# The Influence of Green Marketing on Purchasing Decisions Mediated by Purchase Intention

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**Abstract:** This study aims to determine: (1) *The* direct effect of *green marketing* on purchasing decisions for The *Body Shop* customers at Paskal Hyper Square Bandung (2) The effect of *green marketing* on buying interest in The Body Shop customers *at Paskal Hyper Square Bandung* (3) The effect of buying interest on purchasing decisions for *The Body Shop* customers *at Paskal Hyper Square Bandung* (4) The effect of *green marketing* on purchasing decisions mediated by buying interest in *The Body Shop* customers *at Paskal Hyper Square Bandung*. This research design is survey research. The population in this study were all customers who knew *The Body Shop* products. The sampling technique used *purposive sampling* method with a sample size of 180 people. Data collection techniques using questionnaires that have been tested for validity and reliability. The data analysis technique used to answer the hypothesis of this study is the *path analysis* test. The results of this study indicate that: (1) there is a positive and significant direct effect of *green marketing* on purchasing decisions on *The Body Shop* customers at Paskal Hyper Square Bandung, as evidenced by the significance value of $0.000 < 0.05$ and the regression coefficient has a positive value of 0.686; (2) there is a positive and significant effect of *green marketing* on buying interest in *The Body Shop* customers at Paskal Hyper Square Bandung, as evidenced by the significance value of $0.000 < 0.05$ and the regression coefficient has a positive value of 0.561; (3) there is a positive and significant effect of buying interest on purchasing decisions for *The Body Shop* customers at Paskal Hyper Square Bandung, as evidenced by the significance value of $0.000 < 0.05$ and the regression coefficient has a positive value of 0.567; and (4) there is a positive and significant effect of *green marketing* on purchasing decisions mediated by buying interest in *The Body Shop* customers at Paskal Hyper Square Bandung, as evidenced by the mediation coefficient of 0.2087 with a significance value of 0.000 less than 0.05.

**Keyword:** Green Marketing, Purchase Decision, Purchase Intention

## INTRODUCTION

The world community's awareness of the importance of environmental conservation is

increasing, sparked by concerns about the possibility of environmental disasters that threaten not only health, but even the survival of humans and their descendants. Evidence shown by environmentalists and scientists such as: the depletion of the ozone layer which directly increases the prevalence of skin cancer and has the potential to disrupt the world's climate and global warming, strengthens the reason for these concerns. Not to mention acid rain, the greenhouse effect, dangerous levels of air and water pollution, fires and deforestation that threaten our atmosphere and flooding in some cities. Even now, waste is becoming a major problem because of the increasing amount of waste and the amount of waste that is difficult to recycle.

The term *green marketing* came to the surface as a reaction from *marketers* to care about the environment. *Green marketing* then becomes an alternative strategy that not only helps the company's *image*, but also provides *value* to the company's business. However, the fear of *marketers* to plunge into the world of *green marketing* is none other than because *marketers* feel that their target market is not yet environmentally oriented. That is why the growth of environmentally friendly products seems slow.

According to Prothero and Fitchett in the *Journal of Macromarketing* (2000, 20: 46) "*Marketer* awareness of the environment began to grow long ago, this is evidenced by *marketing* activities a few years ago successfully signaling green issues through green symbols and designs and advertising campaigns regularly depict images of nature, clean living, and harmonious environment in addition to different signals on a number of consumer goods".
*The green marketing approach* in the product area is believed to increase the integration of environmental issues in all aspects of the company's activities, from strategy formulation, planning, preparation, to production and distribution or distribution with customers. As by Pride and Ferrell, 1993 in Mangkono (2011), said that *green marketing* is described as the efforts of organizations or companies to design, promote, price and distribute products that do not harm the environment. Pujari and Wright (1995) in Mangkono (2011) revealed that marketers need to view this phenomenon as a potential business opportunity.

Consumers in Indonesia are already environmentally conscious, this can be seen from the results of AC Nielsen research on internet users stated in *marketing* magazine (2009: 42) states: "The average percentage of Indonesian consumers who have an interest in environmental issues is above 90%". This is the starting point of how Indonesian consumers begin to think about the environment. To increase consumers' knowledge of the environment, companies must explain to consumers not only about the advantages of *their green* products, but about larger issues such as: pollution, climate change, waste and other issues related to the environment. This is important to do considering that the total energy consumption spent by the manufacturing sector is 33%, households are 29%, transport is 26%, the remaining 12% in the service sector and others (Dahlstorm, 2011: 29). In addition to companies, governments and *non-profit* organizations are expected to participate in educating environmental issues to consumers, so that environmental disasters can be minimized or even avoided.

By paying attention to *green marketing* strategies, *it* is expected to influence consumer purchasing decisions. Purchasing decisions made by customers involve customer confidence in a product, so that there is a sense of confidence in the correctness of the actions taken. Customer confidence in the purchasing decisions they make represents the extent to which customers have confidence in their decision to choose a product. In consumer behavior, there are many factors that influence consumer buying decisions. These factors are price, brand, attributes, promotion and so on. Factors- Factors that influence consumer buying decisions for a product can come from within consumers and come from outside consumers (Kusumastuti, 2011: 2).

Marketers need to view this phenomenon as a potential business opportunity. Kalafatis et al. (1999) say that marketers view phenomena in the marketing environment as business

opportunities in the company's efforts to develop and implement its long-term plans proactively on the company's environmental strategy.

Byrne (2003) reveals that *environmental* or *green marketing* is a new focus in business endeavors, which is a strategic marketing approach that began to emerge and became the concern of many parties starting in the late 20th century. This condition requires *marketers* to be more careful in making decisions involving the environment. In addition, companies use the term *green marketing*, as an effort to get the opportunity to achieve corporate goals and increase purchasing decisions.

Apart from *green marketing*, the second factor that influences purchasing decisions is purchase intention. Interest or *intention* is the desire to perform behavior. The existence of interest can lead to the desire to buy the products offered by the company. According to Cobb-Walgren, Ruble, and Donthu (1995: 28) purchase interest is a mental statement from consumers that reflects a plan to purchase a product with certain brands. So basically if someone wants to buy, it is usually influenced by factors such as encouragement and certain considerations.

According to Jogianto (2000: 25) interest is a person's tendency to feel interested in certain objects that are considered the most important, while the *need for achievement is* the need to achieve certain achievements. From a sense of interest in something supported by the *need for achievement,* it will form a motivation that is finally actualized in behavior. Therefore, interest or *intention* is the desire to perform behavior. So, the existence of this individual interest can lead to the desire of consumers to make purchases.

