

THE INFLUENCE OF GREEN PRODUCT AND WORD OF MOUTH (WOM) ON PURCHASE DECISIONS THROUGH PURCHASE INTENTION AS AN INTERVENING VARIABLE AMONG FORE COFFEE KEDIRI CONSUMERS

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ABSTRACT

Fore Coffee faces challenges in maximizing marketing strategies based on environmental and social recommendations. Low attention to green input, process, and output aspects, as well as suboptimal utilization of word of mouth (WOM), has resulted in consumer purchase intention and purchase decision not being achieved optimally. This study aims to examine the influence of green product and WOM on purchase decisions, with purchase intention as an intervening variable. The method used is a quantitative survey with 160 active consumer respondents of Fore Coffee Kediri, analyzed using SEM-PLS. The research results show that green product does not have a significant direct influence on purchase decisions, but significantly influences purchase intention. Similarly, WOM does not directly influence purchase decisions, but is significant toward purchase intention. Purchase intention is proven to significantly influence purchase decisions, and significantly mediates the influence of green product and WOM on purchase decisions. This model explains 83.3% of purchase decision variability and 22.3% of purchase intention variables. These findings confirm the importance of strategies that strengthen purchase intention to maximize purchase decisions among Fore Coffee Kediri consumers.

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INTRODUCTIONS

Indonesia is one of the world's largest coffee producers, specifically ranking fourth globally with the majority of its production being robusta grown in lowlands (Syofya & Dwisefianto, 2024). This necessitates strategies to accelerate the economy by encouraging investment and the growth of coffee shops, strengthened by the trending coffee lifestyle, increasing domestic consumption, requiring assessment of supplier performance and coffee demand forecasting (Pradana et al., 2020).

Coffee has become an important commodity, providing significant foreign exchange after palm oil, rubber, and cocoa, while supporting the livelihoods of millions of small farmers. Domestic consumption continues to increase alongside the popularity of the "ngopi" lifestyle and the proliferation of cafes, including international brands like

Starbucks (Indonesia, 2024). Referring to Sumartini & Tias (2019), the rapid growth of coffee shop businesses in Indonesia is driven by socioeconomic changes in society and lifestyle shifts. This advancement is further accelerated by the presence of modern-concept coffee shops that attract consumer interest (Barsua et al., 2024). Public curiosity about various types of coffee from different regions in Indonesia also plays a role in driving the development of this business. Additionally, consumer experiences in visiting coffee shops not only enrich their references but also increase knowledge about various types of coffee worldwide (Tama & Wandebori, 2024).

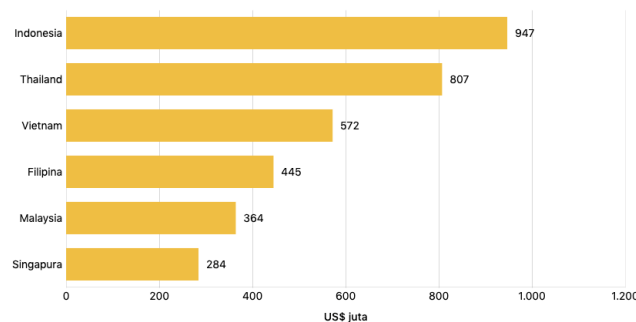


Figure 1. Annual Revenue Data of Modern Coffee Market in Southeast Asia 2023

Source: databoks.katadata.co.id

Momentum Works' report, *Coffee in Southeast Asia: Modernising Retail of the Daily Beverage*, shows that in 2023, Indonesia led the modern coffee market in Southeast Asia. The modern coffee market value in Indonesia is estimated to reach USD 947 million, calculated based on the sector's annual revenue. This amount represents approximately 27.7% of the total modern coffee market value in Southeast Asia, which reached USD 3.4 billion in the same year (Annur, 2023). Momentum Works identifies that Indonesia's dominance in this market is primarily driven by massive expansion of local coffee business networks. Indonesian consumers prioritize price, perceived value, and brand image when choosing coffee brands. The rise in coffee consumption on a daily basis has led to coffee shops evolving into popular social hubs, making them even more attractive (Sumara, 2024). Several major players in Indonesia's modern coffee sector include Starbucks, J.CO, Janji Jiwa, Kopi Kenangan, and Lain Hati (Annur, 2023). According to Statista (2023), the amount of coffee being sold in Indonesia is expected to keep growing and hit 204.9 million kilograms by the year 2028, indicating that public purchase interest in coffee consumption remains high year after year.

To date, consumer understanding of the significance of utilizing eco-friendly items such as green products continues to be minimal, despite environmental issues becoming a global concern. Many consumers do not yet understand that raw materials, production processes, and product packaging such as those used by Fore Coffee Kediri located at Jalan Hayam Wuruk No.8, Dandangan, Kec. Kota, Kota Kediri, East Java 64129 can contribute to environmental sustainability (Amalia & Ramli, 2024). One major player in Indonesia's modern coffee sector is Fore Coffee. Fore Coffee, founded in August 2018, carries three innovative concepts: futuristic, superior quality, and environmentally friendly (Amalia & Ramli, 2024).

