

Impact of Green Marketing Mediating Brand Love on Purchasing Decisions for Batik MSME Products in Central Java

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ABSTRACT. In an era where consumers are increasingly aware of the importance of sustainability, Batik SMEs in Central Java find themselves in a strategic position to leverage the trend of Green Marketing as a tool to enhance their competitiveness. The objective of this research is to analyze the impact of green marketing mediating the relationship between brand love and purchasing decisions in Batik Micro, Small, and Medium Enterprises (UMKM) in Central Java. The total population of manufacturing company employees in Central Java in 2022 is approximately 465.654. Using the Slovin's formula, a sample of 219 Actor and MSME Batik Consumers was obtained with a confidence level of 5%. A purposive random sampling technique was applied to select a sample of Actor and Batik MSME Consumers, thereby ensuring good representation of the various Batik MSMEs in Central Java. To analyze the data and test the research hypothesis, the Mediation Regression method was used with the help of SPSS software. The results of this research are that brand love has a significant and positive influence on purchasing decisions, then green marketing mediates the relationship between brand love and purchasing decisions among Batik MSMEs in Central Java.

Keyword: Brand Love; Green Marketing; Purchasing Decisions; Batik MSMEs

JEL Classification: M10, M13

INTRODUCTION

In an era where consumers are increasingly aware of the importance of sustainability, Batik SMEs in Central Java find themselves in a strategic position to leverage the trend of Green Marketing as a tool to enhance their competitiveness (Wardani & Rahardjo, 2022). By considering the entire product life cycle, from raw materials to production and packaging processes, Batik SMEs can create significant added value in the eyes of customers who are becoming more critical of environmental impacts. Here, Green Marketing plays an essential role as a vital link between environmental awareness and brand image. To the extent that consumers perceive that purchasing Batik products from local SMEs reflects the environmental values they adhere to, it forms the basis for the creation of a profound Brand Love (Lestiyani & Purwanto, 2023).

This research not only provides a strategic perspective at the conceptual level but is also practical, focusing on its direct impact on consumer purchasing decisions (Alamsyah & Febriani, 2020). The discussion on the mediation of Green Marketing on Brand Love outlines how the positive environmental influence can strengthen the emotional relationship between the Batik brand and consumers (Sreen et al., 2021). By detailing this process, it is expected that this research will offer a more comprehensive insight into the dynamics behind purchasing decisions, providing impetus for business practitioners to develop more sustainable and consumer-oriented marketing strategies.

In implementing Green Marketing strategies to mediate Brand Love in the purchasing decisions of Batik SME products in Central Java, several issues have emerged that require careful attention (Hameed et al., 2023). Firstly, the lack of consumer awareness regarding Green Marketing initiatives can pose a challenge. Misunderstanding the environmental values promoted by Batik SMEs may reduce the effectiveness of efforts to build Brand Love, as consumers may not fully comprehend or appreciate the positive contributions made by Batik SMEs. Moreover, an excessive focus on Green Marketing aspects may compromise product innovation and quality enhancement (Ferreira et al., 2019). Consumers continue to prioritize high-quality and innovative products, and if Batik SMEs solely emphasize environmental aspects, it may negatively impact consumer perceptions of product quality. The level of consumer education and information is also a crucial factor, as a lack of understanding about environmental issues and the impact of Green Marketing can diminish the effectiveness of sustainable marketing strategies (Liao et al., 2022).

Additionally, the level of consumer engagement and emotional attachment to environmental values may vary (Song et al., 2019). If consumers do not feel a strong emotional connection to environmental issues, efforts to build Brand Love may not achieve optimal results. Competition with conventional Batik products or other brands that do not emphasize environmental concerns can also be a challenge, as consumers may prefer products based on conventional considerations such as price or aesthetics (Kim & Chao, 2019).

