

BAB V PENUTUP

5.1. Kesimpulan

Berdasarkan hasil analisis dan pembahasan yang telah dilakukan, penelitian ini telah memperoleh data sebanyak 262 responden. Berdasarkan demografi responden, dapat disimpulkan bahwa mayoritas yang berkontribusi pada penelitian ini berjenis kelamin perempuan. Dari segi usia, responden terbanyak berada pada rentang usia responden 18 – 22 tahun. Sebagian besar responden berstatus sebagai pelajar atau mahasiswa. Mayoritas responden memiliki rata-rata pendapatan per bulan $\leq$ Rp 2.000.000. Distribusi geografis responden menunjukkan bahwa mayoritas berasal dari wilayah Pulau Jawa, dengan provinsi terbanyak yaitu DKI Jakarta, DI Yogyakarta dan Jawa Barat. Terakhir, media sosial yang paling sering digunakan oleh responden dalam mengakses informasi terkait UNIQLO adalah Instagram dan TikTok.

Analisis deskriptif memberikan gambaran awal persepsi responden terhadap variabel yang diteliti. Berdasarkan hasil analisis deskriptif terhadap seluruh variabel dalam penelitian ini, dapat disimpulkan:

1. Pada variabel pemasaran hijau, indikator dengan nilai *mean* tertinggi ada pada pernyataan “*UNIQLO membangun citra merek dengan mengaitkannya pada praktik pemasaran hijau*”. Sementara itu, indikator dengan *mean* terendah adalah “*UNIQLO menggunakan proses produksi yang ramah lingkungan*”.
2. Pada variabel CSR, indikator “*Produk UNIQLO aman digunakan oleh konsumen*” memperoleh *mean* tertinggi dan indikator “*UNIQLO mengajak*

konsumen untuk melakukan kegiatan peduli lingkungan (misalnya memanfaatkan sisa-sisa bahan yang tidak terpakai dijadikan sebuah karya seni dan melakukan aksi bersih pantai)” memperoleh nilai mean terendah.

3. Pada variabel citra merek hijau, indikator dengan nilai *mean* tertinggi adalah *“Strategi branding UNIQLO menekankan pada kepedulian terhadap lingkungan”*. Sementara itu, indikator *“UNIQLO berhasil dalam menjalankan program lingkungan”* memperoleh *mean* terendah.
4. Variabel niat beli hijau, indikator dengan nilai *mean* tertinggi adalah *“Secara keseluruhan, saya senang membeli produk ini karena sifatnya yang ramah lingkungan”*. Kemudian untuk nilai *mean* terendah terdapat pada indikator *“Saya berniat membeli produk ramah lingkungan karena kepeduliannya terhadap lingkungan”*.

Dalam penelitian ini, terdapat 7 hipotesis penelitian yang diolah menggunakan *software SmartPLS* versi 3. Berikut ini merupakan hasil dari pengolahan data yang diperoleh:

1. Berdasarkan hasil olah data yang dilakukan, terdapat pengaruh positif dan signifikan variabel pemasaran hijau terhadap niat beli hijau (**H1 diterima**). Strategi pemasaran hijau yang dilakukan oleh UNIQLO seperti mengumpulkan pakaian bekas dari konsumen untuk didaur ulang menjadi produk baru, kampanye, dan distribusi yang mengedepankan nilai-nilai keberlanjutan membuat mayoritas responden tertarik terhadap produk ramah lingkungan. Sejalan dengan *Theory of Planned Behavior* (TPB), hasil ini menunjukkan bahwa pemasaran hijau mampu membentuk sikap positif

konsumen terhadap produk hijau. Konsumen yang memiliki sikap positif lebih terdorong untuk niat membeli karena konsumen menilai bahwa produk tersebut ramah lingkungan.

2. Pada olah data yang telah dilakukan, terdapat pengaruh positif dan signifikan variabel tanggung jawab sosial perusahaan terhadap niat beli hijau (**H2 diterima**). Hasil penelitian ini sejalan dengan *Theory of Planned Behavior* (TPB). Ketika konsumen melihat bahwa UNIQLO berkontribusi secara nyata dalam menciptakan dampak yang bermanfaat bagi sosial dan lingkungan maka konsumen akan memandang UNIQLO lebih bernilai dan bermakna. Sikap positif yang dimiliki konsumen ini menjadi pendorong utama terbentuknya niat untuk membeli produk hijau dari UNIQLO.
3. Hasil yang didapatkan dari pengujian yang dilakukan, adanya pengaruh positif dan signifikan variabel pemasaran hijau terhadap citra merek hijau (**H3 diterima**). Penerapan pemasaran hijau dalam konteks *Theory of Planned Behavior* (TPB) dapat membentuk sikap positif terhadap merek, karena nilai-nilai lingkungan yang dikomunikasikan seperti kampanye hijau dan produk yang ramah lingkungan sejalan dengan konsumen yang memiliki kesadaran terhadap lingkungan.
4. Berdasarkan hasil uji yang didapatkan, tanggung jawab sosial perusahaan dengan citra merek hijau memiliki pengaruh yang positif dan signifikan (**H4 diterima**). Berkaitan dengan *Theory of Planned Behavior* (TPB), aktivitas CSR seperti donasi layak pakai dan kegiatan peduli lingkungan dapat membentuk sikap positif konsumen terhadap perusahaan sehingga hal

tersebut memperkuat citra merek yang ramah lingkungan di benak konsumen.

5. Dalam hasil uji yang telah didapatkan, terdapat pengaruh positif dan signifikan variabel citra merek hijau terhadap niat beli hijau (**H5 diterima**).

Dikaitkan dengan *Theory of Planned Behavior* (TPB), citra merek ramah lingkungan yang dimiliki perusahaan seperti program RE.UNIQLO berkontribusi dalam membentuk sikap positif konsumen terhadap produk ramah lingkungan. Dengan sikap positif konsumen yang telah terbentuk, maka konsumen akan tertarik melakukan pembelian karena konsumen merasa perusahaan telah menerapkan kepedulian terhadap lingkungan.

6. Hasil penelitian yang didapatkan oleh peneliti, ditemukan bahwa citra merek memediasi pengaruh pemasaran hijau terhadap niat beli hijau secara positif dan signifikan (**H6 diterima**). Dalam *Theory of Planned Behavior* (TPB), ketika konsumen melihat kampanye UNIQLO hal tersebut menumbuhkan sikap positif dan akan memperkuat citra yang baik pada merek sehingga akan mendorong konsumen untuk lebih memilih produk hijau dibandingkan dengan produk konvensional.

7. Berdasarkan dari pengolahan data yang dilakukan, ditemukan bahwa citra merek hijau tidak memediasi pengaruh antara tanggung jawab sosial perusahaan dan niat beli hijau (**H7 ditolak**). Mengacu pada *Theory of Planned Behavior* (TPB), hal ini menunjukkan bahwa meskipun UNIQLO telah menjalankan program tanggung jawab sosial perusahaan dan

membentuk citra merek hijau, upaya tersebut belum mampu membentuk sikap positif konsumen terhadap niat membeli produk hijau.

5.2. Implikasi Manajerial

Berdasarkan penelitian yang telah dilakukan, penelitian ini diharapkan dapat bermanfaat dan diaplikasikan pada UNIQLO seluruh Indonesia maupun pada perusahaan di industri *fast fashion* lainnya. Berikut merupakan implikasi manajerial yang dapat diaplikasikan oleh UNIQLO, diantaranya:

1. Berdasarkan hasil uji hipotesis pertama, pemasaran hijau berpengaruh positif dan signifikan terhadap niat beli hijau. Pernyataan “*Saya berniat membeli produk ramah lingkungan karena kepeduliannya terhadap lingkungan*” menunjukkan nilai *mean* yang rendah. Hal ini dapat menjadi masukan bagi UNIQLO untuk memperkuat komunikasi nilai kepedulian lingkungan sebagai alasan utama pembelian. UNIQLO diharapkan untuk terus memperkuat strategi pemasaran hijaunya dengan menonjolkan inovasi produk yang berkelanjutan dan edukasi mengenai dampak positif membeli produk ramah lingkungan.
2. Berdasarkan hasil uji hipotesis kedua, tanggung jawab sosial perusahaan memiliki pengaruh positif dan signifikan terhadap niat beli hijau. Mayoritas responden setuju pada pernyataan “*Produk UNIQLO aman digunakan oleh konsumen*”. Kepercayaan bahwa produk yang ditawarkan aman dan bertanggung jawab bagi kesehatan serta keselamatan konsumen menciptakan dorongan untuk mempertimbangkan pembelian produk UNIQLO. Dengan begitu, UNIQLO perlu terus menekankan jaminan

kualitas dan keamanan produknya sebagai bagian dari pelaksanaan CSR yang tidak hanya berfokus pada lingkungan, tetapi juga pada perlindungan konsumen.

3. Berdasarkan hasil uji hipotesis ketiga, pemasaran hijau berpengaruh positif dan signifikan terhadap citra merek hijau. Mayoritas responden memberikan respons yang positif ketika melihat keterlibatan UNIQLO dalam isu lingkungan. UNIQLO diharapkan dapat memperkuat citra merek dengan konsisten mengaitkannya pada praktik pemasaran hijau, seperti kampanye daur ulang pakaian dan penggunaan bahan ramah lingkungan. Langkah ini dapat memperkuat persepsi konsumen terhadap UNIQLO sebagai merek yang peduli terhadap lingkungan dan membedakan diri dari kompetitor di industri *fast fashion*.
4. Berdasarkan uji hipotesis keempat, tanggung jawab sosial perusahaan berpengaruh positif dan signifikan terhadap citra merek hijau. UNIQLO mengajak masyarakat terlibat langsung dalam kegiatan peduli lingkungan (misalnya memanfaatkan sisa bahan menjadi karya seni atau aksi bersih pantai). Hal ini tidak hanya meningkatkan kesadaran lingkungan, tetapi juga memperkuat keterlibatan emosional konsumen terutama di tengah meningkatnya perhatian publik terhadap isu lingkungan. UNIQLO sebaiknya terus mengembangkan program CSR yang bersifat partisipasi dan berdampak nyata sehingga memperkuat citra merek hijau sebagai perusahaan yang bertanggung jawab dan peduli lingkungan.

