

Digital Green Marketing and Product Innovation: Strategies to Enhance Generation Z's Purchase Intention toward Sustainable MSMEs

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Abstract

Purpose - This study aims to analyze the influence of Digital Green Advertising and Product Innovation on the purchase intention of Generation Z in Wonosobo Regency regarding MSME products.

Method - This study employs a quantitative approach using explanatory research. Random sampling was used to select 450 Generation Z respondents in Wonosobo Regency who expressed an interest in purchasing MSME products. Data were collected via questionnaires, while analysis was conducted using IBM SPSS software, covering validity and reliability tests, goodness-of-fit tests, classical assumption tests, multiple linear regression analysis, and the coefficient of determination.

Findings - The results indicate that Digital Green Advertising has a positive effect on purchase intention. Product Innovation also has a positive effect on purchase intention.

Implications - The findings are expected to serve as a reference for MSME operators in designing eco-friendly marketing strategies specifically by enhancing the digitalization of green promotions and developing product innovations to boost consumer purchase intention.

Keywords: Digital Green Advertising, Product Innovation, and Purchase Intention.

Introduction

Purchase intention represents a consumer's psychological inclination to make a purchase after evaluating a product's information, benefits, value, and attributes. In the realm of consumer behavior, purchase intention reflects a consumer's desire and readiness to buy in response to perceptions and experiences formed during the product evaluation process (Schiffman & Wisenblit, 2019). In the context of eco-friendly products, purchase intention is influenced not only by functional benefits but also by consumer perceptions regarding environmental value, quality, price, and the social benefits associated with the product. Research on Generation Z consumers in Indonesia indicates that functional, social, and experiential values can shape "green purchase intention," making sustainability aspects increasingly relevant to understanding the behavior of young consumers (Sari et al., 2024); (Saputri et al., 2024). Thus, purchase intention serves as a crucial indicator for explaining consumer tendencies to respond to products that offer both economic and environmental value.

This context is relevant to the development of Micro, Small, and Medium Enterprises (MSMEs) in Wonosobo Regency. The Wonosobo Regency Government recorded approximately 32,008 MSMEs in 2024, employing around 108,468 workers and contributing approximately IDR 2.7 trillion to the regional Gross Regional Domestic Product (GRDP). The local government also emphasizes the importance of product innovation and creativity to enable MSMEs to expand their markets and enhance competitiveness. However, available regional statistical publications primarily present

data on the number of businesses, workforce, revenue, capital, operational challenges, and marketing, while information specifically measuring the adoption of environmentally oriented product innovations and their impact on consumer purchase intention, particularly among Generation Z remains limited. This situation highlights a research opportunity to gather empirical evidence on how environmentally oriented product innovations can shape consumer perceptions and purchase intentions. Therefore, a study on product innovation specifically green innovation and the purchase intention of Generation Z regarding MSME products in Wonosobo Regency is relevant for strengthening the understanding of the relationship between sustainable innovation and consumer behavior at the local level.

Table 1. MSME Data

Year	Number of Active MSMEs	Change (%)
2022	±16.500–17.000 unit	↓ 5–7% from 2021
2023	±15.800–16.500 unit	↓ 3–5%
2024	±15.200–16.000 unit	↓ 2–4%
2025	±14.800–15.800 unit	↓ 1–3%

*Source: Statistics Indonesia (BPS) of Wonosobo Regency, *Wonosobo Regency in Figures* (2022–2024); Wonosobo Regency Office of Cooperatives and MSMEs (2024); data processed by the researcher.*

Based on the data regarding the development of MSMEs in Wonosobo Regency from 2022 through 2025 projections, a downward trend in the number of actively operating MSMEs is evident. This reality indicates that the viability of micro, small, and medium-sized enterprises in the region is facing significant year-on-year pressure. In 2022, the number of MSMEs declined by 5–7% compared to the previous year, driven by external factors such as rising fuel prices, inflation in raw material costs, and increasing operational expenses. This decline persisted into 2023 with a further drop of 3–5% a trend accompanied by a slowdown in the trade sector, according to BPS data. Entering 2024, the decline continued, albeit at a relatively smaller rate of approximately 2–4%. These figures suggest that while some MSMEs are attempting to adapt, they still encounter structural obstacles such as rising fertilizer prices, reliance on local raw materials, and fluctuating market demand. Meanwhile, projections for 2025 indicate a further anticipated decline of 1–3% in the number of MSMEs. Although this figure is relatively lower than in previous years, it reflects the fact that MSMEs in Wonosobo have not yet fully recovered from the economic pressures experienced in recent years. Consequently, this decline in the number of MSME units not only illustrates a weakening economic climate but also highlights a lack of a robust innovation culture among business owners, particularly regarding sustainable, environmentally conscious business strategies.