This research plays a crucial role in the context of marketing science and sustainability. As a contribution to scientific literature, this research has the potential to enhance our understanding of how Green Marketing can mediate the formation of Brand Love and influence purchasing decisions, especially in the context of Batik SMEs in Central Java (Maduretno & Junaedi, 2022). The findings from this research are expected to add value to a deep and relevant understanding for the development of sustainable marketing strategies. For Batik SMEs in Central Java, this research is not merely a conceptual exploration but also offers practical guidance. The research results can provide insights to Batik SMEs on how they can enhance the effectiveness of Green Marketing, build Brand Love, and consequently, positively influence consumer purchasing decisions (Alamsyah & Muhammed, 2018). This initiative has the potential to propel Batik SMEs

towards more adaptive and sustainable marketing practices (Kumar et al., 2021). Moreover, this research has significant implications for sustainability. By highlighting the relationship between Green Marketing, Brand Love, and purchasing decisions, this research can serve as a catalyst for other businesses to incorporate sustainability elements into their marketing strategies. It also has the potential to increase consumer awareness of the importance of supporting Batik SMEs committed to environmentally-friendly business practices (Guerreiro & Pacheco, 2021).

This research can also serve as a foundation for government policymaking related to the development of the Batik SME sector and efforts to promote sustainability at the local level (Islam et al., 2020.). By detailing the impact of Green Marketing on Brand Love, this research can provide valuable guidance in designing policies that support sustainable economic growth in Central Java. Overall, this research is not only a conceptual exploration but also has the potential to create concrete positive impacts in society and the business world (Gong et al., 2023)

This research has a profound and specific objective, which is to conduct a comprehensive analysis of the impact of implementing Green Marketing in mediating the formation of Brand Love and how this impact ultimately influences the purchasing decisions of Batik SME products in the Central Java region (Qayyum et al., 2023). This objective arises as a response to the need for a deeper understanding of the complex dynamics between these three key concepts: Green Marketing, Brand Love, and purchasing decisions (Li & Jaharuddin, 2021). In this context, the research will involve the collection and comprehensive analysis of data to identify the extent to which Green Marketing, as a strategy, can serve as a significant mediator in forming emotional attachment between consumers and Batik SME brands in Central Java, known as Brand Love (Tan et al., 2022). The analysis will also consider how Brand Love, in turn, plays a crucial role in influencing the attitudes and decisions of consumers in choosing and purchasing Batik products from SMEs in the region (Nawaz et al., 2020). This research will adopt a holistic and comprehensive approach to unravel the relationships between Green Marketing, Brand Love, and purchasing decisions. The research methodology to be applied will include the collection of primary data through consumer surveys, interviews, and field observations. Statistical analysis and mediation models will be utilized to evaluate the extent to which the Green Marketing variable can mediate the relationship between the independent variable (Green Marketing, in this case) and the dependent variable (purchasing decisions), considering the mediating variable (Brand Love).

Thus, this research is expected to not only make a significant contribution to theoretical understanding in the marketing and sustainability literature but also provide practical guidance for Batik SMEs in Central Java in designing more effective and sustainable marketing strategies.

The relationship between Brand Love and purchasing decisions creates an emotional bond that plays a crucial role in consumer dynamics (Rizomyliotis et al., 2021). Brand Love represents a level of positive attachment and deep loyalty from consumers towards a brand. When consumers experience Brand Love for a brand, it not only establishes a functional relationship with the product or service but also forms a strong emotional connection. Brand Love influences consumers' perceptions of the brand. Consumers with Brand Love tend to view the brand with more tolerance and affectionate eyes (Setyorini et al., 2023). They can see positive values even in aspects that might be considered shortcomings by other consumers. Brand Love creates a positive perception that forms the basis of consumers' understanding of the brand. Furthermore, in the context of purchasing decisions, Brand Love provides a psychological advantage (Rahayu, 2020). Consumers who love a brand are inclined to choose it again when they are in the decision-making phase. The emotional connection established makes the brand a natural and intuitive choice for consumers, surpassing considerations for other brands that may have similar functional attributes. Additionally (Mukaromah & Anggraini, 2019.), Brand Love fosters strong consumer loyalty. Consumers with an emotional connection to a brand not only make a one-time purchase but are

likely to become consistent and loyal customers. Well-managed brands supported by Brand Love have a greater chance of retaining and increasing their market share. The significance of the Brand Love relationship in purchasing decisions is reflected in consumers' willingness to pay a higher premium for a brand they love (Sallam, 2014). They perceive products or services from that brand as an investment in experience and additional emotional value. This contributes to purchasing decisions driven by emotions and a sense of satisfaction. Therefore, the positive relationship between Brand Love and purchasing decisions creates an environment where the brand can be a preferred choice for consumers. Building and nurturing Brand Love becomes a crucial marketing strategy to strengthen the brand's appeal, expand consumer base, and achieve long-term success in a competitive market (Le, 2021).