5. Berdasarkan uji hipotesis kelima, citra merek hijau berpengaruh positif dan signifikan terhadap niat beli hijau. Mayoritas responden setuju bahwa strategi *branding* UNIQLO menekankan kepedulian terhadap lingkungan. Maka, peneliti menyarankan agar perusahaan selalu menjaga konsistensi *branding* yang selaras dengan nilai-nilai keberlanjutan dengan memperkuat komunikasi merek. Hal ini dapat dilakukan dengan menampilkannya melalui label produk (misalnya: “terbuat dari bahan daur ulang”) dan memperluas program kampanye hijau Re.UNIQLO di seluruh toko fisik. Selain itu, memperbanyak edukasi di *website* resmi dan media sosial seperti Instagram dan TikTok. Berdasarkan tabel 4.9, Instagram dan TikTok merupakan media sosial UNIQLO yang paling sering di lihat oleh mayoritas responden.
6. Berdasarkan uji hipotesis keenam, citra merek hijau memediasi positif dan signifikan pengaruh antara pemasaran hijau dan niat beli hijau. Pemasaran hijau penting untuk meningkatkan citra merek hijau perusahaan maupun menimbulkan niat beli hijau. Peneliti menyarankan kepada UNIQLO untuk melakukan evaluasi persepsi merek dari konsumen secara berkala melalui survei pelanggan, untuk memastikan bahwa pesan hijau yang dikomunikasikan melalui pemasaran benar-benar diterima dan membentuk citra perusahaan yang ramah lingkungan di mata konsumen. Dengan begitu, UNIQLO dapat meningkatkan efektivitas komunikasi mengenai keberlanjutan sekaligus meningkatkan niat beli hijau.

5.3. Keterbatasan dan Saran Penelitian

Peneliti menyadari bahwa dalam proses pelaksanaan dan penyusunan penelitian ini terdapat keterbatasan atau kelemahan yang dapat memengaruhi hasil penelitian. Selain itu, peneliti juga memberikan beberapa saran yang dapat dijadikan bahan pertimbangan untuk penelitian selanjutnya. Berikut beberapa poin keterbatasan dan saran dalam penelitian ini:

1. Peneliti mengalami kesulitan dalam mencari responden yang benar-benar memenuhi kriteria yang ditetapkan, sehingga proses pengumpulan data menjadi lebih lama. Penelitian selanjutnya disarankan menjalin kerja sama dengan lembaga atau komunitas yang relevan dengan topik penelitian dan menggunakan platform survei yang menargetkan responden secara spesifik.
2. Dalam proses analisis data, dua indikator pada variabel pemasaran hijau harus dihapus karena tidak memenuhi syarat validitas dan reliabilitas. Oleh karena itu, penelitian berikutnya disarankan lebih berhati-hati dalam menyusun pernyataan kuesioner sebelum disebarluaskan secara luas.
3. Objek dalam penelitian ini, yaitu UNIQLO belum sepenuhnya dikategorikan sebagai perusahaan yang menerapkan praktik keberlanjutan secara menyeluruh. Hal ini dapat memunculkan potensi bias dalam persepsi responden terhadap seberapa “hijau” UNIQLO. Peneliti menyadari keterbatasan ini sebagai langkah antisipatif terhadap potensi kesalahpahaman pembaca di masa mendatang. Penelitian selanjutnya disarankan menggunakan objek yang berbeda tetapi relevan dengan variabel pemasaran hijau dan CSR, misalnya perusahaan yang secara menyeluruh

menerapkan praktik keberlanjutan. Selain itu, penelitian selanjutnya juga dapat menggunakan UNIQLO kembali namun dengan variabel yang berbeda. Misalnya, menggunakan variabel dalam kerangka *Theory of Planned Behavior* (TPB).



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Lampiran 1 Surat Pengantar Kuesioner

SURAT PENGANTAR KUESIONER

Hal : Permohonan Pengisian Kuesioner Penelitian

Kepada :

Yth. Bapak/Ibu/Teman-teman

Di Tempat

Dengan Hormat,

Saya yang bertanda tangan di bawah ini

Nama : Ratu Dewi Fortuna Makmur

NPM : 210326388

Fakultas : Bisnis dan Ekonomika

Program Studi : Manajemen

Universitas : Atma Jaya Yogyakarta

Dengan ini, memohon kesediaan Bapak/Ibu/Teman-teman untuk berkenan membantu mengisi kuesioner terlampir yang merupakan bahan untuk penelitian skripsi saya, dengan judul “Pengaruh Pemasaran Hijau dan Tanggung Jawab Sosial Perusahaan terhadap Niat Beli Hijau dengan Citra Merek Hijau sebagai Variabel Mediasi”. Sebagai salah satu persyaratan kelulusan Sarjana (S1). Seluruh informasi yang diberikan oleh responden pada kuesioner ini hanya digunakan untuk kepentingan penelitian saja dan tidak akan disalahgunakan ataupun disebarluaskan.

Demikian surat permohonan ini saya buat, atas perhatian dan partisipasi Bapak/Ibu/Teman-teman dalam membantu kelancaran penelitian ini saya ucapkan terima kasih.

Yogyakarta, 12 April 2025

Yang Menyatakan



Ratu Dewi Fortuna Makmur



Lampiran 2 Indikator Jurnal Utama

Construct	Measurement	Reference
Green Marketing	GM 1: Manufacturing eco-friendly product. GM 2: Manufacturing products through ecofriendly process. GM 3: Promoting products through eco-friendly modes of communication. GM 4: Branding product associating with green marketing practices . GM 5: Modifying products to make them environmentally friendly. GM 6: Modifying product packaging to suit environment. GM 7: Educating customer to use products in environmentally friendly manner. GM 8: Using green supply chain for procurement and distribution.	Jabeen et al. (2023)
Coorporate Social Responsibility	CSR 1: Products offered by firm meet the demand of function of the target users or address an existing problem of society. CSR 2: Products provided by firm used ecofriendly material resources or renewable resources. CSR 3: Products quality is consistent with firm stated commitment. CSR 4: Products information is being addressed to the users at a consistent and transparent manner basis. CSR 5: Product provided does not involve child labor during manufacturing process. CSR 6: Product provided by firm is overall safe for the users. CSR 7: Products sold by firm has fund to charity activities. CSR 8: Firm has particular plan on human resource development.	
Green Brand Image	GBI 1: The brand is considered as the benchmark of environmental commitment. GBI 2: The brand's environmental reputation is outstanding. GBI 3: The brand's environmental performance is successful. GBI 4: The branding is based on its emphasis on environmental protection. GBI 5: The brand's environmental commitment is trustworthy.	
Green Purchase Intention	GPI 1: I intend to purchase green product because of its environmental concern. GPI 2: I expect to purchase this product in the future because of its environmental perfomance. GPI 3: Overall, I am glad to purchase this product because it is environmental friendly nature.	Amin & Tarun (2021)



Lampiran 3 Kuesioner

“Pengaruh Pemasaran Hijau dan Tanggung Jawab Sosial Perusahaan terhadap Niat Beli Hijau dengan Citra Merek Hijau sebagai Variabel Mediasi”

A. Kriteria Responden

1. Apakah Anda mengetahui produk UNIQLO adalah produk ramah lingkungan?
 - a. Ya
 - b. Tidak
2. Apakah Anda memiliki kesadaran terhadap isu lingkungan atau ketertarikan pada produk ramah lingkungan?
 - a. Ya
 - b. Tidak
3. Apakah Anda aktif menggunakan media sosial? (misalnya Instagram, Twitter dan TikTok)
 - a. Ya
 - b. Tidak
4. Apakah Anda mengetahui aktivitas pemasaran hijau atau kampanye UNIQLO yang dipublikasikan di media sosial?
 - a. Ya
 - b. Tidak

B. Profil Responden

1. Jenis Kelamin
 - a. Laki-laki
 - b. Perempuan
2. Usia
 - a. 18 – 22 tahun
 - b. 23 – 27 tahun
 - c. 28 – 32 tahun
 - d. > 32 tahun
3. Status Pekerjaan
 - a. Pelajar/Mahasiswa
 - b. Pekerja Swasta
 - c. Pegawai Negeri Sipil (PNS)
 - d. Pengusaha/Wiraswasta
 - e. Belum Bekerja
4. Rata-rata pendapatan (per bulan)
 - a. ≤ RP 2.000.000
 - b. Rp 2.000.001 – Rp 5.000.000
 - c. Rp 5.000.001 – Rp 8.000.000
 - d. > Rp 8.000.000

5. Domisili saat ini (berdasarkan Provinsi)

- a. Aceh
- b. Sumatera Utara/Selatan/Barat
- c. Bengkulu
- d. Riau/Kepulauan Riau
- e. Jambi
- f. Lampung
- g. Bangka Belitung
- h. Banten
- i. DKI Jakarta
- j. Jawa Barat/Tengah/Timur
- k. DI Yogyakarta
- l. Bali
- m. Nusa Tenggara Barat/Timur
- n. Kalimantan Barat/Tengah/Selatan/Timur/Utara
- o. Sulawesi Barat/Selatan/Tenggara/Tengah/Utara
- p. Gorontalo
- q. Maluku/Maluku Utara
- r. Papua Barat Daya
- s. Papua/ Papua Barat/Tengah/Pegunungan/Selatan

6. Media sosial UNIQLO apa yang sering Anda lihat? (bisa pilih lebih dari satu)

- a. Instagram
- b. Twitter
- c. TikTok
- d. Lainnya...