The futuristic concept reflects a vision for a better future, while superior quality is realized through providing high-quality coffee that has undergone strict selection processes. The environmentally friendly or eco-friendly concept is further developed into three parts: FOREnvironment, FOREcosystem, and FOREarth. One implementation is the use of environmentally friendly plastic cups that support the 4R principles (reduce, reuse, recycle, and replace). Awareness of eco-friendly trends receives positive responses from various groups, particularly Generation Y or millennials. This is reflected in a survey conducted by WWF-Indonesia in 2017 regarding eco-friendly awareness and

intention. The survey involved 916 respondents aged 15-45 years from major cities like Surabaya, Jakarta, Denpasar, Medan, and Makassar.

The results show that 63 percent of respondents, a large number of individuals from Generation Y have indicated a desire to purchase eco-friendly products in support of their commitment to environmental sustainability (Atmando, 2019). Research results by Ismail & Aldiansyah (2024) also emphasize that green marketing strategies influence consumer purchase intention.

As part of green marketing strategy, Fore Coffee has also introduced green product innovations such as reusable cup packaging, for example as plant pots or pencil holders. This packaging is made from polypropylene material with PP code and number five, allowing use up to five times, including for hot beverages thanks to its low vapor absorption capability. This step demonstrates Fore Coffee's commitment to maintaining product quality while supporting environmental sustainability. Environmentally friendly packaging can enhance brand perception and customer loyalty, especially among environmentally conscious consumers (Takahashi, 2024). Nevertheless, based on data from Mahmudan (2022), Fore Coffee only achieved 9.1% in the favorite local coffee shop survey, placing it in last position. To improve brand positioning and increase brand awareness, deeper consumer mapping strategies are needed at the national level (bake.co.id, 2023). While Fore Coffee's green initiatives are commendable, the challenge remains in effectively communicating these values to consumers, as many brands face similar obstacles in gaining recognition despite sustainability efforts (Prihatiningrum et al., 2024).

Besides green products, there are actually several strategies that influence purchase decisions that need to be studied by Fore Coffee, one of which is Word of Mouth (WOM). According to Brown et al. (2005), word of mouth (WOM) occurs when consumers share their opinions about specific brands, products, services, or companies with others. If consumers convey positive opinions about products, this is called positive WOM which can cause increased interest and consumer trust in a brand (Hardianto et al., 2024). Conversely, if the opinion conveyed is negative, it is called negative WOM. Positive WOM can be interpreted as consumer actions that, after transacting with a company, provide recommendations to others and praise the quality of the company's services or products. Currently, WOM has become an important element in marketing studies, given that communication through WOM has significant influence on consumer purchase decisions. Consumers tend to trust WOM more than advertisements in evaluating products, because personal experiences and stories from others sound more authentic and interesting (Kusumaningtyas & Saputra, 2024). This can encourage listeners to try the product. A study by Nelsa (2024) found that WOM influences purchase decisions among coffee consumers. Additionally, WOM's strength is reinforced by humans' social nature as beings who enjoy interacting and sharing, including their preferences regarding product purchases. WOM dissemination can occur rapidly, especially if individuals spreading it have extensive social networks. As one of the marketing communication tools, WOM is considered effective, economical, and credible.

With an average of 100 consumers purchasing favorite menu items Es Aren Latte and Es Pandan Latte, and beverages Sandwich Tuna Keju and Keju Tiga Lapis Denmark. Sales of these menu items predominantly sell out within 6 hours per day. Therefore, these products need better strategies, one of which could involve the role of green products to penetrate daily targets.

Low attention to green input, green process, and green output aspects makes consumer purchase preferences tend to be more influenced by price or trends, not environmental awareness. On the other hand, word of mouth (WOM) which should be a force in shaping opinions and purchase decisions is often not utilized optimally (Wulandari, 2023). Many customers feel satisfied with products, but do not feel motivated to share information or recommend them, even though WOM is very influential in creating purchase interest in others. As a result, purchase intention toward Fore Coffee which carries an environmentally friendly concept is still not optimal, marked by the lack of consumers who actively seek information, compare, or voluntarily recommend products. This impacts purchase decisions, where consumers might buy Fore Coffee only due to strategic location factors or promotions, not because of awareness of the quality and green concept offered. Low transactional, referential, preferential, and exploratory interest indicates the importance of conducting this research.

Several previous studies have highlighted the influence of green products on purchase intention and purchase decision (Amalia & Ramli, 2024; Wulandari, 2023) as well as the role of word of mouth in driving purchase decisions (Kusumaningtyas & Saputra, 2024; Nelsa, 2024). However, most studies were conducted in large cities with different consumer segments, making them less representative of medium-sized city contexts like Kediri. Additionally, previous findings show inconsistent results, where some research found direct effects while others only through purchase intention (Hardianto et al., 2024). This gap indicates the need for further research by incorporating purchase intention as a mediating variable to examine the relationship between green products and word of mouth on purchase decisions in the context of Fore Coffee Kediri, which promotes an environmentally friendly concept but faces challenges in brand awareness. Similarly, WOM can generate interest in buying, especially in the digital era that accelerates information dissemination (Hardianto et al., 2024). The higher the purchase intention, the greater the likelihood consumers will make purchase decisions (Eladira, 2024).