*The Body Shop* is a well-known company in the cosmetics industry and is one of the pioneers of *green marketing*. According to Fabricant & Gould (1993) in Ferrinadewi (2005), products from the cosmetics industry are unique products, because in addition to this product has the ability to fulfill basic needs (especially women) for beauty as well as a means for consumers to clarify their identity in society. Furthermore, these products actually have usage risks that need to be considered considering that the chemical content does not always have the same effect for every consumer. So, the selection of product quality is usually the main criterion for assessing the product to be purchased.

In Indonesia itself, choosing cosmetics is something easy but difficult, meaning that consumers are faced with many choices that cause them to be confused to choose, because if the wrong choice can have consequences for the health, beauty of their skin and face. However, what *The Body Shop offers is a* bit different because it offers products with natural ingredients, environmentally friendly and *no animal testing. The Body Shop's* eco-friendly principles were born from the idea of reusing, replenishing and recycling what they can reuse. The role of business as a determinant of the direction of change is reflected in the emergence of the "*triple bottom lines"* approach which directs businesses to measure the success of its three supporting pillars, namely *profit, people and planet.*

Thus, profit is not the only source of energy for the survival of a company. Without taking into account *people* (social aspects) and *planet* (environmental aspects), a company will never be able to continue its life. But admittedly, this approach still has a long way to go to become a business ethic in every company, therefore, Anita Roddick, the founder of *The Body Shop,* calls *The Body Shop's* progress in running its business with the *triple bottom lines* principle *as* an example of *Business as Unusual.*

Although *The Body Shop* company has implemented environmentally friendly products, the level of consumer purchases has decreased over the past 3 years. *The* following is the *market share of The Body Shop* at Paskal Hyper Square Bandung.

**Table 1. Market Share of The Body Shop at Paskal Hyper Square Bandung 2019 – 2021**

| Year | *Market Share* (%) |
|------|---------------------|

| 2019 | 23,4% |
|------|-------|
| 2020 | 20,9% |
| 2021 | 18,4% |

Source: Primary Data *The Body Shop* at Paskal Hyper Square Bandung

Based on the *market share of The Body Shop* at Paskal Hyper Square Bandung from 2019 to 2021, it has decreased from year to year, namely seen from the change in *market share* percentage in 2019 of 23.4%; then in 2020 it decreased to 20.9% until in 2021 it decreased to 18.4%.

In addition to problems related to the price of *The Body Shop's products, it* turns out that on the other hand, people generally cannot distinguish between environmentally friendly products and other products because the differences are not obvious. Just by including a logo or statement that the product is *renewable* and *recyclable* will not increase the trust of the public. Therefore, as the manager of *The Body Shop, it is* required to be able to analyze, audit the market carefully in order to attract consumers.

Regarding promotion, it turns out that *The Body Shop* company has not created promotions aimed at the wider community. Many people are not familiar with *The Body Shop's* beauty and health products. In addition, *The Body Shop's* promotions have not illustrated the relationship between the products it markets and the environment or resources it wants to save. Another problem faced by *The Body Shop* company is related to the place of sale. Consumers find it difficult to get *The Body Shop* beauty and health products because the products are not sold in various p l a c e s , only certain places such as Paskal Hyper Square.

The concept of green marketing at The Body Shop refers to the satisfaction of customer needs, wants, and desires in relation to the maintenance and preservation of the environment. *Green marketing* at *The Body Shop* includes four elements of the marketing mix (product, price, promotion, and distribution) to sell products and services that are offered from the advantages of environmental stewardship formed from reduced waste, increased energy efficiency, and reduced release of toxic emissions.

Based on the context of *green marketing* described above, researchers want to know how consumers actually assess cosmetic products that pay attention to environmental aspects when viewed from the marketing mix. It will be tried to empirically evaluate the relationship between the elements that influence purchasing decisions for *environmentally-marketed* cosmetic products, namely The Body Shop cosmetic products. Therefore, researchers are interested in conducting research by taking the title "The Effect of *Green Marketing* on Purchasing Decisions Mediated by Purchase Intention in *The Body Shop* Customers at Paskal Hyper Square Bandung".

**Green Marketing**

*Green marketing* or *environment marketing* is developing in line with public attention to environmental issues, so that people demand the responsibility of business actors in conducting business activities.

According to Coddington (1993: 297-302) what is meant by *green marketing* is all marketing activities with environmental responsibility, namely with the minimum possible negative impact on the environment.

Mintu and Lozada (1993) in Lozada (2000) define *green marketing* as "the application of marketing tools to facilitate changes that provide organizational satisfaction and individual goals in maintaining, protecting, and conserving the physical environment". Meanwhile, Pride and Farrel (1993) define *green marketing* as an effort by people to design, promote, and distribute products that do not damage the environment. Charter (1992) provides a definition of *green marketing as* a holistic, strategic responsibility management process that identifies,

anticipates, satisfies and fulfills the needs of *stakeholders* to provide reasonable rewards, which do not cause harm to humans or the health of the natural environment.

Ottman (2006) suggests that the dimensions of *green marketing*, by integrating the environment into all aspects of marketing new product development (*green product*) and communication (*green communication*). The purpose of *green marketing* is to improve the relationship between industry and the environment, to monitor the impact of the economy, and as a response to government regulations on the environment.

## Interest Buy

A product is said to have been consumed by consumers if the product has been decided by consumers to buy. The decision to buy is influenced by the value of the product being evaluated. If the perceived benefits are greater than the sacrifice to get it, the urge to buy it is higher. Conversely, if the benefits are smaller than the sacrifice, buyers will usually refuse to buy and generally switch to evaluating other similar products.

In most people, consumer purchasing behavior is often initiated and influenced by many stimuli (stimuli) from outside themselves, both in the form of marketing stimuli and stimuli from their environment. These stimuli are then processed within themselves according to their personal characteristics, before finally making a purchase decision. The personal characteristics of consumers used to process these stimuli are very complex, and one of them is consumer motivation to buy.

According to Keller (1998) in Arista (2011: 30), consumer interest is how likely consumers are to buy a brand or how likely consumers are to switch from one brand to another. Meanwhile, Mittal (1999) found that the function of interest from consumer interest is a function of product quality and service quality. According to Sridhar Samu (1999: 60 in Navarone Okki, 2003: 114) one of the indicators that a product is successful or not in the market is how far consumer buying interest in the product grows.

Dodds, Monroe, and Grewal (1991: 308) suggest that purchase intention is defined as the possibility of a consumer to be interested in buying a certain product that he sees. According to Dodds, Monroe, and Grewal (1991: 308), if someone wants a product and feels interested in owning the product then they try to buy the product, besides that another factor is that recommendations from other parties are very important because they can influence someone to the buying process. Purchase interest is a consumer's urge to make a purchase or an urge that someone has to make a repeat purchase.