C. Pemasaran Hijau

No	Pernyataan	Skala				
		STS	TS	N	S	SS
1.	UNIQLO memproduksi produk ramah lingkungan.					
2.	UNIQLO menggunakan proses produksi yang ramah lingkungan.					
3.	UNIQLO membangun citra merek dengan mengaitkannya pada praktik pemasaran hijau.					
4.	UNIQLO menyesuaikan produk agar lebih ramah lingkungan.					
5.	UNIQLO memberikan edukasi kepada konsumen tentang penggunaan produk yang ramah lingkungan.					
6.	UNIQLO memastikan proses pengadaan bahan dan distribusi produknya dilakukan dengan cara yang ramah lingkungan.					

D. Tanggung Jawab Sosial Perusahaan

No	Pernyataan	Skala				
		STS	TS	N	S	SS
1.	Produk UNIQLO memenuhi kebutuhan fungsional konsumen atau membantu mengatasi masalah lingkungan.					
2.	Produk UNIQLO menggunakan bahan baku ramah lingkungan atau sumber daya terbarukan.					
3.	Kualitas produk UNIQLO sesuai dengan komitmen yang telah dinyatakan perusahaan.					
4.	Informasi tentang produk UNIQLO disampaikan kepada konsumen dengan transparan dan konsisten.					
5.	Produk UNIQLO aman digunakan oleh konsumen.					
6.	UNIQLO mempromosikan konsumennya untuk mengumpulkan pakaian pantas pakai merek UNIQLO di toko-toko UNIQLO.					
7.	UNIQLO mengajak konsumen untuk melakukan kegiatan peduli lingkungan (misalnya memanfaatkan sisa-sisa bahan yang tidak terpakai dijadikan sebuah karya seni dan melakukan aksi bersih pantai).					

E. Citra Merek Hijau

No	Pernyataan	Skala				
		STS	TS	N	S	SS
1.	Merek UNIQLO dikenal sebagai <i>fashion</i> yang berkomitmen terhadap lingkungan.					
2.	UNIQLO memiliki reputasi yang baik dalam hal kepedulian terhadap lingkungan.					
3.	UNIQLO berhasil dalam menjalankan program lingkungan.					
4.	Strategi <i>branding</i> UNIQLO menekankan pada kepedulian terhadap lingkungan.					
5.	Komitmen UNIQLO terhadap lingkungan dapat dipercaya.					

F. Niat Beli Hijau

No	Pernyataan	Skala				
		STS	TS	N	S	SS
1.	Saya berniat membeli produk ramah lingkungan karena kepeduliannya terhadap lingkungan.					
2.	Saya berharap akan membeli produk ini di masa depan karena kinerja lingkungannya.					
3.	Secara keseluruhan, saya senang membeli produk ini karena sifatnya yang ramah lingkungan.					



Lampiran 4 Kuesioner Daring (Google Form)



Analisis Green Purchase Intention pada produk UNIQLO melalui Comsuption Value, Green Trust, Green Marketing, Green Brand Image dan CSR

Perkenalkan kami mahasiswa Program Studi Manajemen Universitas Atma Jaya Yogyakarta. Saat ini, kami sedang melakukan penelitian untuk menyelesaikan tugas akhir sebagai syarat untuk menyelesaikan studi dengan melakukan penelitian terkait produk UNIQLO yang berkaitan dengan **Niat Beli Hijau terhadap Nilai Guna, Pemasaran Hijau, Tanggung Jawab Sosial dan Variable Mediasi Citra Merek Hijau dan Kepercayaan Hijau**. Oleh karena itu, kami memohon waktu dan kesediaan Anda untuk menjawab seluruh pernyataan dalam kuesioner ini.

Adapun kriteria responden yang digunakan dalam penelitian ini adalah sebagai berikut:

1. Mengetahui dan mengetahui produk UNIQLO sebagai produk ramah lingkungan
2. Memiliki kesadaran terhadap isu lingkungan atau ketertarikan pada produk ramah lingkungan.
3. Konsumen yang aktif menggunakan media sosial
4. Mengetahui aktivitas pemasaran hijau atau kampanye UNIQLO yang dipublikasikan di media sosial.

Berkaitan dengan hal tersebut, kami memohon ketersediaan Anda untuk mengisi kuisisioner ini. Bantuan Anda sangat berarti bagi penelitian yang sedang kami lakukan. **Waktu yang dibutuhkan untuk mengisi kuisisioner ini sekitar 10 - 15 menit.** Semua informasi yang Anda berikan akan dijaga kerahasiaannya dan hanya digunakan untuk tujuan penelitian ini.

Apabila Anda memiliki pertanyaan terkait kuisisioner ini, silahkan hubungi saya melalui alamat email: ratudewifm@gmail.com
defarajeeep@gmail.com

Terimakasih atas perhatian dan partisipasi anda dalam penelitian ini 😊

Berikutnya

Kosongkan formulir



REPAIR



REMAKE



REUSE



RECYCLE

Analisis *Green Purchase Intention* pada produk UNIQLO melalui *Comsuption Value, Green Trust, Green Marketing, Green Brand Image* dan CSR

* Menunjukkan pertanyaan yang wajib diisi

Kriteria Responden 1

Pertanyaan berikut ini bertujuan untuk mendapatkan responden dengan kriteria yang sesuai.

Apakah Anda mengetahui produk UNIQLO adalah produk ramah lingkungan? *

- ☐ Ya
- ☐ Tidak

Kembali

Berikutnya

Kosongkan formulir

Kriteria Responden 2

Pertanyaan berikut ini bertujuan untuk mendapatkan responden dengan kriteria yang sesuai.

Apakah Anda memiliki kesadaran terhadap isu lingkungan atau ketertarikan pada produk ramah lingkungan? *

- ☐ Ya
- ☐ Tidak

Kembali

Berikutnya

Kosongkan formulir



Analisis *Green Purchase Intention* pada produk UNIQLO melalui *Consumption Value, Green Trust, Green Marketing, Green Brand Image* dan CSR

* Menunjukkan pertanyaan yang wajib diisi

Kriteria Responden 3

Pertanyaan berikut ini bertujuan untuk mendapatkan responden dengan kriteria yang sesuai.

Apakah Anda aktif menggunakan media sosial? (misalnya Instagram, Twitter dan * Tiktok)

- ☐ Ya
☐ Tidak

Kembali

Berikutnya

Kosongkan formulir

Kriteria Responden 4

Pertanyaan berikut ini bertujuan untuk mendapatkan responden dengan kriteria yang sesuai.

Apakah Anda mengetahui aktivitas pemasaran hijau atau kampanye UNIQLO yang dipublikasikan di media sosial? *

- ☐ Ya
☐ Tidak

Kembali

Berikutnya

Kosongkan formulir

Data Responden

Pada bagian ini responden diminta untuk mengisi data diri dengan beberapa poin berikut.

Jenis Kelamin *

☐ Laki-Laki

☐ Perempuan

Usia *

☐ 18 - 22 tahun

☐ 23 - 27 tahun

☐ 28 - 32 tahun

☐ > 32 tahun

Status Pekerjaan *

☐ Pelajar/Mahasiswa

☐ Pekerja Swasta

☐ Pegawai Negeri Sipil (PNS)

☐ Pengusaha/Wiraswasta

☐ Belum Bekerja

Rata-rata pendapatan (per bulan) *

☐ <= Rp 2.000.000

☐ Rp 2.000.001 - Rp 5.000.000

☐ Rp 5.000.001 - Rp 8.000.000

☐ > Rp 8.000.000

Domisili saat ini (berdasarkan Provinsi) *

Pilih
▼

Media sosial UNIQLO apa yang sering Anda lihat? (bisa pilih lebih dari satu) *

☐ Instagram

☐ Twitter

☐ Tiktok

☐ Yang lain: _____

Kembali

Berikutnya

Kosongkan formulir

Pemasaran Hijau

Pemasaran hijau adalah keseluruhan aktivitas bisnis dalam perusahaan mulai dari proses produksi, periklanan, penetapan harga, dan penjualan produk menekankan pada aspek keberlanjutan dan kepedulian lingkungan.

Responden dimohon menjawab kuesioner dengan memilih salah satu jawaban sebagai berikut:

- 1: Sangat Tidak Setuju
- 2: Tidak Setuju
- 3: Netral
- 4: Setuju
- 5: Sangat Setuju

UNIQLO memproduksi produk ramah lingkungan. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

UNIQLO menggunakan proses produksi yang ramah lingkungan. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

UNIQLO membangun citra merek dengan mengaitkannya pada praktik pemasaran hijau. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

UNIQLO menyesuaikan produk agar lebih ramah lingkungan. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

UNIQLO memberikan edukasi kepada konsumen tentang penggunaan produk yang ramah lingkungan. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

UNIQLO memastikan proses pengadaan bahan dan distribusi produknya dilakukan dengan cara yang ramah lingkungan. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Kembali

Berikutnya

Kosongkan formulir

Tanggung Jawab Sosial Perusahaan

Tanggung

Jawab sosial perusahaan atau CSR adalah komitmen perusahaan untuk meminimalkan dampak negatif dan memaksimalkan manfaat jangka panjang bagi masyarakat.

Responden dimohon menjawab kuesioner dengan memilih salah satu jawaban sebagai berikut:

- 1: Sangat Tidak Setuju
- 2: Tidak Setuju
- 3: Netral
- 4: Setuju
- 5: Sangat Setuju

Produk UNIQLO memenuhi kebutuhan fungsional konsumen atau membantu mengatasi masalah lingkungan. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Produk UNIQLO menggunakan bahan baku ramah lingkungan atau sumber daya terbarukan. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Kualitas produk UNIQLO sesuai dengan komitmen yang telah dinyatakan perusahaan. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Informasi tentang produk UNIQLO disampaikan kepada konsumen dengan transparan dan konsisten. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Produk UNIQLO aman digunakan oleh konsumen. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

UNIQLO mempromosikan konsumennya untuk mengumpulkan pakaian pantas pakai merek UNIQLO di toko-toko UNIQLO. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

UNIQLO mengajak konsumen untuk melakukan kegiatan peduli lingkungan (misalnya memanfaatkan sisa-sisa bahan yang tidak terpakai dijadikan sebuah karya seni dan melakukan aksi bersih pantai). *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Kembali

Berikutnya

Kosongkan formulir

Citra Merek Hijau

Citra

merek hijau adalah sekumpulan ide, pemikiran dan persepsi konsumen terhadap suatu merek yang berkaitan dengan keberlanjutan dan kepedulian lingkungan.