Therefore, this research aims to analyze how green products and word of mouth influence purchase decisions with purchase intention as a mediating variable. This research is expected to enrich the literature on consumer behavior and sustainable marketing strategies, while providing practical contributions for business practitioners, particularly coffee shops, in formulating strategies that can optimize environmentally friendly products and WOM to strengthen purchase intention and drive actual purchase decisions.

Literature Review

Purchase Decision

Purchase decision is a consumer process in choosing products that begins from awareness of needs to forming preferences and buying intention. According to Kotler & Keller (2019), in this process consumers evaluate various brands before determining choices. This decision can be influenced by individual or group roles and influenced by psychological factors, such as attraction to product characteristics. Understanding this process is important for producers in determining marketing strategies appropriate to targeted market segments (Prasetya & Azizah, 2024).

Referring to Kotler and Keller (2019), indicators in purchase decisions include:

- 1) Product selection: Consumers choose products to buy from various alternatives considered.
- 2) Brand selection: Consumers choose specific brands they consider more suitable to their preferences, considering differences between brands.
- 3) Distributor selection: Consumers decide which distributors to visit, based on their own considerations.
- 4) Purchase timing: Consumers determine the right time to make purchases.
- 5) Purchase quantity: Consumers decide the amount of products to buy.
- 6) Payment method: Consumers choose payment methods to use in the purchase process.

Green Product

According to Alharthey (2019), green products are items that are made using sustainable practices, causing little harm to the environment, can be reused, help preserve natural resources, and are manufactured nearby. Green products are items that have no negative impact on people or the environment, utilize resources effectively, minimize waste, and do not harm animals (Nashrulloh et al., 2019). Green products take into account environmental factors throughout the entire life cycle of the product in order to reduce any adverse effects on the environment. Thus, green products are not only beneficial for users, but also do not pollute the surrounding environment.

Sudjoko (2019) identifies several indicators in the green product concept, as follows:

- 1) Green input: Environmentally friendly raw materials used in product manufacturing. Green input includes product composition, raw material characteristics, presence of preservatives, and organic agricultural raw materials.
- 2) Green process: Production stages that consider environmental impact. Consumers are frequently inclined to invest extra money in products that are considered environmentally sustainable. Environmentally friendly production processes include efficient energy use, waste management that

does not damage the environment, and product durability, which also improves product quality in terms of appearance, texture, taste, and safety.

- 3) Green output: Production results that have minimal environmental impact. Green output influences purchase decisions by adopting sales systems that can reduce environmental impact, such as using biodegradable packaging, eco-friendly labels (eco label), product durability, and product certification.

Word of Mouth (WOM)

Word of Mouth (WOM) is a form of informal communication between individuals involving exchange of experiences and evaluations related to products or services, which can then influence other consumer decisions. WOM has been shown to be successful in influencing opinions and altering consumer habits in different situations, whether through direct interactions or online platforms like blogs and social media (Hawkins & Mothersbaugh, 2010).

Referring to Brown et al. (2005), WOM serves as a medium for information dissemination from one individual to another, reflecting consumer tendency to share positive and negative experiences related to products, making it an influential communication tool in marketing strategies. Based on Laroche et al. (2005), indicators of Word of Mouth (WOM) are as follows:

- 1) Consumer desire to share positive information about service and product quality with others.
- 2) Recommendations for company products and services to other individuals.
- 3) Motivation given to friends or relations to purchase products and services offered by the company.

Purchase Intention

Kotler and Keller (2019) stated that purchase intention refers to consumer behavior showing desire to choose and consume a product. This purchase intention will emerge when consumers are influenced by product quality and features as well as available information about the product. Purchase intention functions as a driving force or intrinsic motive that encourages someone to give spontaneous, natural, unforced, and selective attention to a product, ultimately driving them to make purchase decisions.

Further, Kotler & Keller (2019) noted that there are several indicators that influence purchase intention, including:

- 1) Transactional interest, which is individual tendency to buy specific products.
- 2) Referential interest, which reflects someone's tendency to recommend products to others.
- 3) Preferential interest, which shows individual behavior that prefers certain products as primary choices.
- 4) Exploratory interest, which is individual behavior that actively seeks information about products of interest and explores other product alternatives that can strengthen positive characteristics of the product.

