

## THE EFFECT OF GREEN MARKETING, BRAND IMAGE, AND E-WOM ON PURCHASING DECISIONS FOR THE BODY SHOP INDONESIA PRODUCTS



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### **ABSTRACT**

*This study aims to determine the effect of green marketing, brand image, and e-WOM on purchasing decisions for The Body Shop Indonesia products. The sampling method was purposive; the questionnaire was distributed to 109 respondents. Data analysis using Smart Partial Least square (SmartPLS), by testing the outer model, and inner model. The results showed that green marketing variables had a positive but insignificant effect on purchasing decision variables, while brand image and e-wom variables had a positive and significant effect on purchasing decision variables. The e-wom variable has the greatest effect on the purchasing decision variable.*

**Keywords:** *Green Marketing; Brand Image; e-WOM; Purchasing Decision*

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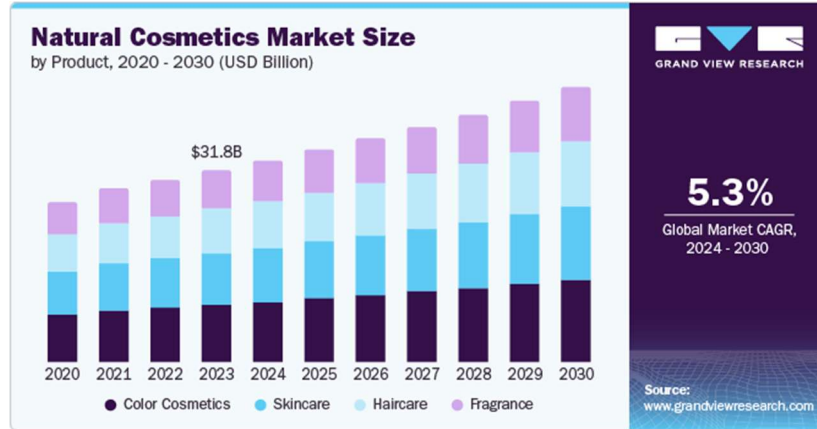
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## INTRODUCTION

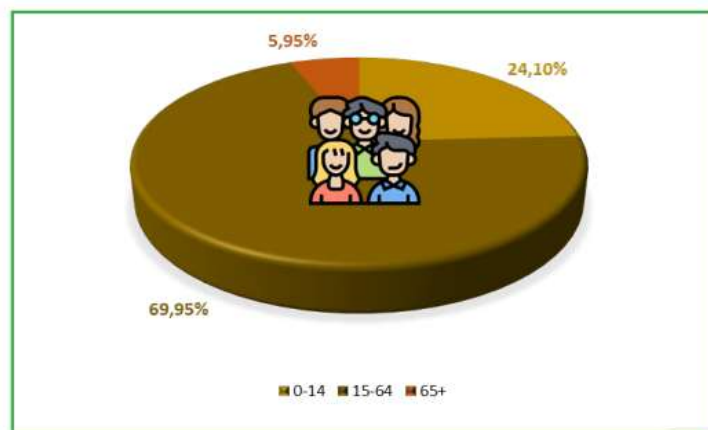
The beauty industry has realized the importance of environmental sustainability in recent years. Nature-based skincare marketing (products that are organic, non-toxic, and made with eco-friendly ingredients) is increasingly in demand by customers. Grand View Research's research claims that (2023), the eco-friendly cosmetics market is projected to grow at 5.3% CAGR from 2022 to 2030 as a result of consumer demand for ethical and eco-friendly products (Research, 2024).



Source : grandviewresearch.com, 2024

**Figure 1**  
**Natural Cosmetics Market Size by Product, 2020-2030**

The emergence of skincare brands using green marketing strategies reflects this trend in Indonesia. Euromonitor International data shows that Indonesia is one of Southeast Asia's largest cosmetics and skincare markets (Lueng, 2019). A survey conducted by Katadata Insight Center found that 68% of skincare customers in Indonesia consider sustainability and brand reputation before purchasing products (Prambadi, 2021). One of the most populous provinces in Indonesia is West Java, has a potential skincare product market. According to West Java BPS data (2023), the productive age group (20-35 years old) is the majority of the province's population and is the main target of the skincare market (BPS, 2023).



Source: BPS West Java Province, 2024

**Figure 2**  
**Percentage of Population by Age Group in West Java Province**

The green marketing trend is also gaining attention in this sector, especially among the younger generation (Romadhona, 2024). The Body Shop is a pioneer in implementing green marketing by emphasizing environmentally friendly products and sustainable business practices (Isnawati et al., 2022). This approach has attracted the interest of global consumers concerned about the environment, thereby increasing purchasing decisions in various countries (Wisnu, 2021). Studies show that consumers with high ecological awareness tend to choose environmentally friendly products, such as those offered by The Body Shop (Wisnu, 2021).