Responden dimohon menjawab kuesioner dengan memilih salah satu jawaban sebagai berikut:

1: Sangat Tidak Setuju

2: Tidak Setuju

3: Netral

4: Setuju

5: Sangat Setuju

Merek UNIQLO dikenal sebagai *fashion* yang berkomitmen terhadap lingkungan. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

UNIQLO memiliki reputasi yang baik dalam hal kepedulian terhadap lingkungan. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

UNIQLO berhasil dalam menjalankan program lingkungan. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Strategi *branding* UNIQLO menekankan pada kepedulian terhadap lingkungan. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Komitmen UNIQLO terhadap lingkungan dapat dipercaya. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

[Kembali](#)

[Berikutnya](#)

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Niat Beli Hijau

Niat beli hijau adalah keinginan atau niat konsumen untuk membeli produk yang diproduksi dengan proses yang ramah lingkungan.

Responden dimohon menjawab kuesioner dengan memilih salah satu jawaban sebagai berikut:

- 1: Sangat Tidak Setuju
- 2: Tidak Setuju
- 3: Netral
- 4: Setuju
- 5: Sangat Setuju

Saya berniat membeli produk UNIQLO karena kepeduliannya UNIQLO terhadap lingkungan. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya berharap akan membeli UNIQLO di masa depan karena kinerja lingkungannya. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Secara keseluruhan, saya senang membeli UNIQLO karena sifatnya yang ramah lingkungan. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

[Kembali](#)

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Analisis Green Purchase Intention pada produk UNIQLO melalui Consumption Value, Green Trust, Green Marketing, Green Brand Image dan CSR

Terima kasih

Terima kasih atas waktu dan partisipasi Anda dalam mengisi kuesioner ini. Jawaban yang Anda berikan sangat berarti dan akan memberikan kontribusi yang berharga dalam mendukung kelancaran dan keberhasilan penelitian ini.

[Kembali](#)

[Kirim](#)

[Kosongkan formulir](#)



Lampiran 5 Hasil Pengisian Kuesioner

Timestamp	Apakah Anda mengetahui produk UNIQLO adalah produk ramah lingkungan?	Apakah Anda memiliki kesadaran terhadap isu lingkungan atau ketertarikan pada produk ramah lingkungan?	Apakah Anda aktif menggunakan media sosial? (misalnya Instagram, Twitter dan TikTok)	Apakah Anda mengetahui aktivitas pemasaran hijau atau kampanye UNIQLO yang dipublikasikan di media sosial?	Jenis Kelamin	Usia	Status Pekerjaan	Rata-rata pendapatan (per bulan)	Domisili saat ini (berdasarkan Provinsi)	Media sosial UNIQLO apa yang sering Anda lihat? (bisa pilih lebih dari satu)
4/16/2025 14:34:38	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram
4/16/2025 14:40:14	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, TikTok
4/16/2025 14:43:23	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pegawai Negeri Sipil (PNS)	Rp 2.000.001 - Rp 5.000.000	Kalimantan Tengah	Instagram
4/16/2025 14:47:54	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, TikTok
4/16/2025 14:56:20	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram, Twitter, TikTok
4/16/2025 14:57:55	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Kalimantan Tengah	Instagram, TikTok
4/16/2025 15:19:28	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, TikTok
4/16/2025 15:29:04	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Kalimantan Selatan	Instagram, Twitter, TikTok
4/16/2025 15:53:05	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram, TikTok
4/16/2025 16:09:06	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	TikTok

4/16/2025 16:21:28	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, TikTok
4/16/2025 16:31:58	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram, TikTok
4/16/2025 17:12:56	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram
4/16/2025 20:53:21	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Tengah	Instagram
4/16/2025 20:58:20	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Tengah	Instagram, TikTok
4/16/2025 21:46:40	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram, TikTok
4/16/2025 21:50:01	Ya	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram
4/16/2025 22:10:04	Ya	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram,
4/16/2025 22:20:06	Ya	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, TikTok
4/16/2025 22:22:17	Ya	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram
4/16/2025 23:00:07	Ya	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pekerja Swasta	≤ Rp 2.000.000	DKI Jakarta	Instagram
4/16/2025 23:22:13	Ya	Ya	Ya	Ya	Laki-Laki	28 - 32 tahun	Pekerja Swasta	> Rp 8.000.000	DKI Jakarta	Instagram
4/16/2025 23:29:17	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram, Twitter, TikTok
4/16/2025 23:32:46	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pengusaha/Wiras wasta	≤ Rp 2.000.000	DKI Jakarta	Instagram, Twitter, TikTok
4/16/2025 23:53:11	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram

4/17/2025 0:27:34	Ya	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram
4/17/2025 0:28:59	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, TikTok
4/17/2025 2:13:47	Ya	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, TikTok
4/17/2025 2:18:29	Ya	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Twitter, TikTok
4/17/2025 8:49:32	Ya	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pengusaha/Wiras wasta	> Rp 8.000.000	DKI Jakarta	Instagram
4/17/2025 11:02:03	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, TikTok
4/17/2025 11:27:42	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Tengah	Instagram
4/17/2025 11:37:58	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram, TikTok
4/17/2025 11:42:54	Ya	Ya	Ya	Ya	Laki-Laki	> 32 tahun	Pekerja Swasta	Rp 5.000.001 - Rp 8.000.000	DKI Jakarta	TikTok
4/17/2025 12:02:31	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, TikTok
4/17/2025 12:40:04	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Bali	Instagram, TikTok
4/17/2025 13:54:56	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, TikTok
4/17/2025 14:49:59	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	TikTok
4/17/2025 14:55:44	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, TikTok
4/17/2025 15:44:37	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram
4/17/2025 16:25:05	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pengusaha/Wiras wasta	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram

4/17/2025 16:27:00	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pengusaha/Wiras wasta	≤ Rp 2.000.000	Jawa Tengah	TikTok
4/17/2025 17:19:49	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pekerja Swasta	≤ Rp 2.000.000	Jawa Timur	Instagram
4/17/2025 17:21:42	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Tengah	Instagram
4/18/2025 1:18:07	Ya	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pengusaha/Wiras wasta	> Rp 8.000.000	Banten	Instagram
4/19/2025 11:07:01	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram
4/19/2025 11:08:35	Ya	Ya	Ya	Ya	Perempuan	28 - 32 tahun	Pengusaha/Wiras wasta	Rp 5.000.001 - Rp 8.000.000	DKI Jakarta	Instagram, Twitter
4/19/2025 11:17:29	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pekerja Swasta	Rp 5.000.001 - Rp 8.000.000	Jawa Barat	Instagram
4/19/2025 13:06:13	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram
4/19/2025 13:14:02	Ya	Ya	Ya	Ya	Laki-Laki	28 - 32 tahun	Pekerja Swasta	Rp 5.000.001 - Rp 8.000.000	DKI Jakarta	Instagram
4/19/2025 13:15:35	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram
4/19/2025 17:06:27	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Sulawesi Selatan	Instagram, TikTok
4/19/2025 17:11:58	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	Instagram
4/19/2025 17:14:31	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Instagram, TikTok
4/19/2025 17:28:17	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram
4/19/2025 18:10:04	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram
4/19/2025 18:11:49	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, TikTok

4/19/2025 18:18:26	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 5.000.001 - Rp 8.000.000	DKI Jakarta	Instagram, TikTok
4/19/2025 18:20:01	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Lampung	Instagram, Twitter, TikTok
4/19/2025 18:24:56	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Banten	Instagram, TikTok
4/19/2025 18:25:41	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Lampung	Instagram, Twitter, TikTok
4/19/2025 18:38:45	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Instagram
4/19/2025 18:46:20	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram, TikTok
4/19/2025 18:48:50	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Tengah	Instagram, Twitter
4/19/2025 19:06:40	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Sumatera Barat	Instagram
4/19/2025 19:09:24	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Banten	Instagram
4/19/2025 19:11:58	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Sumatera Barat	Instagram, TikTok
4/19/2025 19:14:49	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	Instagram
4/19/2025 19:15:15	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 5.000.001 - Rp 8.000.000	Jawa Timur	Instagram, TikTok
4/19/2025 19:32:14	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Banten	Instagram, TikTok
4/19/2025 19:48:39	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram, TikTok
4/19/2025 19:48:45	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	Instagram

4/19/2025 19:54:49	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	TikTok
4/19/2025 20:00:13	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Instagram, TikTok
4/19/2025 20:21:34	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Riau	Instagram, TikTok
4/19/2025 21:00:43	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	Instagram
4/19/2025 21:01:45	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Twitter, TikTok
4/19/2025 21:04:37	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 5.000.001 - Rp 8.000.000	DI Yogyakarta	Twitter
4/19/2025 21:13:12	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	TikTok
4/19/2025 21:23:02	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram, TikTok
4/19/2025 21:31:08	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Bali	Instagram
4/19/2025 21:31:23	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram
4/19/2025 21:38:21	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	Twitter, TikTok
4/19/2025 21:41:16	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Sulawesi Selatan	Instagram
4/19/2025 21:44:16	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram
4/19/2025 21:55:53	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram
4/19/2025 22:07:03	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram, TikTok
4/19/2025 22:10:46	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Sumatera Selatan	Instagram