Research Framework

The following is the research framework to be used in this study and presented in the figure below:

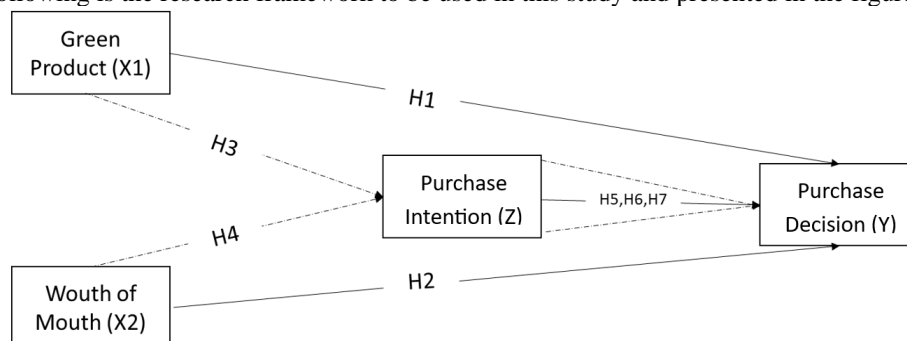


Figure 2. Research Framework

Source : (Amalia & Ramli, 2024; Eladira, 2024; Hardianto et al., 2024; Kusumaningtyas & Saputra, 2024; Wulandari, 2023)

Research Hypotheses

According to the diagram provided in the research framework, the following hypotheses are outlined in this study:

- H1: Green Product (X1) positively influences Purchase Decision (Y).
- H2: Word Of Mouth (X2) positively influences Purchase Decision (Y).
- H3: Green Product (X1) positively influences Purchase Intention (Z).
- H4: Word of Mouth (X2) positively influences Purchase Intention (Z).
- H5: Purchase Intention (Z) positively influences Purchase Decision (Y).
- H6: Purchase Intention (Z) mediates the positive influence of Green Product (X1) on Purchase Decision (Y).
- H7: Purchase Intention (Z) mediates the positive influence of Word of Mouth (X2) on Purchase Decision (Y).

RESEARCH METHODS

Research Design

This study implements a survey approach depending on the nature of the issue examined and the goals set for the research. According to Duryadi (2021), survey method involves research on large or small populations, where the main data analyzed is obtained from population samples, not from other secondary data sources. This method aims to identify distribution, relationships between variables, and specific patterns.

This research involves three types of variables: dependent variable (Y), independent variable (X), and intervening variable (Z). The dependent variable is Purchase Decision (Y), independent variables include Green Product and Word of Mouth (WOM) Communication, while the intervening variable is Purchase Intention (Z). In this context, Fore Coffee Kediri consumers become research subjects, while Fore Coffee Kediri becomes the research object.

Population and Sample

The participants of this study are frequent buyers of Fore Coffee in Kediri, with a history of making three or more purchases. This criterion was chosen to ensure that respondents have sufficient consumption experience to provide valid assessments of Fore Coffee's environmentally friendly product initiatives and word-of-mouth effects. According to Schiffman & Wisenblit (2019), repeat purchases indicate a stronger level of involvement and more consistent evaluation compared to first-time buyers, making them more reliable in reflecting actual purchase intentions and decisions. Based on recommendations from Duryadi (2021), the minimum sample in descriptive research is 100 respondents. This research will use samples from theory by Hair Jr et al. (2021), where the selected sample is five times the number of indicators, therefore the sample is 32 indicators x 5 with a total result of 160 respondents. Thus, this research uses a sample of 160 respondents who actively make purchases at Fore Coffee Kediri.

Data Collection Technique

Research instruments use electronic questionnaires (Google forms) as the main data collection tool to measure relevant variables. The measurement scale used is Likert scale with interval scores 1 to 5, depending on question categories (Hair Jr et al., 2021). Data obtained is downloaded from spreadsheets from Google forms then downloaded and input into Microsoft Excel version 2021 and the data is analyzed using Smart-PLS Version 3.0 for Windows software (Duryadi, 2021).

Data Analysis Method

The approach to analyzing the data involves utilizing Structural Equation Modeling (SEM) with Partial Least Square (PLS) through the software SmartPLS 3.0, because it does not require normal distribution. Analysis is conducted through two main stages: outer model and inner model (Hair Jr et al., 2021). The outer model stage tests validity and reliability of indicators toward latent constructs, with convergent validity criteria if loading factor > 0.7 and Average Variance Extracted (AVE) value > 0.5. Discriminant validity is tested with cross loading and Fornell-Larcker criteria, where the square root of AVE must be greater than correlations between constructs. Reliability is assessed from composite reliability and Cronbach's alpha values > 0.7 (Duryadi, 2021). The inner model stage tests

relationships between constructs by examining R-Square values ($R^2 \geq 0.67$ = strong), Goodness of Fit ($GoF > 0.36$ = high), and significance of influence through t-statistic test ($t > 1.28$ for $\alpha = 10\%$) and p-value (< 0.1) (Hair Jr et al., 2021). This analysis also accommodates mediation models by examining direct and indirect effects between latent variables through total effect values and direction of influence based on original sample estimates (Duryadi, 2021).

RESULTS AND DISCUSSION

This study involved 176 respondents who participated in data collection. Complete details regarding respondent distribution based on indicators can be seen in Table 1.