According to Cobb-Walgren, Ruble, and Donthu (1995: 28) purchase intention is a mental statement from consumers that reflects a plan to purchase a product with certain brands. So basically someone if they want to buy is usually influenced by factors such as certain encouragements and considerations (Dodds, Monroe, and Grewal, 1991: 308).

Interest is a person's tendency to feel attracted to certain objects that are considered the most important. Meanwhile, *need for achievement* is the need to achieve certain achievements. From a sense of interest in something supported by this *need for achievement, it* will form motivation which is finally actualized in behavior.

Interest or *intention* is the desire to perform behavior (Jogianto, 2000: 25). So, the existence of individual interest can lead to desire.

Interest is a disposition organized through experience that drives a person to acquire specific objects, activities, understanding, and skills for the purpose of attention or achievement. The important thing in interest is its intensity. In general, interest includes affective characteristics that have high intensity.

Committed customers have an emotional attachment to the brand or company they are targeting. In general, customers express their commitment by trusting and liking the brand and trusting the company. Committed consumers do not want to seek additional information when

making a purchase decision. They are also not easy to switch to competing brands. Even if they buy a competing brand, but after the promotional offer ends, such as a discount, they will return to the original brand. The temporary move is only to take advantage of the benefits offered by other brands. Repurchase interest is part of purchasing behavior where in the context of repurchase interest there is the concept of loyalty (Soderlund and Vilgon, 1999). In addition, committed customers are generally more receptive to the expansion of new product lines offered by the company. The suitability of the performance of the product or service offered will provide satisfaction for consumers and generate consumer interest in using it again in the future.

**Purchase Decision**

Consumers are often faced with several choices in using a product. This causes consumers to consider carefully before making a decision to buy.

Decisions, according to Follet (in Hasan, 2002), are the result of decisively solving the problems they face. A decision is a definite answer to a question. The decision must be able to provide an answer to the question of what is being discussed in relation to planning.
Astuti and Cahyadi (2007) define purchasing decisions as a strong sense of confidence in consumers or customers who are convinced that the purchase decision for the product they take is correct.

Meanwhile, the definition of decision making according to Terry (in Hasan, 2002) is the selection of certain alternative behaviors (behaviors) from two or more existing alternatives. Decision making occurs when a person is faced with several choices and he must choose the one that is most appropriate to meet his wants and needs. In simple terms, decision making is a process used to select an action as a way of solving a problem (Stoner, in Hasan, 2002).

Cobb and Hoyer in Geoff and Clive (1998) state that there are three types of purchases, namely:
a. Planned purchase
b. Partial planner purchases
c. Impulsive buying

**METHOD**

This research is survey research, in survey research, information is collected from respondents using a questionnaire. According to Jogiyanto (2010: 115) survey research is used to obtain individual opinion data. In addition, the primary data collection method is by asking questions to individual respondents. Survey research is research conducted to obtain facts from existing symptoms and seek factual information without investigating why these symptoms exist.

This research was conducted at *The Body Shop* Paskal Hyper Square Bandung. According to Sugiyono (2008: 55), population is a generalization area consisting of objects and research subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. *The* population in this study are all customers who know *The Body Shop* products.

According to Sugiyono (2008: 56), "the sample is a part or representative of the population that has the same characteristics and characters and fulfills the population being investigated". *The sample* in this study were some customers who bought and used *The Body Shop* beauty and health products at Paskal Hyper Square Bandung. Sampling technique with *purposive sampling* or sampling based on certain characteristics such as:
  **a.** Respondents who have bought and used *The Body Shop* beauty and health products at Paskal Hyper Square Bandung since January 2022.
  **b.** Respondents who live in Bandung.

The number of samples in this study was determined based on the opinion of Hair (1995) who found that the appropriate sample size was between 100 and 200. It is also explained that the minimum sample size is 5 observations for each *estimated parameter* and the maximum is 10 observations of each *estimated parameter*. In this study, the number of questions in the research questionnaire was 36 so that the sample size was 5 times the number of questions or as many as 5 x 36 = 180. Thus the sample size was 180 people.

**Instrument Research**

According to Sugiyono (2008: 62), a research instrument is "A tool used to measure observed natural and social phenomena and specifically all of these phenomena are called research variables".

The instrument or measuring instrument in this study is a questionnaire containing questions to be responded to by the research subjects. The preparation of the questionnaire is based on the theoretical construction that has been prepared previously. Then on the basis of the theory it was developed in indicators and further developed in question items. Instrument:

**Validity Test**

The validity test is used to test whether the instrument can be used to measure what should be measured. The validity test was carried out to determine the ability of the instrument to measure the research variables. This test is carried out by submitting questionnaire items which will later be given to respondents. After obtaining data from respondents, the *construct validity* test is then carried out using *Confirmatory Factor Analysis* (CFA).

The results of the *Kaiser-Meyer-Olkin Measure of Sampling Adequacy* (KMO MSA) and validity test with *Confirmatory Factor Analysis* (CFA) are shown in the following table:

**Table 3. KMO and Bartlett's Test**

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .625 |
|---|---|---|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 2215.874 |
| | df | 630 |
| | Sig. | .000 |

Source: Primary Data 2014

Based on the results of the study, it is known that the *Kaiser-Meyer- Olkin Measure of Sampling Adequacy* (KMO MSA) value is greater than 0.50, which is 0.625; this indicates that the existing data is suitable for factor analysis, while the *Bartlett's Test of Sphericity* test results obtained a significance level of 0.000, which means that there is a correlation between variables (significance <0.05), thus it can be concluded that all existing variables can be analyzed further because they have met the criteria.

Furthermore, the table below shows that all statement items on each variable are grouped into one, with a *loading factor* value above and below 0.50. This shows that the indicator is a unified measuring instrument that measures the same construct and can predict what should be predicted.

**Table 4. *Rotated Component Matrix* Stage 1**

| | Component | | |
|---|---|---|---|
| | 1 | 2 | 3 |
| Green_Marketing1 | | .880 | |
| Green_Marketing2 | | .853 | |
| Green_Marketing3 | | .824 | |
| Green_Marketing4 | | .754 | |
| Green_Marketing5 | | .752 | |
| Green_Marketing6 | | .709 | |
| Green_Marketing7 | | .849 | |
| Green_Marketing8 | | .797 | |
| Green_Marketing9 | | .790 | |
| Green_Marketing10 | | .419 | |
| Green_Marketing11 | | .609 | |
| Green_Marketing12 | | .532 | |
| Interest_Buy1 | .870 | | |
| Interest_Buy2 | .857 | | |
| Interest_Buy3 | .780 | | |
| Interest_Buy4 | .887 | | |
| Interest_Buy5 | .850 | | |
| Interest_Buy6 | .717 | | |
| Interest_Buy7 | .932 | | |
| Interest_Buy8 | .930 | | |
| Interest_Buy9 | .917 | | |
| Interest_Buy10 | .860 | | |
| Interest_Buy11 | .554 | | |
| Interest_Buy12 | .404 | | |
| Decision1 | | | .651 |
| Decision2 | | | .621 |
| Decision3 | | | .670 |
| Decision4 | | | .609 |
| Decision5 | | | .651 |
| Decision6 | | | .795 |
| Decision7 | | | .640 |
| Decision8 | | | .718 |

| | | | |
|---|---|---|---|
| Decision9 | | | .619 |
| Decision10 | | | .687 |
| Decision11 | | | .722 |
| Decision12 | | | .760 |

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.