On the other hand, there are external problems that make purchasing decisions on The Body Shop products decline, which resulted in many The Body Shop outlets in various countries having to close, one of which is due to high inflation. Canada is one of the countries with high inflation that resulted in The Body Shop closing its outlets (Asih, 2024). The Body Shop has successfully built a strong brand image in Indonesia as a high-quality and environmentally friendly cosmetic product.

Research shows that green marketing significantly impacts consumer purchasing decisions of The Body Shop in Indonesia (Rizka et al., 2022). Although the issue of closing The Body Shop outlets in other countries was widely heard, The Body Shop outlets in Indonesia managed to survive because PT Monica Hijau Lestari runs The Body Shop Indonesia independently from the head office. This allows business strategies to be tailored to the local market (Idris, 2024). The Body Shop Indonesia's business continues to grow by opening new stores and offering ideas such as Refill Stations to reduce the amount of plastic used. These new products attract local customers and demonstrate a commitment to sustainability. In addition, The Body Shop Indonesia successfully shifted most of its operations to an online platform, increasing online sales from 2% to 40% thanks to initiatives such as sales via WhatsApp and omni-channel development, which helped the business survive amid changing customer behavior (Wulandari, 2020).

In West Java, purchasing sustainable, environmentally friendly products is certainly of great interest to the community because people in this modern era have begun to be aware of environmental sustainability (Permana, 2024). In the city of Cirebon, people are starting to pay attention to sustainable products because this environmental issue is a special concern for people in this modern era, which can influence purchasing decisions for environmentally friendly and sustainable products. One of them is The Body Shop Indonesia product. According to Peter and Olson (2013:163) in Setiawan et al., (2020) states that the process of making a purchase involves combining the information that customers have learned to weigh two or more options before selecting one of the products.

In this modern era, people are increasingly aware of the importance of using an environmentally friendly material or item (Pasla, 2023). Therefore, companies are competing to use green marketing as a consumer attractant so that consumers can make purchasing decisions, ultimately resulting in consumers buying products from the company (Pasla, 2023). According to Yazdanifard in the *Global Journal of Management and Business Research: E-Marketing* (2015) The American Marketing Association (AMA) in Setiagraha et al., (2023) defines that green marketing, also known as green marketing, is the promotion of products that are thought to be environmentally friendly. It involves a number of actions, including product regulation, changes to production methods, packaging, labeling, advertising tactics, and raising marketing awareness across industries. For skincare business owners like The Body Shop, it is undoubtedly a profitable market share in this instance.

The Bring Back Our Bottles (BBOB) program was first launched in 2008 to encourage customers to return empty The Body Shop product packaging for recycling. The program has collected over 9 million containers and supports a circular economy model to reduce pollution and waste. In 2016, the Indonesian Ministry of Environment awarded the program for contributing to successful waste reduction (The Body Shop, 2021). The use of recycled plastic, currently, almost all plastic packaging at The Body Shop is made from recycled materials, mostly from the Community Fair Trade (CFT) program in India. While reducing plastic waste worldwide, the program helps local waste pickers earn money. They hope to achieve one hundred percent recyclable, reusable, or compostable packaging by 2025 (The Body Shop, 2020). Vegan and cruelty-free certification The company now has certification from The Vegan Society for all of its product formulas, which ensures that no testing is done on animals or that the ingredients used in their production do not come from animals (The Body Shop, 2023).

Consumers will also certainly not be separated from paying attention to the brand image or brand image of skincare products before purchasing. According to Kotler and Keller (2009) in Tria & Syah (2021) the way that people perceive and believe a brand is represented in the associations that are ingrained in their mind. In this case The Body Shop applies a brand image to its products, namely sustainability that is friendly to the environment. Consumers will also look for product recommendations from other consumers before making a purchase decision. From this, information can be obtained from social media with one of the terms for disseminating this information, namely e-wom (Electronic Word of Mouth). Positive or negative remarks made by prospective, current, or past consumers regarding a business or product are known as electronic word of mouth (e-WoM), and they are accessible to a large number of individuals and organizations over the Internet (Hennig-Thurau et al., 2004) in Saputra (2021).

Based on the aforementioned problems, the researcher will conduct a study regarding the effect of Green Marketing, Brand Image and e-WoM on Purchasing Decisions for The Body Shop Indonesia Products.