4/19/2025 22:19:53	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram
4/19/2025 22:23:01	Ya	Ya	Ya	Ya	Perempuan	28 - 32 tahun	Pekerja Swasta	Rp 5.000.001 - Rp 8.000.000	Jawa Barat	Instagram, TikTok
4/19/2025 22:33:03	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Instagram, TikTok
4/19/2025 22:35:13	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram, Twitter
4/19/2025 22:41:37	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	Instagram
4/19/2025 22:47:08	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Banten	Instagram, Twitter, TikTok
4/19/2025 23:07:00	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram, Twitter
4/19/2025 23:47:10	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	Jawa Tengah	Instagram, TikTok, LINE
4/19/2025 23:49:04	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	TikTok
4/19/2025 23:49:45	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Bali	TikTok
4/19/2025 23:51:11	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	TikTok
4/20/2025 4:53:34	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	> Rp 8.000.000	Banten	TikTok
4/20/2025 5:51:34	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Instagram
4/20/2025 7:51:20	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Lampung	Instagram, TikTok
4/20/2025 10:24:19	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Tengah	Instagram, TikTok
4/20/2025 10:51:54	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram, TikTok

4/20/2025 11:08:12	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	Instagram, Twitter
4/20/2025 11:48:12	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram, Twitter
4/20/2025 11:56:34	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Twitter, TikTok
4/20/2025 12:15:18	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram
4/20/2025 12:28:19	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram, TikTok
4/20/2025 12:40:50	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram
4/20/2025 12:44:43	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Instagram, TikTok
4/20/2025 12:49:27	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Timur	Instagram
4/20/2025 14:12:32	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Banten	Instagram
4/20/2025 14:38:09	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram
4/20/2025 14:43:36	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram
4/20/2025 15:08:05	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, TikTok
4/20/2025 15:30:55	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	Instagram, Twitter, TikTok
4/20/2025 15:55:12	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Tengah	Instagram, TikTok
4/20/2025 16:17:05	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Twitter, TikTok

4/20/2025 19:29:40	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Twitter, TikTok
4/21/2025 10:20:19	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram, Twitter, TikTok
4/21/2025 10:47:55	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Tengah	Instagram, Twitter, TikTok
4/21/2025 10:56:07	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Tengah	Instagram, TikTok, Youtube
4/21/2025 10:57:33	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	Instagram
4/21/2025 11:17:28	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Banten	Instagram
4/21/2025 12:23:07	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Tengah	TikTok
4/21/2025 12:58:55	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram, Twitter
4/21/2025 13:18:19	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram,
4/21/2025 13:20:13	Ya	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pelajar/Mahasiswa	Rp 5.000.001 - Rp 8.000.000	DI Yogyakarta	Instagram, Twitter, TikTok
4/21/2025 15:31:40	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Twitter, TikTok
4/21/2025 16:38:08	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram, TikTok
4/21/2025 16:59:43	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Timur	Instagram, TikTok
4/21/2025 17:41:08	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram, Twitter

4/21/2025 19:10:50	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram, Twitter, TikTok
4/21/2025 19:19:34	Ya	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, TikTok
4/21/2025 19:21:02	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram
4/21/2025 19:22:43	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, TikTok
4/21/2025 19:39:28	Ya	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	Instagram
4/22/2025 10:08:01	Ya	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram
4/22/2025 23:28:06	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	Instagram, Twitter
4/22/2025 23:35:33	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Timur	Instagram, TikTok
4/22/2025 23:56:24	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Tengah	Instagram
4/23/2025 0:26:03	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram, TikTok
4/23/2025 0:28:19	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	> Rp 8.000.000	Jawa Tengah	Instagram, TikTok
4/23/2025 1:07:44	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram, Twitter
4/23/2025 1:47:33	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram, Twitter, TikTok
4/23/2025 6:03:46	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Tengah	Instagram, TikTok
4/23/2025 6:17:46	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram, TikTok

4/23/2025 6:32:08	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Banten	Instagram, Twitter, TikTok
4/23/2025 7:26:46	Ya	Ya	Ya	Ya	Perempuan	28 - 32 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	Banten	Instagram, Twitter
4/23/2025 8:12:06	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Instagram, TikTok
4/23/2025 8:19:59	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Tengah	Instagram, TikTok
4/23/2025 8:43:11	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram
4/23/2025 8:56:35	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram
4/23/2025 9:48:58	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Instagram, Twitter, TikTok
4/23/2025 10:00:59	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Instagram, Twitter, TikTok
4/23/2025 10:40:45	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram
4/23/2025 11:44:07	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Instagram, TikTok
4/23/2025 12:05:37	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	Instagram, TikTok,
4/23/2025 12:08:46	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Sumatera Selatan	Instagram
4/23/2025 12:25:19	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram, Twitter, TikTok
4/23/2025 12:33:45	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram, TikTok

4/23/2025 15:14:24	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	Instagram
4/23/2025 19:14:29	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Timur	Instagram
4/23/2025 19:19:50	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram, TikTok
4/23/2025 19:22:37	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Banten	Instagram
4/23/2025 19:27:09	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram, Twitter, TikTok
4/23/2025 19:31:28	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Twitter, TikTok
4/23/2025 19:39:21	Ya	Ya	Ya	Ya	Perempuan	28 - 32 tahun	Pekerja Swasta	> Rp 8.000.000	DKI Jakarta	Instagram
4/23/2025 20:03:44	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Timur	Instagram, TikTok
4/23/2025 20:07:58	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Instagram, TikTok
4/23/2025 20:35:15	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 5.000.001 - Rp 8.000.000	DKI Jakarta	Instagram, TikTok
4/24/2025 11:03:13	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Twitter, TikTok
4/24/2025 12:41:19	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Tengah	Instagram, Twitter, TikTok
4/24/2025 12:49:03	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, TikTok
4/24/2025 12:55:01	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 5.000.001 - Rp 8.000.000	DI Yogyakarta	Instagram

4/24/2025 12:55:42	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Banten	Instagram, TikTok
4/24/2025 12:55:53	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Banten	Instagram, TikTok
4/24/2025 13:01:32	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	TikTok
4/24/2025 13:02:28	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram
4/24/2025 13:17:57	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Banten	Instagram
4/24/2025 13:18:24	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Timur	Instagram, Twitter, TikTok
4/24/2025 13:20:35	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Tengah	Instagram
4/24/2025 13:28:57	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Banten	Instagram, Twitter, TikTok
4/24/2025 13:36:24	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	TikTok
4/24/2025 13:41:52	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Tengah	Instagram, TikTok
4/24/2025 13:41:58	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram
4/24/2025 13:42:31	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram, TikTok
4/24/2025 13:53:49	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	> Rp 8.000.000	DKI Jakarta	Instagram
4/24/2025 14:04:12	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Instagram, Twitter, TikTok
4/24/2025 14:12:56	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, TikTok

4/24/2025 14:33:06	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 5.000.001 - Rp 8.000.000	DKI Jakarta	Instagram
4/24/2025 14:55:51	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Banten	Instagram, TikTok
4/24/2025 15:19:20	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram, TikTok
4/24/2025 15:20:35	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, TikTok
4/24/2025 15:21:55	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Tengah	Instagram, TikTok
4/24/2025 15:34:49	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pekerja Swasta	Rp 5.000.001 - Rp 8.000.000	DKI Jakarta	Instagram, TikTok
4/24/2025 15:48:38	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Banten	TikTok
4/24/2025 15:56:14	Ya	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram
4/24/2025 16:21:45	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pekerja Swasta	Rp 5.000.001 - Rp 8.000.000	Jawa Barat	Instagram, TikTok
4/24/2025 16:22:39	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	Instagram, Twitter, TikTok
4/24/2025 16:37:27	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Sumatera Barat	Instagram
4/24/2025 16:41:40	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram, Twitter, TikTok
4/24/2025 16:42:24	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram, TikTok
4/24/2025 16:46:03	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Sumatera Barat	Instagram, Twitter, TikTok
4/24/2025 16:46:53	Ya	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Instagram, Twitter

4/24/2025 16:51:24	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Timur	Instagram, TikTok
4/24/2025 16:54:34	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Banten	Instagram, TikTok
4/24/2025 16:57:27	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Instagram
4/24/2025 17:00:02	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Tengah	Instagram
4/24/2025 17:01:46	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Bali	Instagram, Twitter, TikTok
4/24/2025 17:03:03	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Riau	Instagram, Twitter, TikTok
4/24/2025 17:17:35	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	Instagram, Twitter
4/24/2025 17:46:19	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram
4/24/2025 17:46:30	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	Instagram, Twitter, TikTok
4/24/2025 18:14:00	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram, Twitter
4/24/2025 18:15:49	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, TikTok
4/24/2025 18:31:30	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Tengah	Instagram, Twitter, TikTok
4/24/2025 18:40:56	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Banten	Instagram, TikTok
4/24/2025 19:59:00	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DKI Jakarta	Instagram, Twitter

4/24/2025 19:59:54	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Banten	Instagram, TikTok
4/24/2025 21:25:30	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Instagram, TikTok
4/24/2025 21:45:44	Ya	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, TikTok
4/24/2025 21:47:44	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jambi	Instagram
4/24/2025 21:56:34	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, TikTok
4/24/2025 22:31:36	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram, TikTok
4/24/2025 22:35:48	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Timur	Instagram, TikTok
4/24/2025 22:42:33	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram
4/24/2025 23:02:38	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Sumatera Utara	Instagram, TikTok
4/24/2025 23:11:56	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, TikTok
4/24/2025 23:41:00	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Instagram, Twitter, TikTok
4/25/2025 0:09:19	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	Instagram
4/25/2025 0:23:56	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Timur	Instagram
4/25/2025 4:15:16	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Tengah	Instagram, Twitter, TikTok
4/25/2025 5:40:43	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram, Twitter, TikTok