Based on the table above, it is known that although all items have grouped according to their indicators, based on the results above, it is known that not all statement items are declared valid. *Green marketing* item 10 and purchase intention 12 are declared invalid because they have a *loading factor* value below 0.50.

Because the CFA test at stage 1 has a question item that is invalid, it is necessary to do the CFA test stage 2. The results of the *Kaiser-Meyer-Olkin Measure of Sampling Adequacy* (KMO MSA) and validity test with *Confirmatory Factor Analysis* (CFA) stage 2 are shown in the following table:

**Table 5. KMO and Bartlett's Test Stage 2**

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .643 |
|---|---|---|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 2150.410 |
| | df | 561 |
| | Sig. | .000 |

Based on the results of the study, it is known that the *Kaiser-Meyer- Olkin Measure of Sampling Adequacy* (KMO MSA) value is greater than 0.50, which is 0.643; this indicates that the existing data is suitable for factor analysis, while the *Bartlett's Test of Sphericity* test results obtained a significance level of 0.000, which means that there is a correlation between variables (significance <0.05), thus it can be concluded that all existing variables can be analyzed further because they have met the criteria.

Furthermore, the table below shows that all statement items on each variable are grouped together, with a *loading factor* value above 0.50. This shows that the indicator is a unified measuring instrument that measures the same construct and can predict what should be predicted.

**Table 6. *Rotated Component Matrix* Stage 2**

| | Component | | |
|---|---|---|---|
| | 1 | 2 | 3 |
| Green_Marketing1 | | .886 | |
| Green_Marketing2 | | .860 | |
| Green_Marketing3 | | .824 | |
| Green_Marketing | | .754 | |

| | | | |
|---|---|---|---|
| g4 Green_Marketing5 | | .745 | |
| Green_Marketing6 | | .712 | |
| Green_Marketing7 | | .847 | |
| Green_Marketing8 | | .794 | |
| Green_Marketing9 | | .788 | |
| Green_Marketing11 | | .611 | |
| Green_Marketing12 | | .535 | |
| Interest_Buy1 | .875 | | |
| Interest_Buy2 | .865 | | |
| Interest_Buy3 | .782 | | |
| Interest_Buy4 | .883 | | |
| Interest_Buy5 | .848 | | |
| Interest_Buy6 | .719 | | |
| Interest_Buy7 | .933 | | |
| Interest_Buy8 | .936 | | |
| Interest_Buy9 | .911 | | |
| Interest_Buy10 | .865 | | |
| Interest_Buy11 | .556 | | |
| Decision1 | | | .650 |
| Decision2 | | | .620 |
| Decision3 | | | .669 |
| Decision4 | | | .604 |
| Decision5 | | | .649 |
| Decision6 | | | .797 |
| Decision7 | | | .638 |
| Decision8 | | | .722 |

| | | | |
|---|---|---|---|
| Decision 9 | | | .62 2 |
| Decision 10 | | | .69 0 |
| Decision 11 | | | .72 1 |
| Decision 12 | | | .76 1 |

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.

Based on the results of the CFA stage 2 test, it is known that all items have grouped according to their indicators and based on the results above, it is known that all statement items are declared valid with a *loading factor* value above 0.50.

**Reliability Test**

According to Azwar (2009: 48), reliability is the translation of the word *reliability* which means trustworthiness, reliability, consistency and so on. Measurement results can be trusted if in several times the implementation of measurements on the same group of subjects obtained relatively the s a m e   results, as long as the aspects measured do not change. Instrument reliability is a reliable measurement result. Instrument reliability is needed to obtain data in accordance with the measurement objectives. The reliability test in this study used *Cronbach's alpha* method to determine whether each instrument was reliable or not. This measurement uses the *Cronbach Alpha* (α) statistical test. A construct or variable is said to be reliable if it provides a *Cronbach Alpha* value> 0.60 (Nunnally, in Ghozali, 2006: 34).

The results of the reliability test are presented in the table below: Table 7. Reliability Test Results

| Variables | Cronbach Alpha Value | Description |
|---|---|---|
| *Green Marketing* | 0,932 | Reliable |
| Purchase Intention | 0,961 | Reliable |
| Purchase Decision | 0,892 | Reliable |

Source: Primary Data 2014

The reliability test results show that all question items from the four variables studied are reliable because they have a *Cronbach Alpha* value> 0.70.

**Data Analysis Techniques**

The data analysis techniques used in this study are descriptive analysis and path analysis.

**Statistical Description**

In this section the compiler will analyze the data one by one based on the respondents' answers collected based on the questionnaires that have been filled in by the respondents during the research. As for the criteria used in the category of respondents' answers, to make it easier to use 3 categories, namely: high, medium, and low. The way of categorizing data based on the formula from Azwar, (2009: 108) is as follows:

High                                    :        $X \geq M + SD$

Medium                                 : $M - SD \leq X < M + SD$

Low                                        :        X < M - SD

## Prerequisite Test Analysis

Before the regression analysis is carried out, a classical assumption test (prerequisite analysis test) is first carried out, consisting of normality test, linearity test, and heteroscedasticity test. If the classical assumption test is met, then path analysis can be done.

## Normality Test

This test aims to determine whether the data is normally distributed or not. A good regression model is normal or near normal data distribution. Data normality testing will be carried out using the *Kolmogorov-Smirnov* test. Tests that can show normal data are obtained if the significance value is > 0.05 (Ghozali, 2011: 27).

## Linearity Test

The linearity test is used to determine whether the independent and dependent variables in this study have a linear relationship. Calculation of the linearity test was carried out using the help of SPSS version 13. By using SPSS version 13 to see whether the relationship between the independent variable and the dependent variable is linear or not, it can be seen at the significance price. If the significance price is less than the specified significance level, for example 5%, then the relationship is not linear, otherwise if the significance value is more than or equal to 5%, the relationship is linear (Muhson, 2005: 60-61).