Digital green marketing can be understood as a marketing approach that integrates environmental sustainability principles into digital-based marketing activities such as social media, websites, marketplaces, digital advertising, and customer communication. This approach aims not only to promote eco-friendly products but also to transparently convey sustainability information, build "green trust," enhance consumer engagement, and encourage more responsible consumption behavior. Recent literature indicates that the integration of digital technology with green marketing is expanding, as digital

platforms enable companies to communicate environmental values in a broader, more interactive, and measurable manner. Thus, digital green marketing serves as a strategy linking a company's digital capabilities with sustainability goals through credible green communication, consumer education, green engagement, and the creation of long-term value for both consumers and the environment. However, its effectiveness hinges heavily on the alignment between digitally conveyed sustainability claims and the company's actual practices; discrepancies can heighten skepticism and the risk of greenwashing. This situation highlights the need to develop more consistent green marketing communication, particularly to reach Generation Z, a demographic that relies heavily on digital media. Nevertheless, the effectiveness of green advertising in boosting Generation Z's purchase intention regarding MSME products in Wonosobo still requires empirical validation.

Product innovation is the process of renewing or developing products by modifying features, design, quality, functions, or offered benefits to create value that better aligns with consumer needs. Innovation does not necessarily entail creating entirely new products; it can also involve refining existing products to ensure greater relevance to shifting market preferences. Literature indicates that the capacity for product innovation can enhance MSME competitiveness and deliver value that better meets consumer needs (Sok et al., 2016; Sawitri et al., 2025). Furthermore, research on Generation Z consumers shows a link between product innovation and purchase intention, as young consumers tend to consider novelty, variety, and the product's alignment with their specific needs (Tanuwijaya et al., 2022). Therefore, product innovation is a crucial aspect for MSMEs in maintaining product relevance while enhancing appeal amidst shifting consumer preferences.

Based on the preceding discussion, digital green marketing and product innovation can be viewed as complementary aspects in shaping consumer purchase intention. Digital green marketing plays a role in broadly conveying information and environmental values via digital media, whereas product innovation ensures that the values communicated through green marketing are backed by products that are relevant, appealing, and capable of meeting consumer needs. Various studies indicate a relationship between digital green marketing, product innovation, and green purchase intention, including among Generation Z consumers in Indonesia. Therefore, research into the impact of digital green advertising and product innovation on the purchase intention of Generation Z regarding MSME products in Wonosobo Regency is crucial for obtaining empirical evidence on the effectiveness of sustainability-oriented marketing strategies within the context of local MSMEs.

Literature Review

Purchase Intention

Purchase intention is a psychological tendency within the consumer that emerges after a process of evaluation, consideration of benefits, and the formation of beliefs regarding a product, thereby driving the consumer to make a purchase (Kotler & Keller, 2021). (Fishbein and Ajzen, 2020), through the Theory of Reasoned Action (TRA), explain that purchase intention is formed by two primary components: attitude toward the product and subjective norms. Consumer attitudes arise from perceptions of quality,

experience, and product image, while subjective norms relate to social pressures from the surrounding environment, such as eco-friendly lifestyle trends. Furthermore, according to (Schiffman and Kanuk, 2019), purchase intention is an impulse that arises when a consumer perceives a product as relevant to their needs, personal values, and emotional preferences.

Based on the experts' explanations, it can be concluded that purchase intention is an individual's psychological inclination to make a purchase, formed through a process of rational and emotional evaluation of a product; this inclination is influenced by perceived benefits, product beliefs, individual attitudes, needs, personal values, and social factors that drive the desire to buy.

Digital Green Marketing

Digital green marketing refers to marketing activities that integrate environmental sustainability messages, information, and values into a company's marketing efforts, including digital communication regarding eco-friendly products. From the perspective of the Theory of Planned Behavior (TPB), purchase intention is a consumer's inclination to engage in purchasing behavior, shaped by attitudes, subjective norms, and the perceived ability to perform that behavior. When consumers receive positive digital information regarding a product's environmental benefits, this information can foster a more positive evaluation of the product and increase the likelihood of purchase. Previous research also indicates that green marketing activities can enhance green brand awareness, consumer concern, and consumer beliefs, all of which are positively associated with purchase intention (Mulya et al., 2023).