## **LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES**

Kotler in Fadilah (2020) defines marketing as a human activity that aims to fulfill human needs and desires through the exchange process. Over time, marketing practices have undergone significant diversification to adapt to community needs and global challenges (Staff, 2024). One increasingly relevant approach in the modern era is the implementation of green marketing, a marketing strategy that focuses on environmental sustainability (Pasla, 2023). This concept emerged as a response to the increasing public awareness of environmental issues and an effort to create greater value for consumers while considering the sustainability of natural resources (Pasla, 2023). Hawkins and Mothersbaugh (2010) cited by Pramananda & Idawati (2023), explain that green marketing is an activity that can be done individually and together. This activity includes marketing products that support environmental sustainability through adjustments to product design, production processes, packaging, and business operations management.

According to Khayatin et al., (2017) in Kewo & Ady, (2024) green marketing can be interpreted as a product marketing effort that focuses on environmental sustainability by incorporating environmental factors into every aspect of the company's marketing strategy. Through green marketing, companies can demonstrate their commitment to environmental conservation. In addition, this approach integrates business, environmental, and social elements to create added value for consumers and society at large (Pasla, 2023).

Green marketing also refers to efforts to meet customer needs, wants, and expectations related to environmental preservation and protection Kiftiah (2021) in Fernanda et al (2023). According to Sigh (2010) in Listiana & Fakhri (2020), green marketing indicators are green products, which include the level of resource use, the level of product hazard to health, and the product's impact on environmental damage. Green price considers the level of environmental damage caused by the product and the suitability of the price to the quality offered (Savitri et al., 2016). In addition, competitive pricing is also an important factor in this concept. Green place focuses on providing environmentally friendly facilities, good waste management, and applying a green supply chain in product distribution. Green promotion, which involves marketing strategies with competitive prices, the right quantity of promotion, and the quality of effective message delivery to consumers (Nandy, 2025). Thus, the first hypothesis in this study is :

*H<sub>1</sub>: It is hypothesized that green marketing (X<sub>1</sub>) significantly influences purchasing decisions (Y) regarding The Body Shop Indonesia products.*

Sheykhani et al (2024) explains that brand image is an overall picture formed from perceptions, beliefs, and customer views of a brand. Also conveyed by Tian & Lee (2020) that brand image is an abstract perception that arises in the minds of consumers, which is formed by their understanding of the values, products and services provided by the brand, as well as a thought process that continues to develop along with the information they receive. According to Tjiptono (2015:49) in Khotimah & Arifin (2021), explains that brand image can be interpreted as a picture and perception that consumers have of a brand. Consumer perceptions and beliefs about the brand are referred to as brand image, which can be formed through consumers' experiences or memories.

According to Firmansyah (2019) in Yonisa (2021) several dimensions influence and shape brand image, namely brand identity, which includes elements such as logos, colors, packaging, and the identity of the company that houses the brand. Slogans are also an important part of building a strong identity. Brand personality, which describes the character of the brand itself. This character can be assertive, authoritative, dynamic, creative, or independent, according to the image you want to display. Brand association relates to external factors such as sponsorship, corporate social responsibility (CSR) activities, and issues closely related to the brand. Brand attitude and behavior can be seen in how the brand communicates and interacts with consumers. The activities, attributes, and behavior of employees and brand owners also influence the image formed in the eyes of the public. Brand benefits and competencies include various benefits offered, be it functional, emotional, symbolic, or social benefits. The distinctive advantages and competencies of the brand are also important factors in building a strong and trusted image. The second hypothesis in this study is :

*H<sub>2</sub>: It is hypothesized that there is a significant influence between brand image (X<sub>2</sub>) on purchasing decisions (Y) on The Body Shop Indonesia products.*

Keller & Kotler (2012) in defines that word-of-mouth (WOM) is a communication strategy that spreads information personally by recommending products or services to individuals or groups. According to Heninig-Thurau et al (2002) in Tasriastuti et al (2024), e-WOM refers to all forms of comments submitted online, both in the form of positive and negative reviews, which come from previous or current customers' experiences with a particular business or product. According to Chu & Kim (2018) in Saputra (2021) consumers interact with certain products through talk about their opinions and in various forms of user-generated content, product reviews, and social media posts

and other discussions. Elvina and Sarah (2021:88) in Widianty (2022) states the dimensions of Electronic Word Of Mouth, namely intensity, consumer opinion and information content.