## Heteroscedasticity Test

The heteroscedasticity test is carried out to see if there is an inequality of variance from one residual to another observation. In order for the data obtained to be homogeneous, it is necessary to conduct a test so that the data is homogeneous using the *spearman rank* formula from Sugiyono (2008: 284) as follows:

$$\rho = 1 - \frac{6 \sum b^2}{n(n^2 - 1)}$$

Where:

$\rho$ = *Spearman* level correlation coefficient $b$ = difference between level pairs
n = number of pairs

After finding $\rho$, then the following formula is used:

$$t = 1 - \frac{6\sqrt{n - 2}}{\sqrt{1 - \rho^2}}$$

The criteria used to determine heterokedastisitas or homokedastisitas is if $\rho$ count is smaller than $\rho$ table, or the significance is greater than 0.05, then heterokedastisitas occurs.

## Data Analysis
### *Path Analysis*

This study uses *path analysis*. According to Ghozali, (2011: 174), "Path analysis is an extension of multiple linear regression analysis, or path analysis is the use of regression analysis to estimate the causal relationship between variables that have been previously

determined. In this study, the relationship between *green marketing* and purchasing decisions mediated by buying interest is explained as in the following figure:

Path analysis processing uses the help of regression analysis. Regression analysis is a study of the dependence of the dependent variable on one or more independent variables, with the aim of estimating the population average or the average value of the dependent variable based on the known values of the independent variables (Ghozali, 2007: 85). The result of regression analysis is the coefficient for each independent variable. This coefficient is obtained by predicting the value of the dependent variable with an equation. The regression coefficient is calculated with two objectives at once, namely minimizing the deviation between the actual value and the estimated value of the dependent variable based on existing data.

Decision-making criteria:

Ho is accepted if $_{Fcount<}$ F$_{tabel}$ at α = 5% and the significance of Fcount is greater than 0.05.
Ha is accepted if $_{Fcount>}$ F$_{tabel}$ at α = 5% and the significance of Fcount is smaller than 0.05.

**Sobel Test**

The Sobel test is used to determine the effect of the mediating variable, namely purchase intention. According to Baron and Kenny in Ghozali (2011) a variable is called an *intervening* variable if the variable influences the relationship between the independent variable and the dependent variable. Testing the mediation hypothesis can be done with a procedure developed by Sobel (1982) and is known as the Sobel Test.

The Sobel test is carried out by testing the strength of the indirect effect of the independent variable on the dependent variable through the mediating variable. The indirect effect of X to Y through M is calculated by multiplying the X -> M path by the M -> Y path. To test the significance of indirect effects using the criteria below:
Ho is accepted if the significance of t count is greater than 0.05 Ha is accepted if the significance of t count is less than 0.05.

## RESULTS AND DISCUSSION
### Results Research
### Analysis Descriptive
Descriptive analysis in this study includes: analysis of respondent characteristics, descriptive statistical analysis consisting of: maximum, minimum, mean, and standard deviation values, as well as categorization of respondents' answers. The discussion of each descriptive analysis is presented as follows.

### Variable Category Description
*The* description of the variable category describes the respondents' responses regarding the effect of *green marketing* on decisions mediated by buying interest in *The Body Shop* customers at Paskal Hyper Square Bandung**. The** research data are then categorized into three groups, namely high, medium, and low. The categorization is based on the mean value and standard deviation on each research variable. The categorization results are presented below:

### Green Marketing
The results of descriptive analysis for *green marketing* variables obtained a minimum value of 22; maximum value of 51; mean of 39.7889; and standard deviation of 4.90353. Furthermore, *green marketing* data is categorized using the mean score (M) and standard deviation (SD). The number of question items for *green marketing* variables consists of 11 questions, each of which has a score of 5, 4, 3, 2 and 1. Categorization for *green marketing*

variables is presented in the following table.

**Table 12. Categorization of *Green Marketing* Variables**

| Category | Score Interval | Frequency | Percentage (%) |
|---|---|---|---|
| High | X ≥ 44,69 | 29 | 16,1 |
| Medium | 34,89≤ X < 44,69 | 133 | 73,9 |
| Low | X<34,89 | 18 | 10,0 |
| | Total | 180 | 100,0 |

Source: Primary Data 2014

The table shows that respondents who gave an assessment of *green marketing* variables in the high category were 29 people (16.1%), respondents who gave an assessment of *green marketing* variables in the medium category were 133 people (73.9%), and respondents who gave an assessment of *green marketing* variables in the low category were 18 people (10%).

**Purchase Intention**

The results of descriptive analysis for the purchase interest variable obtained a minimum value of 21; maximum value of 55; mean of 39.7278; and standard deviation of 5.74294. Furthermore, purchase interest data is categorized using the average score (M) and standard deviation (SD). The number of questions for the purchase interest variable consists of 11 questions, each of which has a score of 5, 4, 3, 2 and 1. The categorization for the purchase interest variable is presented in the following table.

**Table 13. Categorization of Purchase Intention Variables**

| Category | Score Interval | Frequency | Percentage (%) |
|---|---|---|---|
| High | X ≥ 45,47 | 26 | 14,4 |
| Medium | 33,98≤ X < 45,47 | 130 | 72,2 |
| Low | X< 33,98 | 24 | 13,3 |
| | Total | 180 | 100 |

Source: Primary Data 2014

The table shows that respondents who gave an assessment of the buying interest variable in the high category were 26 people (14.4%), respondents who gave an assessment of the buying interest variable in the medium category were 130 people (72.2%), and respondents who gave an assessment of the buying interest variable in the low category were 24 people (13.3%).

**Purchase Decision**

The results of descriptive analysis for purchasing decision variables obtained a minimum value of 20; maximum value of 60; mean of 43.6556; and standard deviation of 5.90457. Furthermore, purchase interest data is categorized using the average score (M) and standard deviation (SD). The number of question items for the purchasing decision variable consists of 12 questions, each of which has a score of 5, 4, 3, 2 and 1. Categorization for purchasing decision variables is presented in the following table.

**Table 14. Categorization of Purchase Decision Variables**

| Category | Score Interval | Frequency | Percentage (%) |
|---|---|---|---|

| High | X ≥ 49,56 | 21 | 11,7 |
|------|-----------|-----|------|
| Medium | 37,75≤X< 49,56 | 138 | 76,7 |
| Low | X< 37,75 | 21 | 11,7 |
| Total | | 180 | 100 |

Source: Primary Data 2014

The table shows that respondents who gave an assessment of the purchasing decision variable in the high category were 21 people (11.7%), respondents who gave an assessment of the purchasing decision variable in the medium category were 138 people (76.7%), and respondents who gave an assessment of the purchasing decision variable in the low category were 21 people (11.7%).