Findings from prior studies provide empirical support for these relationships. (Baltaci et al., 2024) found that green marketing activities and green brand awareness positively influence purchase intention, with TPB components such as attitude, subjective norms, and perceived behavioral control reinforcing the process of forming purchase intentions. (Sun et al., 2021) also demonstrated that the acceptance of green advertising positively affects consumers' intention to purchase eco-labeled products, with consumer trust serving as a mechanism explaining this relationship. Furthermore, (Kim and Cha, 2021) found that the attractiveness, informativeness, and reliability of green advertisements positively influence purchase intention. More recent evidence also indicates that the type of green advertising appeal can influence green purchase intention, particularly when the message conveyed is perceived by consumers as relevant and credible.

Based on this theoretical foundation and empirical evidence, digital green marketing can be viewed as a marketing stimulus that provides information on a product's environmental benefits while simultaneously shaping positive consumer perceptions and evaluations. The more effectively a company communicates environmental aspects via digital media in an informative, engaging, and credible manner, the more likely consumers are to develop an interest in purchasing the offered products. Thus, this study proposes the following hypothesis:

H1: Digital green marketing has a positive effect on consumer purchase intention.

Product Innovation

Product innovation refers to a company's efforts to create new products or improve existing ones to provide benefits, advantages, and value that better align with consumer needs. From the perspective of Diffusion of Innovation Theory, consumer acceptance of an innovation is influenced by perceptions regarding relative advantage, compatibility, ease of understanding, trialability, and the visibility of the innovation's benefits (Rogers, 2003). Consequently, product innovations that offer benefits and points of differentiation compared to previous products can enhance consumer interest.

From a behavioral standpoint, the Theory of Planned Behavior explains that the interest or intention to engage in a behavior is formed, in part, by an individual's attitude toward that behavior (Ajzen, 1991). In a marketing context, products perceived as more innovative can foster more positive evaluations by offering novelty, benefits, or distinct experiences, thereby stimulating purchase intention. Empirical findings support this relationship; for instance, (Shams et al., 2020) demonstrated that consumer perceptions of product innovation are linked to perceptions of brand innovation, brand attitude, and purchase intention. Research by (Tanuwijaya et al., 2022) on coffee consumers also found that product innovation has a positive and significant effect on purchase intention. More recent findings across various product contexts including automotive products and those from MSMEs reveal a similar pattern.

Based on this theoretical foundation and empirical evidence, it can be concluded that the more effectively a company innovates whether through the development of features, variety, design, quality, or product benefits the more likely consumers are to show interest and an intention to purchase. Therefore, the research hypothesis is formulated as follows:

H2: Product innovation has a positive effect on purchase intention.

Research Model

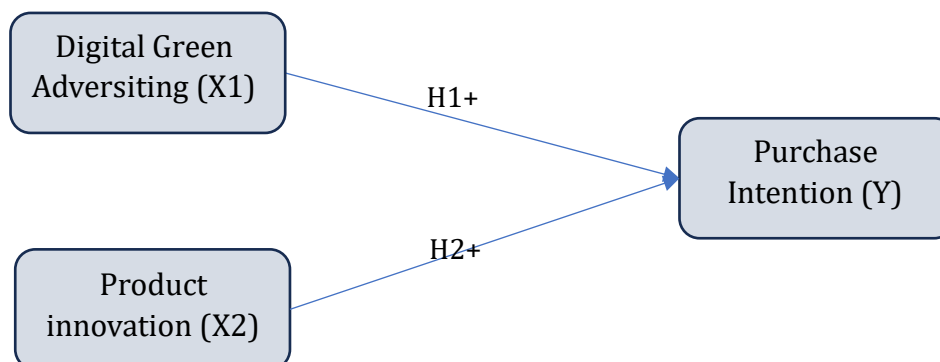


Figure 1. Research Model

The Influence of Digital Green Advertising and Product Innovation on Purchase Intention

Research Methodology

Research Type and Approach

This study employs a quantitative approach and is classified as explanatory research. The quantitative approach was selected because the study focuses on Digital Green Marketing and Product Innovation: Strategies to Enhance Generation Z's Purchase Intention toward Sustainable MSMEs

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objectively measuring relationships and influences between variables using numerical data analyzed through statistical methods.

This methodological choice is relevant given that the phenomenon under investigation concerns consumer behavior, consumer perceptions, and the impact of green marketing strategies on the purchase intentions of Generation Z a digital-native consumer group characterized by rationality, unique traits, and a concern for sustainability issues.

Research Location and Timing

The research was conducted in Wonosobo Regency, an area experiencing rapid growth in eco-friendly MSMEs (Micro, Small, and Medium Enterprises). Wonosobo also boasts a large Generation Z population comprising university students, school students, and young professionals making it a highly relevant setting for examining young consumer behavior regarding MSME products.