4/25/2025 9:44:31	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram
4/25/2025 9:52:14	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Barat	Instagram
4/25/2025 9:52:48	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram, Twitter
4/25/2025 10:18:54	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, TikTok
4/25/2025 10:21:38	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pengusaha/Wiras wasta	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram, Twitter, TikTok
4/25/2025 12:44:39	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Banten	Instagram, TikTok
4/25/2025 12:51:28	Ya	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Instagram
4/25/2025 13:02:49	Ya	Ya	Ya	Ya	Laki-Laki	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	TikTok
4/25/2025 13:55:18	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram, Twitter, TikTok
4/25/2025 13:58:15	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram
4/25/2025 14:01:49	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Jawa Timur	Instagram, TikTok
4/25/2025 14:24:36	Ya	Ya	Ya	Ya	Perempuan	23 - 27 tahun	Pekerja Swasta	Rp 2.000.001 - Rp 5.000.000	Jawa Barat	Instagram, Twitter
4/25/2025 14:37:01	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	Instagram
4/25/2025 15:14:12	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	DI Yogyakarta	Instagram, TikTok
4/25/2025 15:34:10	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	Banten	Instagram

4/25/2025 15:57:07	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DKI Jakarta	TikTok
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4/25/2025 17:18:08	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram
4/25/2025 17:44:49	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Lampung	Instagram
4/25/2025 18:05:36	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Instagram
4/25/2025 18:47:41	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Jawa Timur	Instagram, TikTok
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4/26/2025 10:04:54	Ya	Ya	Ya	Ya	Laki-Laki	18 - 22 tahun	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 5.000.000	DI Yogyakarta	Instagram, Twitter, TikTok
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4/26/2025 14:07:37	Ya	Ya	Ya	Ya	Perempuan	18 - 22 tahun	Pelajar/Mahasiswa	≤ Rp 2.000.000	Riau	Instagram

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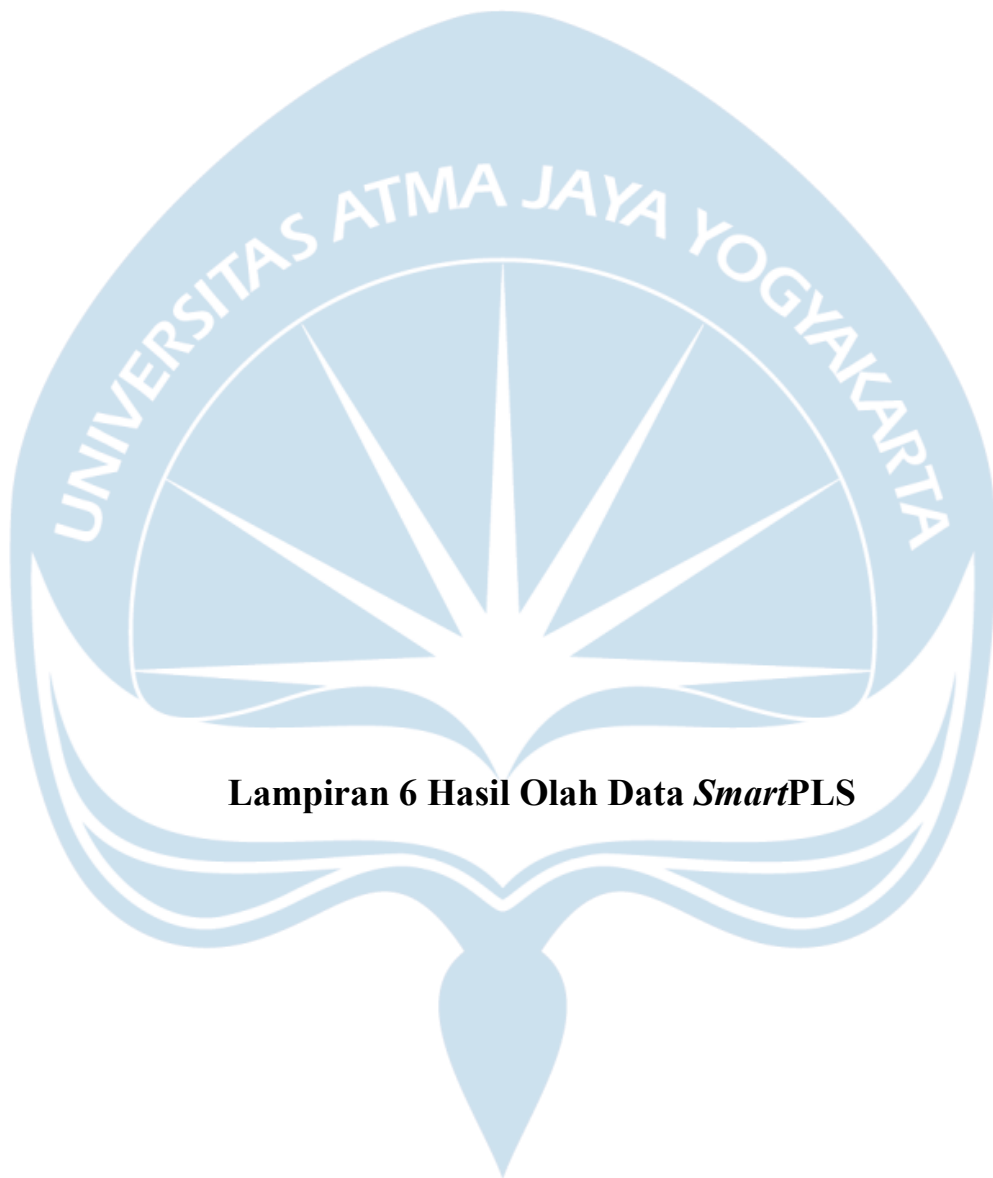
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Nilai Statistik Deskriptif

Delimiter: Semicolon
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 Missing Value Marker: None
 Encoding: UTF-8
 Sample size: 262
 Indicators: 21
 Missing Values: 0

Indicators:	Indicator Correlations		Raw File						
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PH1	1	0	4.321	4.000	2.000	5.000	0.663	2.036	-1.020
PH2	2	0	4.309	4.000	2.000	5.000	0.630	2.208	-0.909
PH3	3	0	4.519	5.000	2.000	5.000	0.616	1.797	-1.206
PH4	4	0	4.389	4.000	1.000	5.000	0.649	3.646	-1.269
PH5	5	0	4.370	4.000	1.000	5.000	0.702	2.643	-1.262
PH6	6	0	4.328	4.000	1.000	5.000	0.693	2.276	-1.098
CSR1	7	0	4.439	4.000	1.000	5.000	0.626	3.520	-1.226
CSR2	8	0	4.443	4.000	1.000	5.000	0.607	4.005	-1.218
CSR3	9	0	4.508	5.000	1.000	5.000	0.584	4.383	-1.299
CSR4	10	0	4.500	5.000	1.000	5.000	0.597	4.003	-1.296
CSR5	11	0	4.553	5.000	1.000	5.000	0.595	4.621	-1.520
CSR6	12	0	4.485	5.000	1.000	5.000	0.616	3.461	-1.271
CSR7	13	0	4.435	4.000	1.000	5.000	0.613	3.192	-1.101
CMH1	14	0	4.370	4.000	1.000	5.000	0.723	3.141	-1.365
CMH2	15	0	4.366	4.000	1.000	5.000	0.743	3.185	-1.439
CMH3	16	0	4.298	4.000	1.000	5.000	0.743	2.277	-1.161
CMH4	17	0	4.385	4.000	1.000	5.000	0.752	4.444	-1.692
CMH5	18	0	4.347	5.000	1.000	5.000	0.823	2.743	-1.508
NBH1	19	0	4.282	4.000	1.000	5.000	0.794	3.596	-1.518

Nilai Outer Loadings

Outer Loadings				
Matrix				
	Citra Mer...	Niat Beli ...	Pemasara...	Tanggun...
CMH1	0.766			
CMH2	0.742			
CMH3	0.741			
CMH4	0.828			
CMH5	0.785			
CSR1				0.780
CSR2				0.755
CSR3				0.773
CSR4				0.813
CSR5				0.857
CSR6				0.854
CSR7				0.831
NBH1		0.809		
NBH2		0.794		

Nilai R-Square

R Square

Matrix		R Square	R Square Adjusted
		R Square	R Square Adjusted
Citra Merek Hijau (Z)		0.649	0.647
Niat Beli Hijau (Y)		0.578	0.573

Nilai *Construct Reliability* dan *Validity*

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extract...	Copy to Clipboard:
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted...	
Citra Merek Hijau (Z)	0.832	0.835	0.881	0.598	
Niat Beli Hijau (Y)	0.716	0.718	0.841	0.638	
Pemasaran Hijau (X1)	0.825	0.827	0.873	0.534	
Tanggung Jawab Sosial Perusahaan (X2)	0.912	0.913	0.930	0.656	

Nilai *Discriminant Validity* (Cross Loading)

Discriminant Validity

	Citra Merek Hijau (Z)	Niat Beli Hijau (Y)	Pemasaran Hijau (X1)	Tanggung Jawab Sosial Perusahaan (X2)
CMH1	0.766	0.583	0.628	0.696
CMH2	0.742	0.532	0.609	0.540
CMH3	0.741	0.449	0.500	0.463
CMH4	0.828	0.552	0.598	0.572
CMH5	0.785	0.543	0.607	0.512
CSR1	0.614	0.549	0.675	0.780
CSR2	0.613	0.533	0.647	0.755
CSR3	0.542	0.504	0.591	0.773
CSR4	0.518	0.520	0.522	0.813
CSR5	0.595	0.541	0.569	0.857
CSR6	0.605	0.541	0.561	0.854
CSR7	0.624	0.549	0.531	0.831
NBH1	0.595	0.809	0.584	0.572
NBH2	0.513	0.794	0.550	0.514

Nilai *Path Coefficient*

Path Coefficients

Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	Samples	Copy to Clipboard:	Excel Format	R Format
	Original Sample (O)	Sample Mean (M)	Standard Deviation ...	T Statistic...	P Values	
Citra Merek Hijau (Z) -> Niat Beli Hijau (Y)	0.267	0.256	0.124	2.144	0.032	
Pemasaran Hijau (X1) -> Citra Merek Hijau (Z)	0.502	0.511	0.072	7.005	0.000	
Pemasaran Hijau (X1) -> Niat Beli Hijau (Y)	0.361	0.378	0.117	3.093	0.002	
Tanggung Jawab Sosial Perusahaan (X2) -> Citra Merek Hijau (Z)	0.364	0.356	0.076	4.804	0.000	
Tanggung Jawab Sosial Perusahaan (X2) -> Niat Beli Hijau (Y)	0.205	0.194	0.073	2.805	0.005	