Elvina and Sarah (2021:88) in Widianty (2022) states that the Electronic Word Of Mouth indicator is intensity, which refers to how often a person accesses social networking sites, interacts with other users, and the number of reviews they make on these platforms. Consumer opinion reflects how social media users provide recommendations and convey positive comments about a product or service. Information Content includes important details such as the variety of products available, the quality of the product, and the price offered. This information helps users make more informed decisions when choosing a product or service. The last hypothesis in this study is :

*H<sub>3</sub>: Electronic word of mouth (E-WoM) (X<sub>3</sub>) is thought to have a major impact on purchase decisions (Y) products from The Body Shop Indonesia.*

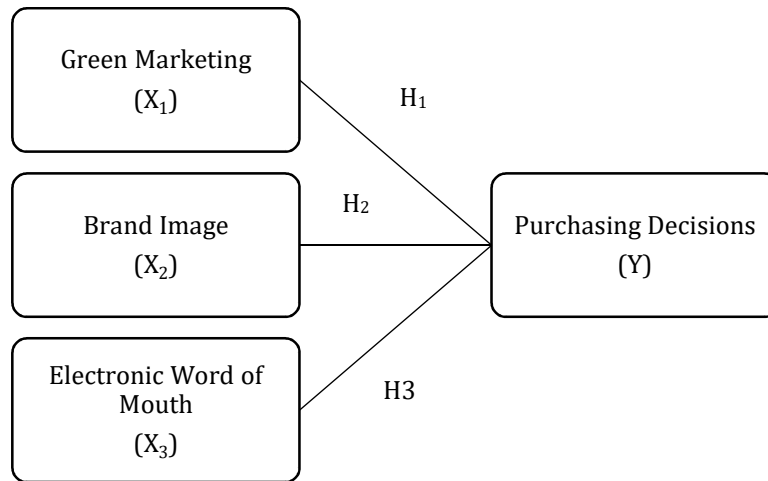
### **Research Framework**

Kotler (1999) in Tsai et al (2020), explains that consumers usually consider various factors such as time, place, and mode of payment when deciding what to buy. After that, they will determine preferences among the various choices available, combine these elements practically, and finally, form an intention to buy based on their choices. Also stated by Monroe et al. (1991) in Lin & Aremu (2024), that customers' purchase intentions have a favorable impact on their actual purchase decisions. In other words, the greater someone's intention to buy, the more likely they are to make a purchase. Tjiptono & Chandra (2014) in (Kiftiah et al (2022) explain that purchasing decision-making involves a series of steps. Starting with customers who study their problems or needs, collect information about certain products or brands, and then evaluate how each alternative can meet these needs, which will ultimately result in a decision to buy.

According to Sangadji and Sopiha (2018:334) in Wahyudiani (2021) the dimensions of purchasing decisions are need recognition, information search, alternative evaluation, purchase decisions and results. According to Sangadji and Sopiha (2018:334) in Wahyudiani (2021) indicators purchasing decisions, namely need recognition, where consumers realize the need or desire for a product. At this stage, they are looking for solutions to meet these needs. Information search is a process in which consumers begin to search for details about products of interest. They may also want to try the product before deciding to buy it. Alternative evaluation is the stage where consumers compare various existing product options. They will look for compatibility between the product and their expectations and desires.

Purchase decision, where consumers finally choose the product that is considered the most suitable and decide to purchase. Result, which is the stage after the purchase is made. At this stage, consumers will assess their level of satisfaction with the product purchased and consider whether they will make repeat purchases in the future.

Here is our Research Framework:



Source: Primary data processed by researchers, 2025

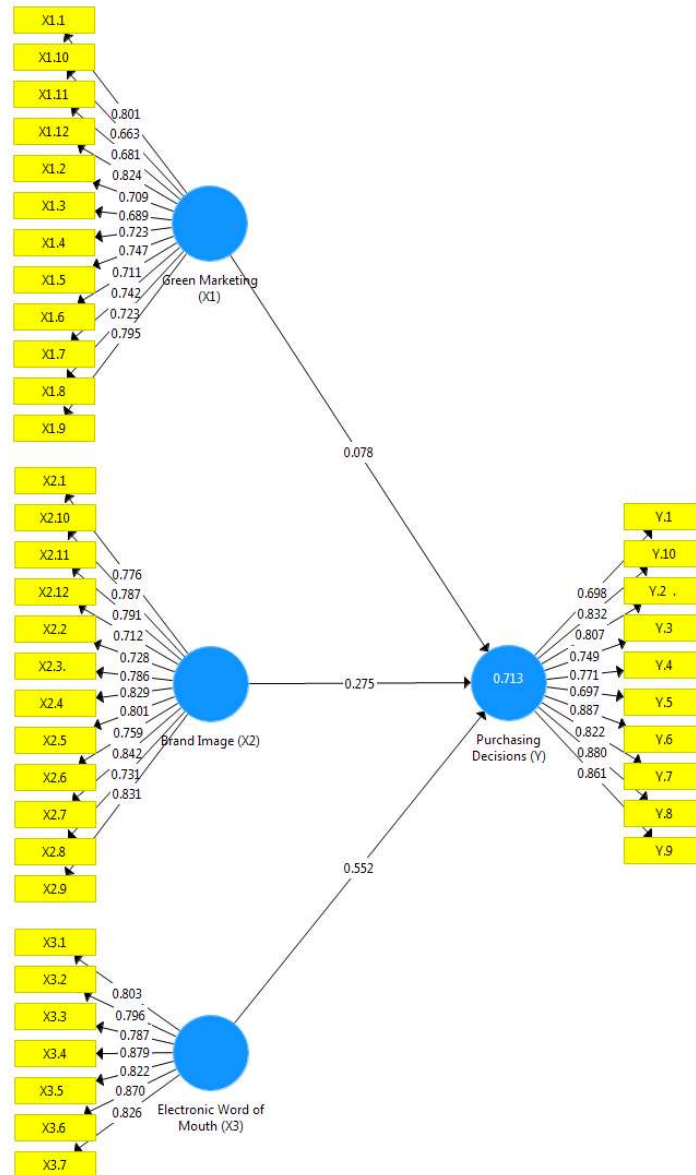
**Figure 3**  
**Research Framework**

## METHOD

Using quantitative research methods, this research focuses on green marketing, brand image, electronic word of mouth (e-WoM), and purchasing decisions. Primary data was collected through an online questionnaire distributed through Google Forms, using a Likert scale to measure attitudes, opinions and perceptions. The scale ranges from 1 (Strongly Disagree) to 5 (Strongly Agree), with the midpoint representing various levels of agreement Sugiyono (2012) in Aulia et al (2024). The authors employed non-probability sampling approaches in this investigation. A sampling method known as non-probability sampling does not provide every member of the population an equal chance of being chosen as a sample (Mumpun et al., 2023). This research uses purposive sampling based on certain criteria relevant to the research as a sample (Mumpun et al., 2023). The sample criteria used Customers of The Body Shop are included in this survey. who have purchased products in the last 1 month. In this study, the population in Cirebon City is customers of The Body Shop Indonesia located at CSB Mall. The population we use is 150 buyers at the outlet in 1 month, which means that a sample of 109 people will be taken. This is based on calculations using the Slovin formula with a margin of error of 5% (Majdina et al., 2024). Data analysis using Smart Partial Least square (SmartPLS) version 3.0, testing the outer and inner models.

## RESULTS AND DISCUSSION

Testing convergent validity (validity test) of each construct indicator. An indicator is reliable if its value is greater than 0.70, while a loading factor of 0.50 to 0.60 can be considered sufficient (Stephani & Nashar, 2020). Based on these criteria, a loading factor value below 0.50 will be dropped from the model (Ghozali, 2014). It can be seen in table 3 and figure 4 that the indicator has reliability because the loading factor is more than 0.50. But several indicators are considered sufficient, namely X1.3, X1.10, X1.11, Y.1 and Y.5 because the loading factor is 0.60. Therefore, the indicators are declared valid and suitable for further analysis.



Source : Smart PLS Output Version 3.0, 2025

**Figure 4**  
**Smart PLS Algorithm Results**



**Table 3**  
**Convergent Validity Testing (Validity Test)**

Variables	Indicator	Outer Loading	Description	
Green Marketing	X1.1	0,801	Valid	
	X1.10	0,663	Valid	
	X1.11	0,681	Valid	
	X1.12	0,824	Valid	
	X1.2	0,709	Valid	
	X1.3	0,689	Valid	
	X1.4	0,723	Valid	
	X1.5	0,747	Valid	
	X1.6	0,711	Valid	
	X1.7	0,742	Valid	
	X1.8	0,723	Valid	
	X1.9	0,795	Valid	
	Brand Image	X2.1	0,776	Valid
		X2.10	0,787	Valid
		X2.11	0,791	Valid
		X2.12	0,712	Valid
		X2.2	0,728	Valid
		X2.3.	0,786	Valid
		X2.4	0,829	Valid
X2.5		0,801	Valid	
X2.6		0,759	Valid	
X2.7		0,842	Valid	
<i>E-WoM</i>	X2.8	0,731	Valid	
	X2.9	0,831	Valid	
	X3.1	0,803	Valid	
	X3.2	0,796	Valid	
	X3.3	0,787	Valid	
	X3.4	0,879	Valid	
	X3.5	0,822	Valid	
Purchase Decision	X3.6	0,870	Valid	
	X3.7	0,826	Valid	
	Y.1	0,698	Valid	
	Y.10	0,832	Valid	
	Y.2	0,807	Valid	
	Y.3	0,749	Valid	
	Y.4	0,771	Valid	
	Y.5	0,697	Valid	
	Y.6	0,887	Valid	
	Y.7	0,822	Valid	
Y.8	0,880	Valid		
Y.9	0,861	Valid		