Population

Based on demographic data from the Wonosobo Regency Statistics Indonesia (BPS), the total population of Wonosobo Regency in 2023 was approximately 850,000. The proportion of the population belonging to Generation Z is estimated at 25–30% of the total, placing the estimated number of Generation Z individuals in Wonosobo Regency between 200,000 and 250,000.

As this study focuses on Generation Z a demographic with potential purchase interest in MSME products this estimated figure serves as the basis for defining the research population. This is premised on the assumption that Generation Z is a digitally active age group that possesses a relatively high level of awareness regarding environmental sustainability issues.

Sample

In this study, a random sampling technique was selected to cover the entire Generation Z population in Wonosobo Regency. The sample size was determined using Slovin's formula, as the total population 250,000 individuals was known. Slovin's formula is used to determine a sample size that represents the population with an error tolerance of 5%.

$$n = \frac{N}{1 + Ne^2}$$

Where:

n = sample size

N = population size

e = margin of error

$$n = \frac{250.000}{1 + 250.000(0,05)^2} = 399,36$$

Based on the calculation using Slovin's formula with a 5% margin of error, the minimum required sample size was 400 respondents; however, this study utilized 450 respondents.

Operational definition**Table 2. Operationalization of Variables**

No	Variable	Variable Definition	Indicator
1.	Purchase Intention (Y)	Purchase intention is an individual's psychological tendency to show an interest in buying a product after undergoing an evaluation and forming the conviction that the product offers them benefits or value.	According to Ferdinand (2014): 1. Transactional interest 2. Referential interest 3. Preferential interest 4. Exploratory interest.
2.	Digital Green Advertising (X1)	Digital Green Advertising is a form of promotion conducted via digital media that emphasizes messages regarding the environment, sustainability, and ecological benefits, with the aim of influencing consumer attitudes.	According to Davis (cited in Elham & Wahid, 2011): 1. The advertisement begins with a statement regarding the company's concern for the environment. 2. The advertisement describes how the company has modified its procedures to demonstrate its environmental concern and dedication. 3. The advertisement depicts specific environmental initiatives in which the company is involved, along with the outcomes of those activities.
5.	Product innovation (X2)	Product innovation is the effort to develop or improve a product by updating its model, features, functions, or technology to meet consumer needs and provide added value.	According to (Kotler and Keller, 2014): 1. New-to-the-world products 2. New product lines 3. Additions to existing product lines 4. Improvements or revisions to existing products

Validity Test

The validity test results are as follows:

Table 3. Validity Test Results

Variabel	Kisaran Korelasi	Signifikan	Ket.
Digital Green Advertising	0.846**-0.861**	0,000	Valid
Product innovation	0.820**-0.802**	0,000	Valid
Purchase Intention	0.827**-0,845**	0,000	Valid

Source: Statistical Data Processing Results, 2026

Based on Table 3, it can be seen that all statement items across the variables have correlation coefficient values greater than 0.820 and significance values of 0.000 (< 0.05). Thus, all statement items for all variables are deemed valid and suitable for use as research instruments.

Reliability Test

The reliability test results are as follows:

Table 4. Reliability Test Results

Variable	Cronbach Alpha	Variable Cronbach Alpha Limit	Results
Digital Green Adversiting (X ₁)	0,838	0,60	Reable
Product innovation (X ₂)	0,887	0,60	Reable
Purchase Intention (Y)	0,892	0,60	Reable

Source: Statistical Data Processing Results, 2026

The test results indicate that all variables achieved Cronbach's Alpha values greater than 0.60; therefore, all variables are considered reliable. This demonstrates that the statement items for each variable possess good internal consistency and are capable of yielding stable measurements.

Partial Test (t-test)

The results of the multiple linear regression partial test (t-test) are as follows:

Table 5. Hypothesis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.081	.192		-.422	.673
X ₁	.303	.039	.301	7.821	.000
X ₂	.244	.038	.250	6.441	.000

Source: Statistical Data Processing Results, 2026

Based on Table 5, the test results indicate that all calculated t-values exceed 7.821 and 6.441, with a significance value of 0.000, which is less than 0.05 ($0.000 < 0.05$). Consequently, H_0 is rejected and H_5 is accepted. This means that Digital Green Advertising and Product Innovation have a significant influence on the purchase intention of Generation Z in Wonosobo regarding environmentally friendly MSME products.

Analysis of the Coefficient of Determination (Adjusted R-Square)**Table 6. Results of the Coefficient of Determination (Adjusted R-Square) Test**

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.615 ^a	.378	.372	.81279

a. Predictors: (Constant), X₁, X₂

b. Dependent Variable: Y

Based on the test results in the Model Summary table, an Adjusted R-Square value of 0.372 was obtained, indicating that Digital Green Advertising and Product Innovation collectively explain 37.2% of the variation in Purchase Intention. Meanwhile, the remaining 62.8% is explained by other variables not included in the research model.