Nilai *Specific Indirect Effect* (Mediasi)

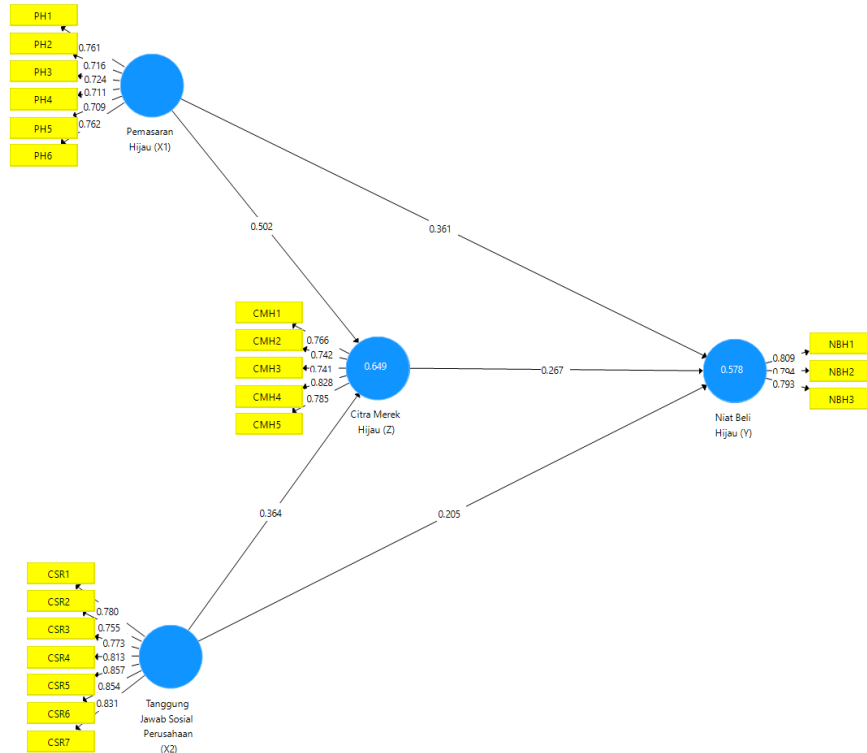
Specific Indirect Effects

Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	Samples	Copy to Clipboard:	Excel Format	R Format
	Original ...	Sample ...	Standard ...	T Statistic...	P Values	
Pemasaran Hijau (X1) -> Citra Merek Hijau (Z) -> Niat Beli Hijau (Y)	0.134	0.126	0.055	2.448	0.015	
Tanggung Jawab Sosial Perusahaan (X2) -> Citra Merek Hijau (Z) -> Niat Beli Hijau (Y)	0.097	0.097	0.060	1.618	0.106	

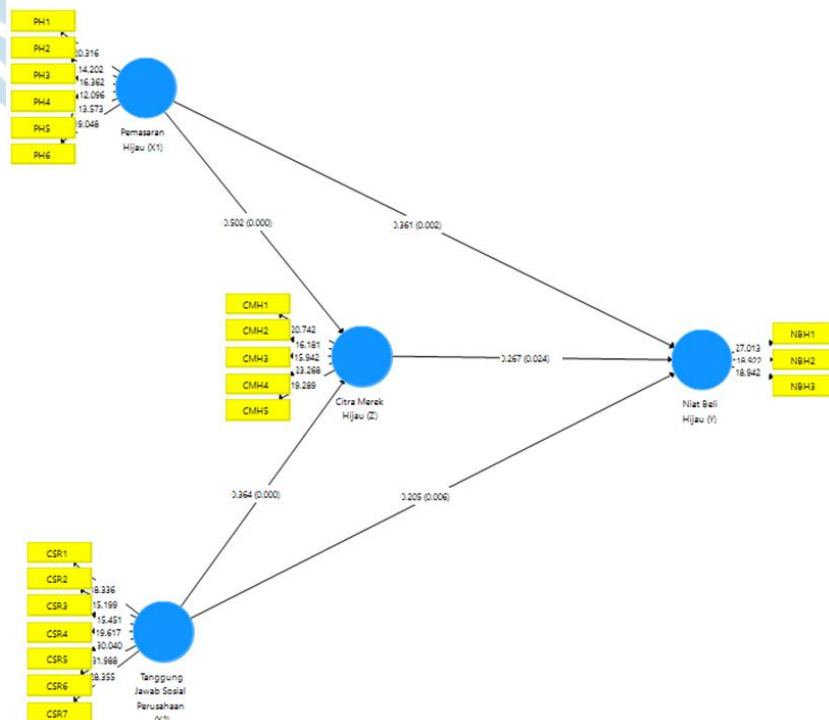


Lampiran 7 Struktur Kerangka SEM-PLS

Output Outer Model



Bootstrapping Calculation





Lampiran 8 Jurnal Acuan

Buy green only: Interplay between green marketing, corporate social responsibility and green purchase intention; the mediating role of green brand image

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Abstract

Consumers around the globe are concerned about the environment and want to purchase from businesses that are more concerned about society and the environment. Therefore, businesses need to develop their image as socially responsible entities and build their green image through green marketing tactics to enhance the green purchase intentions of their consumers. The study is quantitative, and a convenience sampling technique is used to collect primary data through a self-administered questionnaire comprised of the demographic profile of the respondents and adopted scales of all the constructs of the study. The population of the study is students of different universities in the Punjab province of Pakistan. Statistical tests are performed with the help of SPSS_v.20 and PLS_v.4 (variance based) on 782 useable responses. Green marketing (GM) and corporate social responsibility (CSR) are the independent variables, while green brand image (GBI) is mediating, and green purchase intention (GPI) is the dependent variable of the study. The results indicate that GM and CSR improved the GBI and built GPI. This study contributes to the social and environmental literature. It may help managers to formulate strategies to enhance the Green Purchase Intentions of customers by building a Green Brand Image.

KEYWORDS

corporate social responsibility, green brand image, green marketing, green purchase intentions

1 | INTRODUCTION

In this era, consumer's knowledge of pollution control, strict governance, and demand for green buying is increasing substantially (Poltarykhin et al., 2018; Wu & Liu, 2022). Now consumers are more sensitive about the social and ethical considerations of businesses towards society and expect the whole business operations to be in favor of society and the environment. Consumers see businesses today not

only as profit centers but also as institutions practical for the problems of the stakeholders and society and prefer to purchase from businesses that consider the environment (Ha, 2017). Experts describe "Green Purchase Intention" (GPI) as the consumer's intention to choose a product whose manufacturers adhere to environmentally-friendly production practices by putting environmental influences of several types (Nur et al., 2021). In other words, environmental duties, ecologically greener management and developmental methods of businesses help to enhance consumer's attitudes towards the businesses (Lee et al., 2013; Rivera et al., 2016) as now consumers are more mindful of environment friendly production and green operations (Lakatos et al., 2021). Such greener concerns of consumers and

List of Abbreviations: GBI, Green Brand Image; GM, Green Marketing; CSR, Corporate Social Responsibility; GPI, Green Purchase Intention; SPSS, Statistical Package for the Social Sciences; PLS, Partial Least Square.

businesses all around the globe spur the creation of greener products (Bailey et al., 2016; Tan et al., 2022).

From this perspective, the strength of marketing has emerged as a fundamental element in changing government laws in favor of green businesses (Shabbir et al., 2020). This ecologically beneficial strategy gave rise to green marketing (Bokil & Sinha, 2021; Khan et al., 2019). Green Marketing (GM) is the strategic attempt of businesses to provide environmentally sustainable or green products and services (Dangelico & Vocalelli, 2017) to reduce the harmful ecological effects by incorporating numerous green practices into creating and producing eco-friendly goods and services (Sukhu & Scharff, 2018). Green marketing tasks involve developing, diversifying, selling, and advertising activities that suit the customer's ecological requirements. It helps to enhance the brand's image to differentiate products and services and create and achieve value that fulfills customer's demands and desires (Mursandi et al., 2020) who are concerned about environmental problems.

In consumer behavior literature, corporate social responsibility (CSR) is a dominant and wide-range domain (Kraus et al., 2022) involving the issues relating to legal compliance, corporate governance, community, workforce rights, environmental suitability, welfare practices, philanthropy and market relations (Pafjar et al., 2022). Yet more investigations are required on this topic in evolving nations (Waheed et al., 2020).

Due to growing interest in CSR, sustainability, and other topics, more and more businesses are beginning to see the value in integrating green practices into various commercial duties. Consequently, it is thought that societal marketing is from where the idea of green marketing originated (Wang et al., 2020). Other than a green marketing strategy, corporate social responsibility is also a vital gateway that helps businesses to maximize their long-term goodwill, helpful to influence society and stakeholders (Hashim et al., 2019; Mohr et al., 2001), establish corporate image, credibility, and customer trust (Bahta et al., 2021; Fandos-Roig et al., 2020). It also helps to meet consumers' expectations to remain a well-functioning and stable economic unit (Bahta et al., 2021; Matten, 2015). Additionally, CSR has developed to take into account environmental and sustainability issues, bringing it closer to the Circular Economy (CE) approach. Circular economy is an economic system based on the reuse and renewal of materials or products, especially as a means of continuing production in a sustainable or ecologically friendly way. Circular economy is based on reduce, reuse and recycle (3R) principles (Su et al., 2013). Simply explained, the circular economy is a cutting-edge economic approach that aims to accomplish business objectives by boosting the utilization of recycled resources and reducing ecological strain. According to (Ghisellini et al., 2016), the "take-make-consume-dispose" paradigm, which only considers the life cycle of the products and ignores what has to happen when that life cycle is over, is the foundation of the classic linear economic model. Consequently, some academics have urged a switch from the conventional linear economy to the circular economy (Kuo & Chang, 2021). Some researchers have recently combined the concept of CSR and circular economy. When it comes to responsible consumption and production, Agenda 2030

emphasizes the need to move towards a circular economy through resource efficiency and the adoption of a fresh, modern economic model. It also addresses the planet, human prosperity, and people on the issues of responsible consumption and production. Over time, a growing number of organizations have begun to make the shift to a circular economy that is efficient with resources (Domenech & Bahn-Walkowiak, 2019). Consumers' pro-environmental behavior is still a complicated subject for study. It has been examined using a range of frameworks that describe links between various aspects, including those that are behavioral, psychographic and socioeconomic (Sharma & Foroapon, 2019).