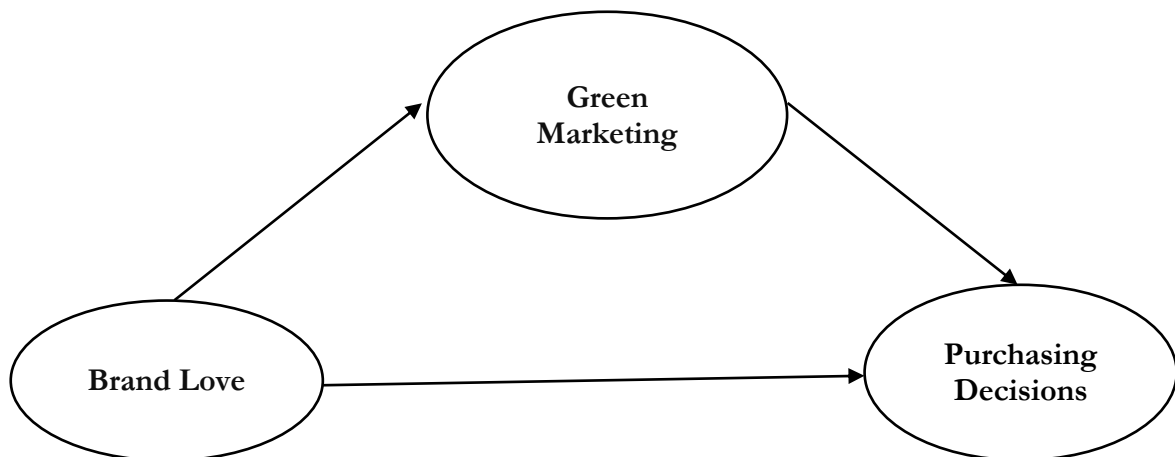
H1: Brand Love has a significant influence on Purchasing Decisions

The relationship between Green Marketing, Brand Love, and purchasing decisions forms a dynamic and interconnected framework that reflects the evolving landscape of consumer behavior (Hafiz & Maulida, 2023). Green Marketing serves as a pivotal mediator in this relationship, playing a significant role in shaping the emotional connection consumers have with a brand, ultimately influencing their purchasing decisions. Green Marketing, as a strategic approach that emphasizes environmental responsibility and sustainability, acts as a catalyst in fostering Brand Love (Bairrada et al., 2019). When consumers perceive a brand as actively engaged in environmentally friendly practices and conscious decision-making, it contributes to the positive formation of Brand Love. The ethical and sustainable attributes associated with Green Marketing create a sense of purpose and alignment with consumers' values, deepening the emotional bond between the consumer and the brand (Mohammad Farraas Salsabiil & Nuruni Ika Kusuma W, 2023).

This mediation is particularly pronounced in the realm of purchasing decisions. As consumers increasingly prioritize environmentally conscious choices, the mediation of Brand Love by Green Marketing becomes a crucial factor (Ayuningsih & Maftukhah, 2020). The positive sentiments generated by a brand's commitment to sustainability translate into a higher likelihood of consumers choosing that brand over competitors during the decision-making process. Furthermore, Green Marketing, by mediating Brand Love, can influence the perception of product quality and overall brand trust (Mohamad Daud & Hee, 2021). Consumers are more likely to trust and favor brands that actively contribute to environmental well-being, and this trust becomes a pivotal factor in their decision to make a purchase. The emotional connection fostered through Brand Love, mediated by Green Marketing, acts as a powerful motivator in steering consumers towards sustainable and eco-friendly choices {Citation}. In essence, the relationship between Green Marketing, Brand Love, and purchasing decisions illustrates a contemporary paradigm where ethical and sustainable practices are integral to consumer preferences. The mediation of Brand Love by Green Marketing creates a synergy that goes beyond transactional considerations, influencing consumers to make choices driven by a genuine connection with the brand's values and commitment to a greener future. As businesses navigate the evolving landscape of consumer consciousness, understanding and leveraging this relationship becomes paramount for building lasting brand loyalty and fostering sustainable consumption patterns.

H2: Green Marketing mediates Brand Love on Purchasing Decisions

Figure 1. Research Model



Source: Processed by author

METHODS

This research uses quantitative research methods with a cross-sectional design. The cross-sectional approach allows data collection at one point in time, making it suitable for testing correlations between variables (Creswell, 2013).