Source : Smart PLS Output Version 3.0, 2025

### Measurement Model Testing (Outer model)

#### 1) Discriminant Validity

The discriminant validity test on reflective indicators can be analyzed through the cross-loading table, which shows the relationship between indicators and their constructs (Stephani & Nashar, 2020). An indicator is considered valid if it has the highest loading factor on the intended construct compared to other constructs. In other words, each latent construct must be better able to predict indicators in its block than indicators from other blocks (Stephani & Nashar, 2020).

**Table 4**  
**Discriminant Validity Testing (Cross Loadings)**

Indicator	Green Marketing (X <sub>1</sub> )	Brand Image (X <sub>2</sub> )	E-WoM (X <sub>3</sub> )	Purchase Decision (Y)
X1.1	0,801	0,673	0,635	0,555
X1.10	0,663	0,605	0,449	0,486
X1.11	0,681	0,699	0,718	0,587
X1.12	0,824	0,710	0,612	0,519
X1.2	0,709	0,601	0,499	0,424
X1.3	0,689	0,459	0,294	0,343
X1.4	0,723	0,636	0,411	0,470
X1.5	0,747	0,663	0,477	0,479
X1.6	0,711	0,547	0,472	0,502
X1.7	0,742	0,651	0,547	0,600
X1.8	0,723	0,559	0,481	0,565
X1.9	0,795	0,704	0,542	0,589
X2.1	0,623	0,776	0,599	0,548
X2.10	0,711	0,787	0,559	0,634
X2.11	0,622	0,791	0,494	0,563
X2.12	0,567	0,712	0,508	0,508
X2.2	0,640	0,728	0,639	0,646
X2.3	0,668	0,786	0,616	0,589
X2.4	0,737	0,829	0,628	0,633
X2.5	0,679	0,801	0,539	0,541
X2.6	0,617	0,759	0,611	0,572
X2.7	0,716	0,842	0,582	0,572
X2.8	0,647	0,731	0,621	0,571
X2.9	0,789	0,831	0,642	0,691
X3.1	0,575	0,574	0,803	0,644
X3.2	0,530	0,558	0,796	0,679
X3.3	0,458	0,595	0,787	0,661
X3.4	0,615	0,654	0,879	0,695
X3.5	0,696	0,676	0,822	0,708
X3.6	0,686	0,720	0,870	0,689
X3.7	0,533	0,567	0,826	0,631
Y.1	0,381	0,361	0,473	0,698
Y.10	0,571	0,618	0,682	0,832
Y.2	0,595	0,606	0,652	0,807
Y.3	0,597	0,624	0,661	0,749
Y.4	0,498	0,506	0,600	0,771
Y.5	0,664	0,654	0,701	0,697
Y.6	0,556	0,617	0,698	0,887
Y.7	0,567	0,678	0,672	0,822
Y.8	0,585	0,684	0,662	0,880
Y.9	0,590	0,644	0,680	0,861

Source : Smart PLS Output Version 3.0, 2025

Data from table 4 shows that the correlation of the green marketing construct (X<sub>1</sub>) with its indicators, namely X(1).1 to X1.12 is greater than the indicators' connection with other constructs (brand image, e-wom and purchasing decisions). The correlation of the brand image construct (X<sub>2</sub>) with its indicators, namely X(2).1 to X2.12 is higher than the correlation of indicators with other constructs (green marketing, e-wom and purchasing decisions). Furthermore, the correlation of the e-wom construct (X<sub>3</sub>) with its indicators, namely X(3).1 to X3.7 is higher than the correlation of indicators with other constructs (green marketing, brand image and purchasing decisions) and similarly, the correlation of the purchasing decision construct (Y) with its indicators, namely Y.1 to Y.10 is higher

than the correlation of indicators with other constructs (green marketing, brand image and e-wom).

Apart from using the cross loadings method, discriminant validity can be tested using the average variance extracted (AVE) method (Stephani & Nashar, 2020). In this method, a model is said to be good if the AVE value for each construct is more than 0.50, which indicates that the construct can explain more than half of the variance of its indicators. (Stephani & Nashar, 2020).