**Prerequisite Test Analysis**

Data *analysis* was carried out using simple regression analysis and *path* analysis. Before analyzing t h e   data to find the effect between variables used for research, assumption tests were carried out, namely normality test, linearity test, and path test. heteroscedasticity.

**Normality Test**

The normality test was carried out to determine whether the research variable data was normally distributed or not. Normality testing uses the *Kolmogorov-Smirnov* analysis technique and for calculations using the SPSS 13 *for windows* program. The results of the normality test for the research variables are presented below.

**Table 15. Normality Test Results**

| Variables | Significance | Description |
|-----------|--------------|-------------|
| *Green Marketing* | 0,151 | Normal |
| Purchase Intention | 0,150 | Normal |
| Purchase Decision | 0,258 | Normal |

Source: Primary Data 2014

The results of the normality test above show that all research variables have a significance value greater than 0.05 (sig>0.05), so it can be concluded that the research data is normally distributed.

**Linearity Test**

The purpose of the linearity test is to determine whether the relationship between the independent variable and the dependent variable is linear or not. The linearity test criterion is if the significance value is greater than 0.05, then the relationship between the independent variable and the dependent variable is linear. The results of the linearity test summary are presented below:

**Table 16. Linearity Test Results**

| Variables | Significance | Description |
|-----------|--------------|-------------|
| *Green Marketing* | 0,059 | Linear |
| Purchase Intention | 0,098 | Linear |

Source: Primary Data 2014

The results of the linearity test in the table above show that all variables have a

significance value greater than 0.05 (sig>0.05), this indicates that all research variables are linear.

## Multicollinearity Test

The multicollinearity test was carried out to determine the amount of intercorrelation between the independent variables in this study. If there is a correlation, it is called a multicollinearity problem. To detect the presence or absence of multicollinearity, it can be seen in the *tolerance* and VIF values. If the tolerance value is above 0.1 and the VIF value is below 10, there is no multicollinearity. The multicollinearity test results for the regression model in this study are presented in the table below:

**Table 17. Multicollinearity Test Results**

| Dimensions | *Tolerance* | VIF | Conclusion |
|---|---|---|---|
| *Green Marketing* | 0,770 | 1,298 | No multicollinearity |
| Purchase Intention | 0,770 | 1,298 | No multicollinearity |

Source: Primary Data 2014

From the table above, it can be seen that all variables have a tolerance value above 0.1 and a VIF value below 10, so it can be concluded that the regression model in this study does not occur multicollinearity.

## Heteroscedasticity Test

Heteroscedasticity testing aims to test whether in the regression model there is an inequality of *variance* from the residuals of one observation to another. A good regression model is that heteroscedasticity does not occur and to determine the presence of heteroscedasticity using the *Glejser* test. If the independent variable is not statistically significant and does not affect the dependent variable, then there is an indication that heteroscedasticity does not occur. The following are the results of the heteroscedasticity test on the regression model in this study.

**Table 18. Heteroscedasticity Test Results**

| Dimensions | Sig. | Conclusion |
|---|---|---|
| *Green Marketing* | 0,842 | No heteroscedasticity |
| Purchase Intention | 0,743 | No heteroscedasticity |

Source: Primary Data 2014

The table above shows that all variables have a significance value greater than 0.05 so it can be concluded that the regression model in this study does not occur heteroscedasticity.

## *Testing Hypothesis*

Hypothesis testing in research aims to prove the effect of *green marketing* mediated by

buying interest on purchasing decisions for *The Body Shop* for consumers at Paskal Hyper Square Bandung. The results of hypothesis testing are presented as follows:

**First Hypothesis**

The results of regression analysis used to test the effect of *green marketing* on purchasing decisions are presented in the table below:

**Table 19. Regression Analysis Results of the Effect of *Green Marketing* on Purchasing Decisions**

| Regression Coefficient | Constant | t count | Sig. | *Adjusted* $R^2$ |
|---|---|---|---|---|
| 0,686 | 16,357 | 9,250 | 0,000 | 0,321 |

Source: Primary Data 2022

From the regression analysis results, the regression equation can be found as follows:

$$Y = 16.357 + 0.686X$$

The regression equation shows that the *green marketing* (X) coefficient value is 0.686, which means that if *green marketing* increases by one unit, the purchasing decision will increase by 0.686 units.

The statistical results of the regression test obtained t count of 9.250 with a significance value of 0.000, because the significance value is smaller than 0.05 (0.000 <0.05), and the regression coefficient has a positive value of 0.686; then the hypothesis which states that "There is a direct positive and significant effect of *green marketing* on purchasing decisions on *The Body Shop* customers at Paskal Hyper Square Bandung" **is accepted**.

The magnitude of the influence of *green marketing* on purchasing decisions is 0.321; this means that purchasing decisions are influenced by *green marketing* by 32.1%, while the remaining 67.9% is influenced by other factors not included in this study.

**Second Hypothesis**

The results of regression analysis used to test the effect of *green marketing* on purchase intention are presented in the table below:

**Table 20. Regression Analysis Results of the Effect of *Green Marketing* to Purchase Intention**

| Coefficient Regression | Constant | t count | Sig. | *Adjusted* $R^2$ |
|---|---|---|---|---|
| 0,561 | 17,387 | 7,289 | 0,000 | 0,226 |

Source: Primary Data 2022

From the regression analysis results, the regression equation can be found as follows:
$$M = 17.387 + 0.561X$$

The regression equation shows that the *green marketing* (X) coefficient value is 0.561, which means that if *green marketing* increases by one unit, buying interest will increase by 0.561 units.

The statistical results of the regression test obtained t count of 7.289 with a significance value of 0.000, because the significance value is smaller than 0.05 (0.000 <0.05), and the regression coefficient has a positive value of 0.561; then the hypothesis which states that "There is a positive and significant effect of *green marketing* on buying interest in *The Body Shop* customers at Paskal Hyper Square Bandung" **is accepted**.

The magnitude of the influence of *green marketing* on buying interest is 0.226; this means that *green marketing is* influenced by buying interest by 22.6%, while the remaining 77.4% is influenced by other factors not included in this study.

### *Third Hypothesis*

The results of regression analysis are used to test the effect of purchase intention on purchasing decisions, presented in the table below:

**Table 21. Regression Analysis Results of the Effect of Purchase Intention on Purchasing Decisions**

| Regression Coefficient | Constant | t count | Sig. | *Adjusted* $R^2$ |
|---|---|---|---|---|
| 0,567 | 21,215 | 8,823 | 0,000 | 0,300 |

Source: Primary Data 2022

From the regression analysis results, the regression equation can be found as follows: Y = 21.215 + 0.567 M

The regression equation shows that the coefficient value of buying interest (M) is 0.567, which means that if buying interest increases by one unit, the purchase decision will increase by 0.567 units.