This research design facilitates the investigation of the Impact of Green Marketing Mediating Brand Love on Purchasing Decisions for Batik MSME Products in Central Java. A combination of primary and secondary data will be used to collect the necessary information. Primary data collection was carried out through distributing surveys and questionnaires to MSME actors and Batik MSME consumers throughout Central Java. The primary data collection procedure includes the development of a structured questionnaire designed to collect information regarding the Impact of Green Marketing Mediating Brand Love on Purchasing Decisions for Batik MSME Products in Central Java. The questionnaire includes multiple choice questions, Likert scales, and open-ended questions to measure the constructs effectively. Supervision is carried out through various means, including courageous interviews, face-to-face meetings, and telephone interactions, which are adjusted to the respondent's preferences.

This approach ensures representation of various Batik MSME Players and Batik MSME Consumers in various regions in Central Java. Meanwhile, secondary data is obtained from publicly available sources such as publications and academic literature. Secondary data is used to complement and validate primary data collected during the survey stage

Table 1. Variable Definition

| Variable | Variable Definition | Indicator | Scale |
|---------------------|--|--|--------------|
| Purchasing Decision | Purchasing decision refers to the process through which consumers or businesses make choices regarding the acquisition of goods or services. It involves evaluating various options available in the market, considering factors such as price, quality, brand reputation, personal preferences, and perceived value. | 1. Consumer Preferences 2. Market Trends and Demand 3. Consumer Behavior Analysis 4. Sales Performance and Conversion Rates | Linkert 1-5 |
| Brand Love | Brand love is the level of affection, loyalty, and strong emotional attachment that consumers have towards a brand. When consumers experience brand love for a brand, they not only choose the product or service for its functional benefits, but also because of the emotional connection they feel towards the brand. | 1. Brand Advocacy 2. Repeat Purchases 3. Emotional Engagement 4. Brand Loyalty 5. Customer Satisfaction and Net Promoter Score (NPS) | Linkert 1-5 |
| Green Marketing | Green marketing refers to the practice of promoting products or services that are environmentally friendly or sustainable. It involves incorporating environmental considerations and concerns into various aspects of marketing, including product development, packaging, distribution, advertising, and branding. | 1. Use of Environmentally Friendly Materials 2. Carbon Footprint 3. Environmental Certification 4. Customer Response | Linkert 1-5 |

Source: Processed by author

Appropriate sample selection is critical to ensure the representativeness and generalizability of research findings. The total population of Batik MSME players in Central Java in 2022 will be around 465.654 Batik MSME players. By using the Slovin formula, a sample of 219 Actor and MSME Batik Consumers was obtained with a confidence level of 5%. A purposive random sampling technique was applied to select a sample of Actor and Batik MSME Consumers, thereby ensuring good representation of the various Batik MSMEs in Central Java. To analyze the data and test the research hypothesis, the Mediation Regression method was used with the help of SPSS software (Ghozali, 2021).

RESULT AND DISCUSSION

Validity Test

In assessing the relationship between assessments on each question and the summation results related to the variable under investigation, this research employs the product-moment Pearson approach to verify its validity. Through examining whether each item score correlates positively or not with the total score, and whether this relationship is greater or not than the relationship among variables, researchers can assess the extent to which the instrument used can be relied upon. The significance level (df) of this research can be calculated using the established formula. Based on the calculation results, the value in Table r indicates the figure 0.1326 at a 5% significance level ($df = 219 - 2 = 217$) in a one-tailed direction. The tabulation results of the validity study can be outlined as follows:

Table 2. Validity Correlation Results

| Variable/Item | r Count | R Tabel (<i>Two Tale</i>) | Good / No Good |
|--------------------------------------|---------|-----------------------------|----------------|
| Variable Brand Love | | | |
| X1.1 | 0,467 | 0, 1326 | Good |
| X1.2 | 0,557 | 0, 1326 | Good |
| X1.3 | 0,521 | 0, 1326 | Good |
| X1.4 | 0,587 | 0, 1326 | Good |
| X1.5 | 0,551 | 0, 1326 | Good |
| Variable Green Marketing | | | |
| M1.1 | 0,335 | 0, 1326 | Good |
| M1.2 | 0,231 | 0, 1326 | Good |
| M1.3 | 0,553 | 0, 1326 | Good |
| M1.4 | 0,598 | 0, 1326 | Good |
| Variable Purchasing Decisions | | | |
| Y1.1 | 0,431 | 0, 1326 | Good |
| Y1.2 | 0,498 | 0, 1326 | Good |
| Y1.3 | 0,557 | 0, 1326 | Good |
| Y1.4 | 0,417 | 0, 1326 | Good |

Source: Processed by author

The test results outlined above provide an overview that all questions in the test yield accurate indications, demonstrating that each assessed aspect can be measured precisely. Consequently, the entire evaluation has a solid foundation to proceed to the next stage. It is important to note that consistent and accurate results from each question instill confidence that the evaluation can be conducted reliably, and the information obtained can be relied upon in making subsequent decisions or recommendations.