Table 1. Respondent Characteristics

Indicator	Frequency	Percentage
Employment Status		
Active Student	28	16%
Freelancer	30	17%
Business Owner/Entrepreneur	42	24%
Contract Worker	17	9%
Full-time Worker	21	12%
Part-time Worker	17	10%
Senior High School or Vocational High School (or equivalent)	21	12%
Total	176	100%
Gender		
Male	75	43%
Female	101	57%
Total	176	100%

Based on Table 1, the majority of respondents are business owners or entrepreneurs totaling 42 people (24%), followed by freelancers totaling 30 people (17%), and active students totaling 28 people (16%). Furthermore, there are respondents who work full-time totaling 21 people (12%), work part-time 17 people (10%), and contract workers 17 people (9%). When viewed from the last education level, there are 21 respondents (12%) from high school/vocational school equivalent level. Meanwhile, based on gender, respondents are dominated by females totaling 101 people (57%), while males total 75 people (43%). These findings indicate that respondents have fairly balanced employment backgrounds and gender, with the largest proportion coming from the entrepreneur group and females.

The outer loading test results show that all indicators on each latent variable demonstrate values above the minimum standard of 0.700, meaning all indicators meet the convergent validity requirements. For the Green Product variable (X1), loading values range from 0.752 to 0.793, with the highest indicator at X1.1 (0.793) and the lowest at X1.5 (0.752). The Word of Mouth variable (X2) has four indicators with loading values between 0.801 and 0.848, with the highest at X2.4 (0.848). Meanwhile, the Purchase Decision variable (Y) has ten indicators with loading values ranging from 0.727 to 0.804. The highest values are found in Y8 and Y10 (0.804 each), while the lowest value is in Y2 (0.727). Finally, for the Purchase Intention variable (Z), indicators Z5, Z6, and Z8 show very strong loading values of 0.882, 0.851, and 0.875 respectively (Table 2).

Table 2. Outer Loading

	Green Product (X1)	Purchase Decision (Y)	Purchase Intention (Z)	Word of Mouth (X2)
X1.1	0,793			
X1.2	0,768			
X1.3	0,766			
X1.4	0,76			

	Green Product (X1)	Purchase Decision (Y)	Purchase Intention (Z)	Word of Mouth (X2)
X1.5	0,752			
X1.6	0,765			
X2.3				0,842
X2.4				0,848
X2.5				0,825
X2.6				0,801
Y1		0,780		
Y10		0,804		
Y11		0,801		
Y12		0,734		
Y2		0,727		
Y3		0,745		
Y4		0,749		
Y7		0,737		
Y8		0,804		
Y9		0,731		
Z5			0,882	
Z6			0,851	
Z8			0,875	

The outcomes of the reliability and validity tests indicate that all variables possess Composite Reliability scores higher than 0.7, suggesting the constructs are dependable. The highest Cronbach's Alpha value is found in Purchase Decision (0.920), while the lowest is in Purchase Intention (0.838). All AVE values are also above 0.5, with the highest in Purchase Intention (0.756), proving that all variables have good convergent validity (Table 3).

Table 3. Average Variance Extracted (AVE)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Green Product (X1)	0,862	0,871	0,896	0,588
Purchase Decision (Y)	0,900	0,925	0,933	0,581
Purchase Intention (Z)	0,838	0,839	0,903	0,756
Word of Mouth (X2)	0,849	0,855	0,898	0,688

The discriminant validity test results based on inter-construct correlation values show that diagonal values are higher than inter-variable correlations. For example, the highest value is found in Purchase Intention (0.869), followed by Word of Mouth (0.829), Green Product (0.767), and Purchase Decision (0.762). Meanwhile, the highest correlation between variables occurs between Purchase Decision and Purchase Intention at 0.912, but still shows adequate discriminant validity (Table 4).

Table 4. Discriminant Values

	Green Product (X1)	Purchase Decision (Y)	Purchase Intention (Z)	Word of Mouth (X2)
Green Product (X1)	0,767			
Purchase Decision (Y)	0,389	0,762		

Purchase Intention (Z)	0,392	0,912	0,869	
Word of Mouth (X2)	0,578	0,424	0,442	0,829