The statistical results of the regression test obtained t count of 8.823 with a significance value of 0.000, because the significance value is smaller than 0.05 (0.000 <0.05), and the regression coefficient has a positive value of 0.567; then the hypothesis which states that "There is a positive and significant effect of buying interest on purchasing decisions on *The Body Shop* customers at Paskal Hyper Square Bandung" **is accepted**.

The magnitude of the effect of buying interest on purchasing decisions is 0.300; this means that purchasing decisions are influenced by buying interest by 30%, while the remaining 70% is influenced by other factors not included in this study.

### Path Analysis

Based on the results of the regression analysis, it can be seen that the effect of *green marketing* on decisions mediated by buying interest in *The Body Shop* customers at Paskal Hyper Square Bandung in the following figure:
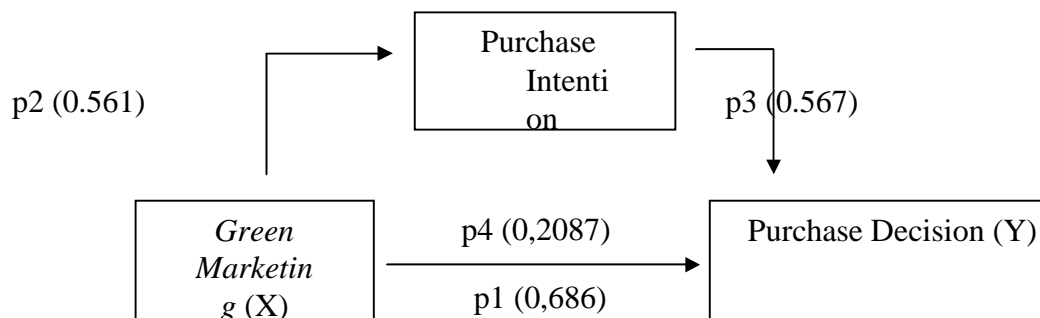


Figure 4: The Effect of *Green Marketing* on Decisions Mediated by Buying Interest in *The Body Shop* Customers at Paskal Hyper Square Bandung

Direct Influence:

r(x,y)=0.686

Indirect Influence:

$$r(Vme,x) \times r(y,Vme,) = 0.561 \times 0.3717 = 0.2087$$

The results of the above calculations show that the magnitude of the influence of *green marketing* on decisions mediated by buying interest in *The Body Shop* customers at Paskal Hyper Square Bandung is 0.20869.

**Sobel Analysis**

Sobel's analysis in this study was used to determine the indirect effect of the mediating variable, namely purchase intention. The results of Sobel's analysis in this study are presented as follows