Discussion*The Influence of Green Advertising on Purchase Intention*

The analysis results indicate that Digital Green Advertising has a positive influence on Purchase Intention. The t-test results show a significance value of $0.000 < \alpha (0.05)$ and a calculated t-value of 7.821, which exceeds the t-table value of 1.965; consequently, H_0 is rejected and H_1 is accepted. Thus, Digital Green Advertising has a positive and significant influence on the Purchase Intention of Generation Z in Wonosobo Regency regarding environmentally friendly MSME products.

This study demonstrates that effective Digital Green Advertising can boost Purchase Intention for environmentally friendly MSME products. Clearly conveying information about environmental concern backed by tangible evidence of eco-friendly practices adopted by MSME operators can enhance consumer interest and confidence in purchasing these products. The more effective the Digital Green Advertising, the higher the Purchase Intention among Generation Z for environmentally friendly MSME products. These findings align with the study by (Wilma Arum Nurcahya and Ihwan Susila, 2025), which indicates that Digital Green Advertising positively influences purchase intention. Furthermore, research by (Questania et al., 2024) also confirms that Digital Green Advertising has a positive and significant impact on Purchase Intention.

The Influence of Product Innovation on Purchase Intention

The analysis results indicate that product innovation has a positive effect on purchase intention. The t-test results show a significance value of $0.000 < \alpha (0.05)$ and a calculated t-value of 6.441, which exceeds the t-table value of 1.965; consequently, H_0 is rejected and H_2 is accepted. Thus, product innovation has a positive and significant impact on Generation Z's purchase intention regarding environmentally friendly MSME products in Wonosobo Regency.

This study demonstrates that effective product innovation can boost purchase intention for MSME products. The greater the ability of MSME operators to create product updates that meet consumer needs, possess unique qualities, and offer added value, the higher Generation Z's purchase intention becomes. Product innovation serves as a crucial strategy for MSMEs to enhance product competitiveness while simultaneously attracting consumer interest in eco-friendly products. These findings align with research by (Suroso and Iriani, 2014), which showed that product innovation positively influences purchase intention. Similar results were found by (Windah Pebriani and Nur Busyra, 2023), who stated that product innovation increases consumer interest in the products offered. This consistency across studies indicates that innovation is a viable strategy for MSME operators to improve product competitiveness and drive increased consumer purchase intention. Therefore, the results of this study reinforce previous research asserting that product innovation plays a vital role in enhancing consumer purchase intention for MSME products.

Conclusions

Based on the research findings regarding the influence of Digital Green Advertising and Product Innovation on the purchase intention of Generation Z in Wonosobo Regency

toward eco-friendly MSME products conducted with 450 respondents and analyzed using IBM SPSS the following conclusions can be drawn:

1. Digital Green Advertising has a positive and significant influence on the purchase intention of Generation Z in Wonosobo Regency regarding eco-friendly MSME products. This indicates that the more effectively information regarding environmental concern is conveyed through promotional media, the higher Generation Z's interest in purchasing eco-friendly MSME products becomes; thus, H_1 is accepted and H_0 is rejected.
2. Product Innovation has a positive and significant influence on the purchase intention of Generation Z in Wonosobo Regency regarding eco-friendly MSME products. These results demonstrate that products featuring updates and uniqueness, and which are capable of meeting consumer needs, are more likely to attract attention and boost purchase intention; thus, H_1 is accepted and H_0 is rejected.

Recommendations

Based on the research conducted, the researcher offers the following recommendations:

1. To boost purchase intention, eco-friendly MSME operators in Wonosobo Regency need to enhance their Digital Green Advertising. This can be achieved by conveying information that demonstrates environmental concern, explaining the changes or efforts the company has made to support environmental sustainability, and showcasing tangible environmental conservation activities via digital media. Delivering information that is clear, honest, and engaging is expected to increase consumer interest in the marketed products.
2. To boost purchase intention, MSME operators need to continuously pursue Product Innovation through design development, improved product quality, expanded product variety, and the use of more eco-friendly materials and packaging. Continuous innovation adds value to the products, thereby increasing their appeal and encouraging consumers to make purchases.

Future Research Agenda

The research findings indicate that the variables of Digital Green Advertising and Product Innovation explain 37.2% of the variation in Purchase Intention, while the remaining 62.8% is influenced by other variables not examined in this study. Therefore, future researchers are advised to include other variables hypothesized to influence Purchase Intention.

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