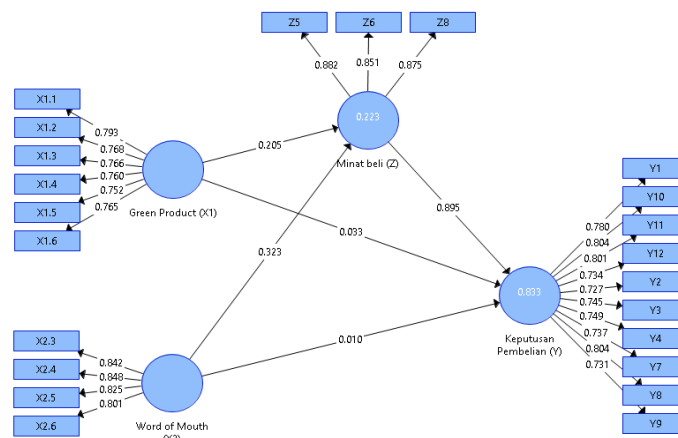


Figure 2. Outer Model Result

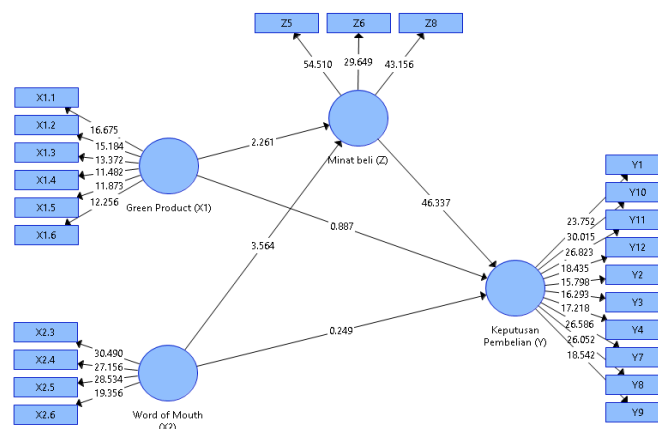


Figure 3. Inner Model Result

From the inner model results, hypotheses for each variable include: Green Product (X1) does not significantly influence Purchase Decision (Y), with an original sample value of 0.033, T-statistic 0.887, and p-value 0.376 (> 0.05), indicating that the presence of environmentally friendly products alone is not strong enough to directly encourage consumers to make purchases. However, Green Product (X1) significantly influences Purchase Intention (Z) with an original sample value of 0.205, T-statistic 2.261, and p-value 0.024 (< 0.05), meaning that green attributes in products can attract consumer attention and interest. Purchase Intention (Z) itself has a very significant influence on Purchase Decision (Y), with a value of 0.895 and p-value 0.000, showing that purchase intention is a key factor driving consumers in making final decisions. Meanwhile, Word of Mouth (X2) does not significantly influence Purchase Decision (Y) as it has an original sample value of 0.010 and p-value 0.803, meaning word-of-mouth information is not yet convincing enough for consumers to directly purchase. However, Word of Mouth (X2) proves to significantly

influence Purchase Intention (Z), with an original sample value of 0.323 and p-value 0.000, showing that recommendations or opinions from others can increase consumer interest in products, although not necessarily directly affecting purchase decisions (Table 5).

Table 5. Direct Effect Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Green Product (X1) -> Purchase Decision (Y)	0,033	0,033	0,037	0,887	0,376
Green Product (X1) -> Purchase Intention (Z)	0,205	0,205	0,091	2.261	0,024
Purchase Intention (Z) -> Purchase Decision (Y)	0,895	0,895	0,019	46.337	0,000
Word of Mouth (X2) -> Purchase Decision (Y)	0,010	0,012	0,039	0,249	0,803
Word of Mouth (X2) -> Purchase Intention (Z)	0,323	0,327	0,091	3.564	0,000

Indirect effect testing reveals that Green Product (X1) has a significant impact on Purchase Decision (Y) by way of Purchase Intention (Z), with an initial sample value of 0.183. The T-statistic is 2.253, and the p-value is 0.025. Given that the p-value is less than 0.05, the indirect effect is deemed significant, meaning environmentally friendly products can influence purchase decisions if they first form consumer purchase intention. Furthermore, Word of Mouth (X2) also significantly influences Purchase Decision (Y) through Purchase Intention (Z), with an original sample value of 0.289, T-statistic 3.521, and p-value 0.000. This shows that recommendations from others will be more effective in driving purchases if they first increase consumer interest in the product. Both hypothesis results confirm that Purchase Intention (Z) has an important mediating role in connecting the influence of Green Product and Word of Mouth on Purchase Decision (Table 6).

Table 6. Indirect Effect Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Green Product (X1) -> Purchase Intention (Z) -> Purchase Decision (Y)	0,183	0,184	0,081	2.253	0,025
Word of Mouth (X2) -> Purchase Intention (Z) -> Purchase Decision (Y)	0,289	0,292	0,082	3.521	0,000

From the R Square test results, the Purchase Decision variable (Y) has an R Square value of 0.833 and R Square Adjusted of 0.830. This means that 83.3% of the variation in purchase decisions can be attributed to Green Product, Word of Mouth, and Purchase Intention variables, with the remaining 16.7% influenced by factors not considered in the model. Meanwhile, the Purchase Intention variable (Z) has an R Square value of 0.223 and R Square Adjusted of 0.213, indicating that 22.3% of purchase intention variation can be explained by Green Product and Word of Mouth, while 77.7% is influenced by other variables. These values show that the model has very strong explanatory power for purchase decisions, but is still quite weak in explaining purchase intention, so other factors that might more strongly influence consumer purchase intention need to be considered (Table 7).

Table 7. R Square Test Result

	R Square	R Square Adjusted
Purchase Decision (Y)	0,833	0,830
Purchase Intention (Z)	0,223	0,213

From the F Square test results, Green Product (X1) has a small influence on Purchase Decision (Y) with an f^2 value of 0.004, and a rather weak influence on Purchase Intention (Z) with an f^2 value of 0.036. This shows that the direct contribution of Green Product to both variables is relatively small. Meanwhile, Purchase Intention (Z) provides a very large influence on Purchase Decision (Y) with an f^2 value of 3.730, meaning changes in the purchase intention variable are very strong in explaining changes in purchase decisions. On the other hand, Word of Mouth (X2) does not provide direct influence on Purchase Decision (Y) as it has an f^2 value of 0.000, but has a moderate influence on Purchase Intention (Z) with an f^2 value of 0.089. Thus, it can be concluded that Purchase Intention (Z) is the most dominant variable in influencing purchase decisions, while the direct influence of Green Product and Word of Mouth tends to be weak and more effective when mediated by purchase intention.