**Table 5**  
**Discriminant Validity (AVE) Test Results**

Variables	Average variance extracted (AVE)
Green Marketing (X <sub>1</sub> )	0,541
Brand Image (X <sub>2</sub> )	0,612
E-WoM (X <sub>3</sub> )	0,683
Purchase Decision (Y)	0,645

Source : Smart PLS Output Version 3.0, 2025

It can be concluded from table 5 that the e-WoM variable (X<sub>3</sub>) with the highest results, the e-WoM variable (X<sub>3</sub>) shows the greatest significance level. However, overall, the four variables in this study have reached significance.

## 2) Composite Reliability dan Cornbach's Alpha

According to Ghozali (2014) in Stephani & Nashar (2020) the composite reliability test aims to assess the reliability of instruments in a research model. If all latent variables have a composite reliability value and Cronbach's alpha of more than 0.70, then the construct is considered reliable. This means that the questionnaire used in this study has proven to be reliable and consistent.

**Table 6**  
**Testing Composite Reliability and Cornbach's Alpha**

Variables	Composite Reliability	Cornbach's Alpha
Green Marketing (X <sub>1</sub> )	0,934	0,923
Brand Image (X <sub>2</sub> )	0,950	0,942
E-WoM (X <sub>3</sub> )	0,938	0,922
Purchase Decision (Y)	0,947	0,938

Source : Smart PLS Output Version 3.0, 2025

Judging from table 6 that the value of composite reliability and Cronbach's alpha is more than 0.70, the construct is considered to have good reliability. This means that the questionnaire used in this research has proven to be dependable and steady.

## Structural Model Testing or Hypothesis Testing (Inner model)

The inner model test examines the link between exogenous and endogenous factors by developing a model based on ideas and concepts (Stephani & Nashar, 2020). It has been explained in the variable concept that Composite Reliability shows the following results: Green Marketing (0.934) is reliable, Brand Image (0.950) is reliable, e-WoM (0.938) is reliable, and Purchase Decision (0.947) is reliable. Furthermore, testing of the structural model (hypothesis testing) is carried out through the following stages:

### 1) R-Square

The R-Square value is used to assess the goodness-fit of the model (Stephani & Nashar, 2020).

**Table 7**  
**R-Square value**

Variables	R-Square
Purchase Decision	0,713

Source : Smart PLS Output Version 3.0, 2025

Judging from table 7 that the model that measures the influence of the latent variables green marketing, brand image, and e-wom on purchasing decisions produces an R-Square value of 0.713. This shows that 71.3% of the variability in purchasing decisions can be explained by these three variables, while 28.7% is influenced by other factors not included in this study.

2) Goodness of Fit Model

Goodness of Fit test on the inner model is done by looking at the predictive relevance ( $Q^2$ ) value. If the Q-square value is more than 0, then the model is considered to have good predictive ability (Stephani & Nashar, 2020). The following computation can be used to examine the R-Square value for each endogenous variable in this study. In the meanwhile, the formula is used to determine the predictive relevance value (Stephani & Nashar, 2020):

$$Q_2 = 1 - (1 - R_1)$$

$$Q_2 = 1 - (1 - 0.713)$$

$$Q_2 = 1 - (0.287)$$

$$Q_2 = 0,713$$

The calculation results show that the predictive relevance value is 0.713, which is greater than 0. This indicates that 71.3% of the variation in the purchase decision variable (dependent variable) can be explained by the variables in the model. Thus, this model is considered to have relevant predictive value.

3) Hypothesis Testing (Estimation of path coefficients)

In a structural model, the estimated values for the relationships between variables must be significant. This significance can be analyzed through the bootstrapping procedure by looking at the parameter coefficient value and t-statistic in the bootstrapping report (Stephani & Nashar, 2020). A relationship is said to be significant if the t-statistic exceeds the t-table at an alpha significance level of 0.05 (5%), which is 1.659. Therefore, the t-statistic is compared with the t-table to determine whether the relationship is significant or not.

**Table 8**  
**T-Statistic Value through Bootstrapping Procedure**

Variables	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistic ( O/STDEV)	P Values	Description
Green Marketing (X <sub>1</sub> ) -> Purchase Decision (Y)	0,078	0,092	0,104	0,751	0,454	Positive and insignificant
Brand Image (X <sub>2</sub> ) ->	0,275	0,274	0,128	2,156	0,033	Positive and significant

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Purchase Decision (Y)						
E-WoM ( $X_3$ )	0,552	0,548	0,105	5,248	0,000	Positive and significant
-> Purchase Decision (Y)						

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Source : Smart PLS Output Version 3.0, 2025

### The Effect of Green Marketing on Purchasing Decisions

Based on Table 8, it shows that the green marketing variable has a positive and insignificant influence on purchasing decisions for The Body Shop Indonesia products. This can be seen from the t-statistic value (0.751), which is smaller than the t-table (1.659). This research is reinforced by research conducted by Saputra & Asfar (2024) states that Green marketing has no effect on purchasing decisions at Astra Motor Cilegon Branch, this is based on the t-test analysis, obtained the t-count value (0.732) < t-table (1.681).