Reliability Analysis

In order to examine the reliability of our hypotheses and our ability to control the investigative variables, a consistency analysis was conducted. Within our rationale, the consistency of the underlying variables can be measured if there is a substantial amount of data consistently providing uniform responses to the same queries over a specific period. In the statistical context, the reliability of an idea or research variable is gauged using a statistic known as Cronbach's alpha (α). Successfully asserting the reliability of the dependent variable can be accomplished with confidence when the Cronbach's alpha value exceeds 0.60. The results of the SPSS reliability analysis are presented in the following description.

Table 3. Questionnaire Reliability Test

| <i>Variable</i> | <i>Value Cronbach's Alpha</i> | <i>Description</i> |
|-----------------|-------------------------------|--------------------|
| X1.1 | 0,886 | Reliable |
| X1.2 | 0,884 | Reliable |
| X1.3 | 0,883 | Reliable |
| X1.4 | 0,886 | Reliable |
| X1.5 | 0,886 | Reliable |
| M1.1 | 0,883 | Reliable |
| M1.2 | 0,884 | Reliable |
| M1.3 | 0,883 | Reliable |
| M1.4 | 0,886 | Reliable |
| Y1.1 | 0,883 | Reliable |
| Y1.2 | 0,884 | Reliable |
| Y1.3 | 0,884 | Reliable |
| Y1.4 | 0,882 | Reliable |

Source: Processed by author

With a Cronbach's alpha value exceeding 0.600, it can be concluded that this research is reliable based on the gathered evidence. These findings indicate that the internal consistency of the research variables in the context of modern investigation can be maintained, instilling confidence in the validity and reliability of the generated outcomes.

Normality Analysis

In the data analysis process, Yoshida (2010) proposes the use of the Kolmogorov-Smirnov (K-S) test, also known as the K-S test, to assess the normality of the distribution of residual data. The K-S test is employed to measure the extent to which data conforms to a normal distribution. According to Yoshida's explanation, if the K-S test's statistical value exceeds 0.05, it indicates that the distribution of residual data in the analysis has been normalized. In other words, the residual data tends to follow a normal distribution pattern, which is crucial to meet the fundamental assumptions of various statistical methods. Results showing a statistical value above 0.05 instill confidence that the data used in the analysis has met the normality criteria, enhancing the validity of the analysis outcomes and interpretations. Therefore, normality testing becomes a critical step in ensuring the reliability of data analysis, particularly in the context of statistical analyses that require a normal distribution for accurate and dependable results.

Table 4. Normality Analysis

| Description | <i>Unstandardized Residual</i> |
|-------------------------------|---------------------------------------|
| N | 219 |
| <i>Kolmogorov-Smirnov Z</i> | 1,326 |
| <i>Asymp. Sig. (2-tailed)</i> | 0,098 |

Source: Processed by author

The null hypothesis (H0) is accepted in this context because the significance value generated from the two-sided statistical test is greater than the threshold of 0.05. In this case, the recorded significance value of 0.098, as indicated in the previous table, suggests that there is insufficient evidence to reject the null hypothesis. Therefore, no significant difference can be identified based on the results of the conducted statistical test.

Multicollinearity Test

The examination of multicollinearity is crucial in multiple linear regression analysis. Multicollinearity occurs when predictor variables are highly correlated, leading to serious interpretation issues in regression analysis. In this framework, the assessment of predictor variables involves examining the values of the Variance Inflation Factor (VIF), which should be less than 10, and tolerance values approaching 1, as suggested by Setyanugraha (2020). If these values meet the specified criteria, it can be concluded that the data is free from multicollinearity, allowing for a more confident interpretation of the results of multiple linear regression analysis.

