani et al. (2014) and Kartikasari et al. (2018) which his research states that there is a significant and positive influence of environmental knowledge on customer buying decisions.

It can be concluded that when a person's knowledge about the environment is higher, such as not littering, using environmentally friendly products, understanding the impact of single-use plastic, and so on, then this will affect the customer's decision to buy environmentally friendly products. Therefore, when LocknLock can provide environmental understanding or education to its customers, that buying the product is one of the preventions efforts to reduce plastic waste, it will have an impact on the customer's decision to buy environmentally friendly LocknLock products.

The Influence of Buying Interest on Buying Decisions.

Based on the results of the H5 test, it is stated that buying interest has a positive and significant influence on the purchasing decisions of LocknLock customers in DIY, so hypothesis 5 can be accepted. The results of testing this hypothesis are in line with the results of previous studies proposed by Septifani et al. (2014), Kartikasari et al. (2018), Manongko and Kambey (2018), Balawera (2013), and Agustin et al. (2015) which states that buying interest has a positive and significant influence on customer buying decisions, which means an increase in customer buying interest is also followed by an increase in LocknLock product buying decisions. It can be concluded that the higher the buying interest in LocknLock customers, the higher buying decisions for LocknLock products will be.

The Effect of Green Marketing on Buying Decisions through Buying Interest.

Based on the results of the H6 test, it is stated that green marketing has a positive and significant influence on customer buying decisions through buying interest as a mediating variable and it can be concluded that this hypothesis is accepted because of the influence of the relationship between variables. This hypothesis is in line with the research conducted by Kartikasari et al. (2018) which states that green marketing has a positive effect on buying decisions mediated by buying interest. This is reinforced by a journal written by Manongko and Kambey (2018) which provides research results that buying interest can mediate green marketing formed from product, price, place and promotion with the decision to buy.

Thus, the influence of green marketing on buying decisions is better indirectly through buying interest, which means that the buying interest of LocknLock customers in DIY Province can mediate the effect of green marketing on buying decisions. So, it can be concluded that the better the green marketing carried out by LocknLock will affect the customer's buying decisions through buying interest.

The Influence of Environmental Knowledge on Buying Decisions through Buying Interest.

Based on the results of the H7 test, it is stated that green marketing does not have a significant effect on customer buying decisions through buying interest as a mediating variable and it can be concluded that this hypothesis is rejected because there is no relationship between variables. This hypothesis is not in line with the research conducted by Kartikasari et al. (2018) which states that knowledge has a positive effect on buying decisions mediated by buying interest. However, this study is in line with the results of a study written by Kusuma et al. (2017) where the buying interest variable cannot be a mediating variable for the relationship between environmental knowledge and buying decisions.

According to the results of this hypothesis test, the buying interest variable has not been able to become a mediating variable in the relationship between environmental knowledge and buying decisions because many customers buy LocknLock products based on their interest in these goods which have product designs according to their preferences, although they also know that the goods it has the advantage that it is environmentally friendly so that the tendency of customers to buy goods is higher than because of the knowledge they have regarding environmentally friendly products. These results indicate that the existing buying intention of LocknLock customers has not been able to increase to the product buying decision stage, in other words, the influence of environmental knowledge on buying is better directly and not through the buying interest variable because customers re-select whether they need it. the product or not. If they need the product, they immediately decide to buy it, if they don't need it and are just interested in the product because it is in line with their environmentally friendly principles and values, they don't necessarily decide to buy.

CONCLUSSION AND RECOMMENDATION

The conclusions that can take from this study are related to the effect of green marketing and environmental knowledge on buying decisions through buying interest as a mediating variable on customers of LocknLock kitchen and household appliances in D.I. Province. Yogyakarta, namely:

- (1) Green marketing has a positive and significant effect on the buying interest of LocknLock customers, which means that the green marketing strategy that has been carried out by LocknLock has succeeded in attracting the attention of customers so that interest arises to buy the product.
- (2) Environmental knowledge has a positive and significant effect on the buying interest of LocknLock customers, it shows that the better the level of customer knowledge about the environment, the higher their interest in buying products with environmentally friendly labels such as LocknLock.
- (3) Green marketing does not affect LocknLock customer buying decisions, this means that in the customer buying decision process, it is not only based on LocknLock marketing strategies that can arouse customer interest, but other factors cause them not to

decide to buy the product. Shortly such as the customer's economic level.

- (4) Environmental knowledge has a positive and significant effect on the buying decisions of LocknLock customers, where these results indicate that the high level of knowledge and consumer awareness of the environment, can encourage consumers to make purchases of LocknLock products.
- (5) Buying intention has a positive and significant influence on the buying decision of LocknLock customers, which means that the existing buying interest in the customer can increase the customer's decision to buy LocknLock products.
- (6) Green marketing has a positive and significant effect on buying decisions through buying interest as a mediating variable, showing that the better green marketing carried out by LocknLock will affect customer buying decisions through buying interest.
- (7) Environmental knowledge does not affect buying decisions through buying interest as a mediating variable, which indicates that the buying interest variable is not able to mediate the relationship between environmental knowledge and buying decisions so that the influence of environmental knowledge on buying decisions is better directly and not through the interest variable. buy.

In this study, the researcher realizes that there are still many research limitations which include:

- (1) In this study, researchers only used green marketing variables and environmental knowledge to measure buying interest and its impact on purchasing decisions, on the other hand there are still many variables that can be studied to measure purchasing decisions.
- (2) In this study, the researcher only tested the green marketing strategy in general and did not describe in detail the green marketing variables consisting of green products, green prices, green places, and green promotions.
- (3) In this study, researchers only used environmentally friendly products with the LocknLock brand as the object of research, therefore for further research they could use other environmentally friendly products, so that even better results can be obtained.

Based on the results of the study, suggestions and input that researchers can provide are as follows:

- (1) For Companies (LocknLock)
LocknLock companies should be able to improve their green marketing strategy to be more aggressive and expand again by opening outlets or official stores to other cities in Indonesia, not only big cities such as in Jakarta and its surroundings to ensure the availability and completeness of products at each sales outlet to facilitate customer access in buying products and is expected to be able to make them more interested in purchasing products, of course, still prioritizing the eco-friendly concept. In addition, LocknLock can also apply promo or discount strategies at certain moments, provide regular catalogs, and participate in campaigns on anniversaries or special days related to the environment such as world earth day, and the like.

(2) Other Researchers

- For further researchers, it is better to research by adding new variables such as customer satisfaction, customer loyalty, brand image, environmental awareness, and consumer attitudes so that research can be even better.
- Further researchers can also describe the elements that exist in the green marketing strategy in more detail into 4 variables such as green products, green prices, green places, and green promotions to see which elements of green marketing strategies most influence consumer interest and purchasing decisions. In addition, green marketing measures can be expanded and refined to make them more targeted.
- Further researchers can replace other research objects that are still related to the object in this study related to environmentally friendly labeled products.
- Measurement of buying decisions can be improved to reflect the actual buying decisions.
- Further researchers can increase the number of respondents and expand the range of sampling so that the results obtained are even better.
- Measurement of interest and buying decisions should be done with a longitudinal research strategy and using experimental research to examine respondents who have not bought (buying interest).

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