Table 8. F Square Test Result

	Green Product (X1)	Purchase Decision (Y)	Purchase Intention (Z)	Word of Mouth (X2)
Green Product (X1)		0,004	0,036	
Purchase Decision (Y)				
Purchase Intention (Z)		3.730		
Word of Mouth (X2)		0,000	0,089	

Discussion

The Influence of Green Product on Purchase Decision

The hypothesis testing results show that green products do not have a significant effect on purchase decisions. This indicates that sustainability aspects and environmental concern have not yet become primary factors in consumers' decision-making process. This phenomenon can be explained through the attitude behavior gap, which is the gap between positive attitudes toward environmental issues and actual consumption behavior (Agarwal, 2020; Esmaeilpour & Bahmiary, 2017). Although consumers have positive perceptions of environmentally friendly products, purchase decisions are more determined by pragmatic considerations such as price, availability, taste, and ease of access (Intezar & Khan, 2014).

Additionally, the prevalence of greenwashing practices weakens consumer trust. Environmental claims not supported by concrete evidence create skepticism, making consumers reluctant to use sustainability attributes as the basis for decisions (Urbański & Ul Haque, 2020). This condition shows that in the context of Fore Coffee Kediri, green product attributes function more to generate purchase intention rather than directly driving purchase decisions. According to Cuc et al. (2022), the effectiveness of green marketing can only be achieved when accompanied by transparency, communication consistency, and consumer education regarding sustainability values. Without these elements, green products will find it difficult to become the primary determinant of purchase decisions.

The Influence of Word of Mouth on Purchase Decision

The second hypothesis testing results show that word of mouth (WOM) does not have a significant effect on purchase decisions. This finding suggests that recommendations from others are not yet strong enough to directly encourage consumers to make purchases. Theoretically, this can be explained through the Theory of Reasoned Action (TRA), which emphasizes that external information such as WOM first forms attitudes and purchase intention before leading to actual behavior (Afifi & Wahyuni, 2019). Thus, WOM plays more of a role as an initial stimulus rather than a determining factor in final decisions.

The effectiveness of WOM is also highly contextual. Kusumaningtyas & Saputra (2024) emphasize that WOM is effective when the communicator is considered credible, but in the context of Fore Coffee Kediri, consumers tend to prioritize product quality, price, and brand image more (Rifani et al. (2023). Even Tj et al. (2022) show that in

certain product categories, especially those that are low-risk and frequently consumed, WOM is not very dominant because consumers feel confident enough to decide for themselves.

Therefore, in this study, WOM is more effective in increasing purchase intention compared to directly influencing purchase decisions. Strong and credible WOM can indeed build trust and emotional attachment, but to result in purchase decisions, consumers need other encouragements such as product experience and personal assessment (Alvian et al., 2022; Hardianto et al., 2024). This explains why WOM plays a significant role through purchase intention mediation, but not directly.

The Influence of Green Product on Purchase Intention

The hypothesis testing results show that green products significantly influence consumer purchase intention. This indicates that the use of environmentally friendly materials, production processes, and final results can increase consumer attraction to a product, as seen in the case of Fore Coffee in Bandung. This finding reinforces the research results of Amalia & Ramli (2024), which states that environmentally friendly products can form positive consumer perceptions and encourage the emergence of purchase intention. Similarly, research by Chandra and Tunjungsari (2019) shows that there is a positive relationship between green products and purchase intention, meaning the higher consumer perception of product sustainability, the higher their tendency to make purchases. Consumers who believe that a brand has a commitment to sustainability will be more driven to actively support it through purchase decisions.

Support for green products is also in line with the trend of increasing consumer awareness of environmental issues. Adialita et al. (2022) found that Indonesian consumers show willingness to pay more to obtain products considered environmentally friendly, reflecting a shift in value orientation toward sustainability. Additionally, green brand awareness plays an important mediating role in forming purchase intention, where consumers will prefer products from brands that have high reputation and credibility in their environmental commitment (Winarni, 2024). Marketing strategies that emphasize sustainability values, such as environmentally friendly labeling and green digital campaigns, prove effective in shaping consumer preferences (Rathnayaka & Wijethunga, 2020). Nevertheless, Nugraha and Ramadhan (2024) note that not all consumers place sustainability as the main priority, so adaptive and educational approaches are needed to expand the base of environmentally conscious consumers.

The Influence of Word of Mouth on Purchase Intention

Word of Mouth (WOM) has been shown to greatly affect how likely consumers are to make a purchase in different industries, particularly in the context of small businesses, culinary businesses, and service industries. Natural consumer interactions through interpersonal communication influence how products or services are perceived in terms of quality and credibility. Studies by Hardianto et al. (2024) and Azra et al. (2024) show that positive WOM can increase purchase intention through creating trust and emotional attachment to brands. This is reinforced by findings from Alvian et al. (2022) which suggest that consumer trust built through informal recommendations is a crucial factor in driving purchase decisions, especially for consumers who have no direct experience with the product. Furthermore, WOM can also work through mediating variables such as brand image and product diversity, expanding its role in consumer decision formation (Kojongian, 2019; Riskiyani et al., 2025).