Tabel 5. Multicollinearity Test

| Variable | <i>Collinearity Statistics</i> | |
|----------------------|---------------------------------------|------------|
| | <i>Tolerance</i> | VIF |
| Brand Love | 0,113 | 3,819 |
| Green Marketing | 0,198 | 3,678 |
| Purchasing Decisions | 0,145 | 3,692 |

Source: Processed by author

Based on the presented table, there are no indications of multicollinearity as no variable exhibits a VIF above 10 and tolerance values below 0.10. This suggests that the predictor variables in the analysis have a moderate level of correlation, thereby not yielding significant implications for the interpretation of multiple linear regression results. In other words, there is no evidence supporting the presence of multicollinearity issues that need to be concerned about in this analysis.

Heteroskedasticity Test

Heteroskedasticity testing is conducted to evaluate the presence of imbalance in the variability of residuals among data in a similar regression model (Setyanugraha, 2020). This study recognizes the significance of heteroskedasticity analysis because differences in residual variation can impact the accuracy and reliability of regression results. The outcomes of the Glacier method, utilized to identify potential heteroskedasticity, are presented in the attached table below.

Heteroskedasticity refers to the imbalance in residual variability among observations in a regression model. The existence of heteroskedasticity can affect the interpretation of regression results and yield less efficient estimates. Therefore, heteroskedasticity testing is essential to ensure the reliability and validity of linear regression analysis. Through the use of the Glacier method, this

research aims to provide information regarding the presence or absence of heteroscedasticity in the residuals of the regression model.

Table 6. Heteroscedasticity Test

| Variable | Coefficients | |
|----------------------|--------------|-------|
| | T | Sig. |
| <i>Constanta</i> | 0,398 | 0,419 |
| Brand Love | 0,592 | 0,238 |
| Green Marketing | 0,499 | 0,336 |
| Purchasing Decisions | 0,461 | 0,395 |

Source: Processed by author

As depicted in the table above, a significance level exceeding 0.05 indicates the absence of heteroskedasticity. This implies that the unbalanced variation in residuals among data in the regression model cannot be statistically concluded as significant. Furthermore, these results signify that the differences in residual variability do not significantly impact the reliability of the regression outcomes.

Regression Analysis

The outcomes of the regression model computed using SPSS to assess the relationship between asset utilization efficiency and liquidity management on financial performance can be found in the same table presented below. For further details, please refer to the table on the following page.

Table 7. Linear Regression Brand Love and Green Marketing to Purchasing Decisions

| Variable | Coefficients | | |
|------------------|--------------|-------|-------|
| | B | T | Sig. |
| <i>Constanta</i> | 0,398 | 0,419 | 0,398 |
| Brand Love | 0,197 | 2,879 | 0,004 |
| Green Marketing | 0,267 | 3,911 | 0,000 |

Source: Processed by author

The processed multiple regression results are in Table 6:

$$Y = 0,398 + 0,197 X_1 + 0,267 X_2 + e \dots \dots \dots 1$$

The above equation can be explained as follows:

- 1) The brand love variable has a positive correlation with the purchasing decisions, it can be concluded that each unit increase in brand love will increase the purchasing decisions by 0.197 units.
- 2) The green marketing variable is positively correlated with the purchasing decisions. It can be concluded that every one unit increase in the green marketing will increase the purchasing decisions by 0.267 units.

Table 8. Linear Regression Brand Love to Green Marketing

| Variable | Coefficients | | |
|------------------|--------------|-------|--------------|
| | B | T | Significancy |
| <i>Constanta</i> | 0,593 | 0,623 | 0,573 |
| Brand Love | 0,369 | 5,378 | 0,000 |

Source: Processed by author

The processed multiple regression results are in Table 7:

$$Y = 0,593 + 0,369 M + e \dots\dots\dots 2$$

The above equation can be explained as follows:

The brand love variable has a positive correlation with the green marketing, it can be concluded that each unit increase in brand love will increase the green marketing by 0.369 units.

DISCUSSION

Brand Love on Purchasing Decisions

From the results of the regression test in Table 6, a significant value of 0.000 is obtained, which means the hypothesis is accepted because the conditions for acceptance are if sig. Calculate smaller than the alpha value (0.05). In the context of Micro, Small and Medium Enterprises (MSMEs) specifically for Batik production in Central Java, the Brand Love concept has a very significant impact on consumer purchasing decisions. Brand Love reflects a deep emotional connection between a consumer and a particular brand, going beyond the product's function.