In order for The Body Shop Indonesia's green marketing strategy to be better recognized by consumers in Cirebon City, a more active and focused approach is needed. Cirebon City has considerable market potential with consumers who are starting to care about environmentally friendly products. However, the lack of education and promotion that reaches directly to the local community can be an obstacle in increasing awareness and purchasing decisions. Due to limited information about the benefits of environmentally friendly products and their positive impact on health and the environment.

Therefore, The Body Shop Indonesia needs to strengthen its Green Marketing strategy in this city by increasing brand visibility. One solution is to hold seminars, workshops, or beauty classes that educate consumers about the importance of using environmentally friendly products and the benefits of natural ingredients used by The Body Shop Indonesia.

### The Effect of Brand Image on Purchasing Decisions

Based on Table 8, it can be concluded that the brand image variable has a positive and significant influence on purchasing decisions for The Body Shop Indonesia products. This is evidenced by the t-statistic value (2.156), greater than the t-table (1.659). This is in line with research conducted by Dewi & Rohana (2023) indicate that brand image has a positive and significant effect on purchasing decisions for Oppo smartphones for x campus students in Batam City. Also in line with research conducted by Herawati & Putra (2023), Brand image variables positively affect purchasing decisions by 36.1%. A strong brand image can create confidence in consumers in choosing a brand. High trust in the brand will have a positive impact on purchasing decisions.

When consumers feel that the brand they choose is in line with expectations and provides satisfaction in its use, purchasing decisions will increase. Conversely, if consumers feel disappointed with a brand, their purchasing decisions will decrease. In this study, it was found that brand image affects purchasing decisions for The Body Shop Indonesia products in Cirebon City. This shows that consumers strongly consider brand image before buying a product. Therefore, The Body Shop Indonesia needs to continue to improve and strengthen its brand image. Consumers who have a positive view of this brand will be more likely to buy its products.

## The Effect of Electronic Word of Mouth (E-WoM) on Purchasing Decisions

Based on table 8, it can be concluded that the Electronic Word of Mouth (e-WoM) variable has a positive and significant effect on the purchasing decision variable of The Body Shop Indonesia products. The t-statistic value on this variable (5.248) is greater than the t-table (1.659). In line with research conducted by Amrazka & Dewi (2020) with the results that the e-wom variable ( $X_2$ ) has a positive and significant effect on purchasing decisions. It is also in line with research conducted by Yulindasari (2022) with the results that e-WoM affects purchasing decisions for halal cosmetics at shopee.

In this study, purchasing decisions for The Body Shop Indonesia products are influenced by the Electronic Word of Mouth (e-WoM) factor, which greatly influences purchasing decisions. This finding shows that consumers strongly consider the information obtained from e-WoM before buying a product. Therefore, The Body Shop Indonesia needs to ensure that the information conveyed through e-WoM is accurate and reliable. The more valid the information potential buyers receive, the greater the influence on their purchasing decisions. One strategy that can be implemented is to provide a special platform on the website that displays customer testimonials equipped with supporting evidence such as photos or videos. This can increase the level of trust of potential customers in the products and services offered.

## CONCLUSION AND SUGGESTION

Green marketing variables have a positive and insignificant influence on purchasing decisions for The Body Shop Indonesia products. Meanwhile, the brand image variable positively and significantly influences purchasing decisions for The Body Shop Indonesia products. And the Electronic Word of Mouth (E-WoM) variable positively and significantly affects the purchasing decision variable for The Body Shop Indonesia products.

For future researchers, it is recommended to explore other factors that may have a greater influence on purchasing decisions for The Body Shop Indonesia products, such as price, product quality, market trends, or online shopping experiences. Additionally, future research could use different methods, such as a qualitative approach with in-depth interviews to understand why green marketing has not had a significant impact on purchasing decisions. Longitudinal studies or experiments could also be conducted to examine changes in the effectiveness of green marketing over time.

Furthermore, it is important to study consumer segmentation to determine whether there are differences in the influence of green marketing, brand image, and Electronic Word of Mouth (E-WoM) on specific consumer groups based on age, lifestyle, or environmental awareness. This way, future research can provide deeper insights into the factors influencing purchasing decisions and more effective marketing strategies for companies.

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