In the digital era, WOM has undergone transformation through social media that enables faster and wider information dissemination. Digital platforms become catalysts that strengthen WOM effects, allowing consumers to share product experiences and reviews in real-time to larger audiences. On the other hand, engagement strategies such as using influencers and user-generated content also strengthen WOM effects on purchase intention (Azra et al., 2024). However, it is important to note that WOM is two-sided; widely spread negative information can also damage brand reputation and reduce purchase intention. Therefore, digital reputation management becomes an important element in WOM-based marketing strategies to ensure communication effects that are constructive and sustainable.

The Influence of Purchase Intention on Purchase Decision

The intention to buy a product has a strong impact on whether or not a consumer will actually make a purchase, indicating that the more interested a consumer is in a product, the more likely they are to buy it. Purchase intention reflects strong interest and internal drive from consumers to own or use certain products, making it a key

factor in driving actual purchase decisions. This discovery aligns with studies conducted by Sari (2024) which states that purchase intention has a positive and significant influence on purchase decisions, meaning consumer intention serves as a direct determinant of purchase behavior.

In the context of consumer behavior, purchase intention not only reflects momentary desire, but also shows deep cognitive and affective processes toward perceptions of quality, value, and product benefits (Apdillah et al., 2022). When purchase intention is formed, consumers tend to have gone through evaluation stages and considered various product aspects, making them more ready to make purchase decisions. Therefore, marketing strategies that can build and strengthen purchase intention, such as relevant promotions, positive customer experiences, and clear product value, become crucial in driving real increases in purchase decisions.

The Influence of Green Product on Purchase Decision with Purchase Intention as Mediating Variable

The study findings indicate that the impact of eco-friendly products on buying choices is substantial when filtered through the intention to purchase. This discovery validates the idea that individuals are more inclined to purchase a product if they view it as being good for the environment, whether in terms of sustainable raw materials, energy-efficient production processes, or the use of biodegradable packaging. This high purchase intention then contributes positively to purchase decision making. This is in line with research results showing that purchase intention can be an important mechanism in bridging the sustainability value of a product with consumption behavior of consumers loyal to the brand. In this context, marketing strategies that prioritize sustainability aspects not only build positive brand image, but also strengthen consumer emotional involvement with ecological values they embrace.

Consumers perceive value in green products, which in turn affects their purchase decisions through their intention to buy. Green perceived value, namely the perception of benefits both practically and symbolically toward product sustainability, proves capable of increasing trust in the product. Consumers are not merely interested in the physical quality of products, but also in the extent to which the product reflects social responsibility and environmental concern. Therefore, purchase decisions are influenced by consumer intention to show ecological identity through consumption, so the higher the purchase intention toward green products, the stronger the decision to make actual purchases. Thus, green product strategies integrated with emotional approaches and sustainability values prove effective in increasing consumer attraction and purchase decisions sustainably.

The Influence of Word of Mouth on Purchase Decision with Purchase Intention as Mediating Variable

The findings from the analysis suggest that when purchase intention acts as a mediator, Word of Mouth (WOM) can greatly impact purchasing choices. Positive interpersonal communication, such as recommendations from friends or consumer reviews regarding quality and sustainability value of products, proves capable of building consumer interest in offered products. In the context of Fore Coffee in Kediri, WOM not only serves as a means of information dissemination, but also as a tool that shapes positive perceptions and drives purchase intention. This shows that consumers tend to trust information from others' real experiences more than formal company promotions.

Purchase intention serves as a mediating variable that strengthens the relationship between WOM and purchase decisions. This means that strong and credible WOM increases consumer purchase intention, and this purchase intention subsequently encourages consumers to make real purchase decisions. This finding is in line with various previous studies stating that purchase intention becomes a key element in the decision-making process, particularly in product categories with high emotional and social involvement. Therefore, strategically managed WOM, such as through testimonials, digital reviews, and social interactions, can become an effective instrument in building loyalty and increasing product sales sustainably.

CONCLUSION

This research concludes that Green Product and Word of Mouth do not provide direct significant influence on Fore Coffee consumer purchase decisions. However, both have positive and significant influence on purchase intention, which subsequently becomes a crucial mediating variable in bridging the relationship between product

perception and final purchase decisions. Purchase intention proves to be the most dominant factor in influencing purchase decisions, with very large contribution to model variability. This shows that although consumers do not yet directly make sustainability aspects and social recommendations the main basis for purchasing, both can form strong interest in products.

This finding indicates the importance of marketing communication strategies directed at increasing purchase intention through indirect approaches. Fore Coffee is recommended to prioritize product sustainability values more educatively, and manage loyal customer communities that can provide positive reviews as a form of credible Word of Mouth. This approach will strengthen consumer perceptions of product quality and ethical value, while increasing emotional attraction that drives purchases. Thus, focusing on strengthening purchase intention through consistent and communicative customer experiences becomes key in converting perceptions into real purchase actions.

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