In the rich tradition and culture of Batik, there is an emotional value attached to this craft. Brand Love in this context indicates the strong emotional bond that consumers form towards a particular Batik brand. This emotional connection goes beyond the tangible aspects of the product, encompassing the heritage, craftsmanship and cultural identity associated with Batik. The emotional resonance formed by Brand Love is the main driver in influencing consumer perceptions and preferences.

Brand Love has a significant influence on the perceived value of Batik products in the eyes of consumers. When consumers develop a deep love for a particular Batik brand, they tend to place a higher value on that product. This perceived value is not solely based on functional attributes but extends to the cultural significance and authenticity attached to the brand. As a result, consumers tend to prioritize Batik products from brands they like, thereby increasing the brand's position in their purchasing hierarchy. Trust is an important element in purchasing decisions, especially in the context of traditional products such as Batik. Brand Love builds trust because consumers see the brand as a reliable custodian of cultural heritage. This trust in turn contributes to the development of consumer loyalty. Consumers who have a deep emotional connection with a Batik brand are more likely to show brand loyalty, make repeat purchases, and become supporters of the brand in their social environment.

Green Marketing Mediates the Relationship Between Brand Love and Purchasing Decisions

From the results of the regression test in Table 7, a significant value of 0.000 is obtained, which means the hypothesis is accepted because the condition for acceptance is if sig. Calculate smaller than the alpha value (0.05).

Eco-friendly marketing, as a strategic approach that emphasizes environmentally responsible practices, functions as a mediator in the relationship between brand love and purchasing decisions in Micro, Small and Medium Enterprises (MSMEs) specializing in Batik production in Central Java. This discussion explores the complex dynamics of how green marketing functions as a mediating factor, bridging the relationship between brand love and a consumer's decision to make a purchase.

First and foremost, the concept of brand love in the context of Batik MSMEs in Central Java indicates a deep emotional bond between consumers and certain Batik brands. This emotional connection goes beyond the product's functional attributes, encapsulating the cultural heritage, craftsmanship and identity associated with Batik. Consumers who have developed a love for a brand show deep affection and loyalty towards the brand, thereby influencing their perceptions and preferences. Green marketing, in this framework, introduces an environmentally conscious dimension in the brand-consumer relationship. This indicates the commitment of Batik MSMEs to sustainable practices by considering aspects such as environmentally friendly materials, production processes and packaging. As consumers increasingly lean towards environmentally responsible choices, eco-friendly marketing becomes an important mediator, aligning brand values with consumers' increasing awareness of the environment.

CONCLUSION

In this research, it was concluded that first, brand love influences purchasing decisions. Brand Love creates a good sign effect through word of mouth influence. Satisfied consumers who have developed Brand Love for a Batik become natural ambassadors, sharing their positive experiences with others. This form of organic marketing improves brand reputation and subsequently influences purchasing decisions, as potential consumers are influenced by authentic and emotional support from their peers. Therefore, the impact of Brand Love on purchasing decisions among Batik MSMEs in Central Java cannot be ignored. The emotional connection formed between consumers and the Batik brand is more than just transactional considerations, it shapes perceptions, influences perceived value, builds trust, fosters loyalty, and expands its impact through word of mouth. Understanding and harnessing the power of Brand Love is key for Batik MSMEs in Central Java, not only for short-term transactions but also to grow a loyal and sustainable consumer base in the long term.

Second, green marketing mediates the relationship between brand love and purchasing decisions. The mediation process involves the positive influence of environmentally friendly marketing on brand love. When Batik MSMEs actively communicate and implement environmentally friendly practices, consumers consider the brand to be socially responsible and environmentally friendly. This enhances the emotional connection formed through love for the brand, as consumers appreciate the brand's commitment to sustainability, which aligns with their own values. Additionally, green marketing plays an important role in shaping consumer purchasing decisions. As consumers become more environmentally conscious, environmentally friendly practices communicated through green marketing contribute significantly to their decision-making process. The positive correlation between green marketing and brand love creates a synergistic effect, influencing consumers to prioritize and choose Batik products from brands they like, which is also in line with environmentally friendly principles.

The limitation of this research is that the researcher only focuses on Batik MSMEs. It is hoped that future research will focus on large companies that implement green marketing in their companies. The recommendation for further research is to add other variables that are relevant to mediating the green marketing variable and focus on the company.

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