**Table 22. Sobel Test Results**

```
Matrix

VARIABLES IN SIMPLE MEDIATION MODEL

        YKeputusa

        XGreen_Ma

        MMinat_Be

DESCRIPTIVES STATISTICS AND PEARSON CORRELATIONS

                    MeanSD Green_Ma Decision Interest_Be
      Decis    43.6      5.9     1.000     .5698     .551
      ion      556       046        0                   6
      Green    39.7      4.9     .5698     1.000     .479
      _Ma      889       035                  0          4
      Inter    39.7      5.7     .5516     .4794     1.00
      est_B    278       429                          00
      e

SAMPLE SIZE

      180

DIRECT And TOTAL EFFECTS


                    Coe       s.          t       Sig(t
                    ff        e.                    wo)
INDIRECT EFFECT And SIGNIFICANCE USING NORMAL DISTRIBUTION Values
      b(YX)      .68       .0       9.25      .0000
                 61   .e. LL 95 CI UL 95        CIZ
                          74        00
Sig(two)                            2
Effect b(MX)  .2087  .56   .0474.0     7.28    .0000.3017    4.3986
                     15       77       85
.0000                         0
      b(YM.       .37       .0       5.56      .0000
FAIRCHILXD ET AL. (2009) VARIANCE IN Y ACCOUNTED FOR BY INDIRECT EFFECTS:
                          8
      .2036(YX.      .47       .0       6.10      .0000
      M)           74        78        57
                               2
******************************** NOTES

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```

Based on the results of the Sobel test above, it can be seen that the effect of *green marketing* on decisions mediated by buying interest in *The Body Shop* customers at Paskal Hyper Square Bandung, in this case the amount of indirect influence is 0.2087 which is the result of multiplying the coefficient between b (M.X) and b (YM.X) = 0.561 x 0.3717 = 0.20869.   The mediation coefficient value of 0.2087 with a significance value of 0.000 is smaller than 0.05. Thus the fourth hypothesis which states "There is a positive and significant effect of *green marketing* on purchasing decisions mediated by buying interest in *The Body Shop* customers at Paskal Hyper Square Bandung" **is accepted**.

**Discussion**
***The Effect of Green Marketing on Purchasing Decisions of The Body Shop Customers at Paskal Hyper Square Bandung***

The statistical results of the regression test obtained t count of 9.250 with a significance value of 0.000, because the significance value is smaller than 0.05 (0.000 <0.05), and the regression coefficient has a positive value of 0.686; then the hypothesis which states that "There is a direct positive and significant effect of *green marketing* on purchasing decisions on *The Body Shop* customers at Paskal Hyper Square Bandung" is **proven**. The magnitude of the influence of *green marketing* on purchasing decisions is 0.321; this means that purchasing decisions are influenced by *green marketing* by 32.1%, while the remaining 67.9% is influenced by other factors not included in this study. The term *green marketing* came to the surface as a reaction from marketers to care about the environment. *Green marketing* then becomes an alternative strategy that not only helps the company's *image* but also provides *value* to the company's business. Mintu and Lozada (1993) in Lozada (2000) define *green marketing* as "the application of marketing tools to facilitate changes that provide organizational satisfaction and individual goals in maintaining, protecting, and conserving the physical environment".

Pride and Farrel (1993) define *green marketing* as an effort by people to design, promote, and distribute products that do not damage the environment. Charter (1992) provides a definition of *green marketing as* a holistic, strategic responsibility management process that identifies, anticipates, satisfies and fulfills the needs of *stakeholders* to provide reasonable rewards, which do not cause harm to humans or the health of the natural environment.

*Green marketing* measurements use indicators from Stanton in Swastha and Handoko (2000: 124) which include: product, price, place or distribution channel and promotion, to measure the extent to which *green marketing* capabilities can directly and indirectly influence purchasing decisions and customer buying interest.

***The* Effect of *Green Marketing* on Buying Interest in *The Body Shop* Customers at Paskal Hyper Square Bandung**

The statistical results of the regression test obtained t count of 7.289 with a significance value of 0.000, because the significance value is smaller than 0.05 (0.000 <0.05), and the regression coefficient has a positive value of 0.561; then the hypothesis which states that "There is a positive and significant effect of *green marketing* on buying interest in *The Body Shop* customers at Paskal Hyper Square Bandung" is **proven**. The magnitude of the influence of *green marketing* on buying interest is 0.226; this means that *green marketing is* influenced by buying interest by 22.6%, while the remaining 77.4% is influenced by other factors not included in this study.

A product is said to have been consumed by consumers if the product has been decided by consumers to buy. The decision to buy is influenced by the value of the product being evaluated. If the perceived benefits are greater than the sacrifice to get it, the urge to buy it is higher. Conversely, if the benefits are smaller than the sacrifice, buyers will usually refuse to

buy and generally switch to evaluating other similar products.

In most people, consumer purchasing behavior is often initiated and influenced by many stimuli (stimuli) from outside themselves, both in the form of marketing stimuli and stimuli from their environment. These stimuli are then processed within themselves according to their personal characteristics, before finally making a purchase decision. The personal characteristics of consumers used to process these stimuli are very complex, and one of them is consumer motivation to buy.

According to Keller (1998) in Arista (2011: 30), consumer interest is how likely consumers are to buy a brand or how likely consumers are to switch from one brand to another. Meanwhile, Mittal (1999) found that the function of interest from consumer interest is a function of product quality and service quality. According to Cobb-Walgren, Ruble, and Donthu (1995: 28) purchase intention is a mental statement from consumers that reflects a plan to purchase a product with certain brands. So basically someone if they want to buy is usually influenced by factors such as encouragement and certain considerations.

### *The* Effect of Buying Interest on Purchasing Decisions for Customers of *The Body Shop* at Paskal Hyper Square Bandung

The statistical results of the regression test obtained t count of 8.823 with a significance value of 0.000, because the significance value is smaller than 0.05 (0.000 <0.05), and the regression coefficient has a positive value of 0.567; then the hypothesis which states that "There is a positive and significant effect of buying interest on purchasing decisions for *The Body Shop* customers at Paskal Hyper Square Bandung" is **proven**. The magnitude of the effect of buying interest on purchasing decisions is 0.300; this means that purchasing decisions are influenced by buying interest by 30%, while the remaining 70% is influenced by other factors not included in this study.

Consumers are often faced with several choices in using a product. This causes consumers to consider carefully before making a decision to buy. Decisions, according to Follet (in Hasan, 2002), are the result of decisively solving the problems they face. A decision is a definite answer to a question. The decision must be able to provide answers to questions about what is being discussed in relation to planning. Astuti and Cahyadi (2007) define purchasing decisions as a strong sense of confidence in consumers or customers who are convinced that the purchase decision for the product they take is correct.

### *The* Effect of *Green Marketing* on Purchasing Decisions Mediated by Purchase Interest in *The Body Shop* Customers at Paskal Hyper Square Bandung

Based on the results of the Sobel test above, it can be seen that the effect of *green marketing* on purchasing decisions mediated by buying interest in *The Body Shop* customers at Paskal Hyper Square Bandung, in this case the magnitude of the indirect effect is 0.2087 which is the result of multiplying the coefficient between b (M.X) and b (YM.X) = 0 . 561 x 0.2293 = 0.2087. The mediation coefficient value of 0.2087 with a significance value of 0.000 is smaller than 0.05. Thus the fourth hypothesis which states "There is a positive and significant effect of *green marketing* on purchasing decisions mediated by buying interest in *The Body Shop* customers at Paskal Hyper Square Bandung" **is proven**.

Consumers form preferences for brands in the choice set. Consumers can also form intentions to buy preferred brands. there are two factors that influence buyer intentions and purchase decisions, namely: (1) Other people's attitudes, the extent to which other people's attitudes reduce one's preferred alternatives will depend on two things, namely the intensity of people's negative attitudes towards consumers' preferred alternatives and consumers' motivation to comply with other people's wishes. (2) Unanticipated situational factors that can arise and can change purchase intentions. These factors include income, family, price and

benefits of the product.

The results of this study support previous research conducted by Manongko (2011) conducted research on "*Green Marketing* and its Effect on Purchasing Decisions Through Interest in Buying Organic Products (Study on Organic Product Customers in Manado City). The results showed that *green marketing has a* direct and significant effect on buying interest; *green marketing has* no direct and significant effect on purchasing decisions; buying interest has a direct and significant effect on purchasing decisions; *green marketing has an* indirect and significant effect on purchasing decisions with buying interest as a mediating variable.

## CONCLUSION
### Conclusion

There is a positive and significant direct influence of *green marketing* on purchasing decisions for *The Body Shop* customers at Paskal Hyper Square Bandung. This can be proven from the t count of 9.250 with a significance value of 0.000, because the significance value is smaller than 0.05 (0.000 <0.05), and the regression coefficient has a positive value of 0.686. There is a positive and significant influence of *green marketing* on buying interest in *The Body Shop* customers at Paskal Hyper Square Bandung. This can be proven from the t count of 7.289 with a significance value of 0.000, because the significance value is smaller than 0.05 (0.000 <0.05), and the regression coefficient has a positive value of 0.561.

There is a positive and significant effect of buying interest on purchasing decisions for *The Body Shop* customers at Paskal Hyper Square Bandung. This can be proven from the t count of 8.823 with a significance value of 0.000, because the significance value is smaller than 0.05 (0.000 <0.05), and the regression coefficient has a positive value of 0.567.

There is a positive and significant influence of *green marketing on* purchasing decisions mediated by buying interest in *The Body Shop* customers at Paskal Hyper Square Bandung. This is evidenced by the mediation coefficient of 0.2087 with a significance value of 0.000, it turns out that this value is smaller than 0.05.

### Suggestions

Based on the research results, it is known that respondents with purchasing decisions in the moderate category (76.7%). Therefore, The Body Shop company is advised to increase purchasing decisions by maintaining the quality of its products, but more than that the company must be able to create new product innovations that are reliable, environmentally friendly and understand the needs of its customers. In addition, The Body Shop company is advised to increase the number of outlets to make it easier to reach potential customers, so as to increase purchases.

For future researchers who want to research or continue this research, it is recommended to continue or develop this research by looking for other factors that can influence purchasing decisions in addition to *green marketing* and purchase intention, for example: attitudes of others/friends, and price, and income. Future researchers can also use other methods in examining buying interest, for example through in-depth interviews with respondents, so that the information obtained can be more varied than questionnaires whose answers are already available.

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