The theory of planned behavior proposed by (Ajzen, 2011), is an extension of theory of reasoned action is a trustworthy and fundamental model of intentions to purchase goods that are environmentally friendly (Kalafatis et al., 1999). It is frequently utilized theoretical model to describe the factors that influence and precede purchasing intention (Maichum et al., 2016). Environmental awareness and concerns have a significant role in making the choice to purchase green items (Yadav & Pathak, 2016). Businesses are frequently engaging in CSR and green marketing activities, therefore, creating the better brand image in the minds of the customers and spurring the green purchase intentions. Yadav and Pathak (2016) applied theory of planned behavior to green food consumption in Malaysia, demonstrating that consumers' desire to consume greener foods is a crucial factor in the adoption of green products. Green products are popular and widely regarded as an efficient way to protect the environment (Yadav & Pathak, 2016). Previously considered to be basic and affordable organic products, green products have now evolved into a status and luxury symbol. Environmental concerns are important in green purchase decisions (Scott & Vigar-Ellis, 2014). Therefore, this study adopted the theory of planned behavior as the theoretical foundation and illustrate that green marketing efforts and CSR activities are the two important variables to Planned Behavior Theoretical model and are the antecedents of creating green brand image in the minds of consumers and spur the green purchase intentions.

The study aims to achieve specific goals by contributing to the literature through a multidimensional approach of CSR, GM, GBI and GPI. The first objective of the study is to examine the direct impact of green marketing and corporate social responsibility on green purchase intentions in the Pakistani market. The second objective of the study is to examine the direct relationship between GM and GBI and CSR and GBI. The third aim of the study is to uncover the mediating role of the green brand image between GM and GPI and CSR and GPI.

2 | THEORETICAL BACKGROUND AND HYPOTHESES DEVELOPMENT

2.1 | Green purchase intention

Green purchase intention (GPI) refers to a customer's desire to purchase green brands that meet their specific needs (Aulina & Yuliati, 2017). GPI is getting wider interest from worldly scholars since

customers are now more aware to purchase the products created under green operations or environment-friendly production procedures and the favorable attitudes of customers towards green products increase the probability of creating a green purchase intention (Amoako et al., 2020; Lakatos et al., 2021; Situmorang et al., 2021). Numerous researchers throughout the world have worked on green purchase attention across a variety of sectors and issues (Hou & Sarigöllü, 2022; Mehraj & Qureshi, 2022). The perceptions of individuals as a cognitive assessment process changes from individual to individual on the different basis such as gender, age, culture, education, and so forth. (Sreen et al., 2018). When determining consumers' intentions to purchase green products, there are some factors to consider, including beliefs, needs, values, drive, understanding, demographics, and attitudes (Choi & Johnson, 2019). Consumers who are concerned about the environment may decide to participate in the way to solve environmental issues by modifying their consumption behavior (Rehman & Dost, 2013). Customers who identify the properties in a brand before making a purchase decision are classified as green (Hamzah & Tanwir, 2021; Oliver & Lee, 2010) and responsible consumers because they use their purchasing power to contribute to the environment (Moisander, 2007). Customers with a favorable opinion of green products or services might be more focused on green purchasing (Huang et al., 2014; Wang et al., 2022) and inclined to purchase environmentally friendly goods and services. According to (Mohd Suki, 2016), businesses must focus on green brand positioning to expand and accomplish their goals. Previously, several studies have found that green positioning causes an increase in consumers' green purchase intentions (Situmorang et al., 2021). Green brand positioning and customer value are positively associated with green purchase intentions (Aulina & Yuliati, 2017; Liao et al., 2020).

2.2 | Green marketing and green purchase intention

The American Marketing Association (AMA) has defined green marketing as a marketing technique for businesses that are presumed to be environmentally safe (Kewakuma et al., 2021). Green marketing encompasses every company's commercial activity, from product manufacturing, advertising, pricing, and selling environment-friendly goods and services to customers. Environment-friendly products are considered as safe, durable, recyclable, or made from recycled materials. In order to add value to a product, such efforts of organizations and marketers add value to the products and show their interest in environmental issues (Kartawinata et al., 2020). Green marketing emphasizes the environmentally friendly attributes of products built on the four components of the marketing mix (4Ps): green products, green pricing, green place, and green promotions (Kartawinata et al., 2020). Green marketing becomes a premeditated variable to determine its influences on customers' purchase intentions about green or environmentally friendly products (Kartawinata et al., 2020). Customers' intentions and attitudes serve as an important variable because the Theory of Planned Behavior (Ajzen, 2011) supports that a

customer's mindset drives the intentions and behaviors of customers buying some products (Mostafa, 2007; Petersen et al., 2018). Grounded on the above debate, the study postulated that the green marketing efforts of the business derive customers' attention to purchase green products.

H1. Green Marketing has significant and positive impact on Green Purchase Intentions.

2.3 | CSR and green purchase intentions

Positive CSR perceptions are more likely to emerge when specific green brands deliver adequate information well about the ingredients and eco-labeling, as well as an assurance about the high quality and preservation from harm or damage to the individuals, society, or the environment (Greaves et al., 2013; Mursandi et al., 2020). According to this perspective, green brands elicit positive purchasing decisions in the minds of their consumers by aligning the environmental benefits of green brands. Furthermore, (Dutta & Singh, 2013) also highlighted that significant brand knowledge and brand image is strongly and positively ingrained in the minds, attitude, and intention of consumers to purchase that particular brand. Scholars have added that positive perceptions about a specific brand increase the likelihood of developing positive purchase intention (Christopher & Luke, 2013; Wang et al., 2021). A research study conducted in China examined the impact of CSR on green purchase intentions with mediating role of customer green psychology. The findings revealed that CSR positively and directly impacts green purchase intention, and customer green psychology mediates between them (Ahmad et al., 2023). In a similar manner, researchers proposed that CSR is linked with purchase intentions and green buying behavior. This is because the green products introduced into the market serve as a tool for developing a positive perception of CSR activities and leads to a positive purchase intention of that products. This investigation will also look into this research topic. This reasoning has not yet been empirically tested.

H2. CSR has significant and positive impact on Green Purchase Intentions.

2.4 | Green marketing and green brand image

In 1976, Hennen and Kinnear provided first definition of Green Marketing as "concerned with all marketing activities that have served to help cause environmental problems and that may serve to provide a remedy for environmental problems" (Dangelico & Vocalelli, 2017). Green marketing has a favorable and substantial influence on purchase decisions and brand image (Dwipamurti et al., 2018). Green marketing represents a fundamental transformation in an organization's working paradigm. It is a type of social marketing that requires collaborative efforts with suppliers, brokers, stakeholders, and rivals to obtain ecologically sustainable growth across the whole value chain

and then accomplish the best alternative which can increase profitability. It also tries to contribute significantly to the ecosystem with the collaborative efforts of all business operations (Škataric et al., 2021). Previously, scholars have undertaken empirical research on the relationship between green marketing and brand image and found that green marketing significantly influences customer's opinions of corporate image (Namkung & Jang, 2013).

Keller defines Brand Image (BI) as "brand recognition connected with brand connections established in customer's memory." The concept of a good service that customers use, enjoy and recall almost is referred to as brand image (Suhartini & Pertiwi, 2021). Businesses use a variety of techniques to develop a brand image, such as packaging or labeling, brand name, logo, color, promotion, and marketing strategies (Keller et al., 2011). According to Pramono et al. (2021), the corporation must implement a decent and right approach in order to gain customers' interest and maintain a competitive advantage over other competitors. Consumer trust is increased through knowledge about the environmentally friendly product; hence influences green brand value to the company (Waites et al., 2020). The goal of marketing strategy is to elevate the value of a company through brand image (Mukonza & Swarts, 2020). Researchers have also found that marketing strategies help businesses to achieve environmentally friendly products and competitive advantage (Alamsyah et al., 2020). So, based on supporting literature, the study postulates that green marketing efforts of businesses affect brand image.

H3. Green Marketing has significant and positive impact on Green Brand Image.

2.5 | Corporate social responsibility and green brand image

Corporate Social Responsibility (CSR) is when a company considers its social, economic, and environmental impact and develops activities to ensure an overall positive effect (Carroll, 1991; Ruonan & Hong, 2019). Both CSR and circular economy fall within the identical scope of business endeavors to attain a level of sustainability (Ghisellini et al., 2021; Sharma & Foropon, 2019). CSR activities attract customers' attitudes and feelings and develop a favorable brand image or reputation over time (Bhattacharya & Sen, 2004) by differentiating their goods and services. This method integrates CSR into business differentiation strategy as an equally crucial investment alongside R&D and advertising (Gardberg & Fombrun, 2006). CSR improves brand image significantly (Armanda et al., 2017; Makatumpias et al., 2018; Phan et al., 2021) resulting a positive impact on purchase intentions. In this era, public awareness about the social responsibility of businesses to environmental protection issues is growing sustainability, and resultantly businesses are paying more attention to build their corporate image as socially responsible business to improve their brand image (Dwipamurti et al., 2018). Companies that sell green products portray an environmentally friendly image to their customers, which helps them gain a large number of loyal customers (Wilson, 2022). So, the following hypothesis is formulated:

H4. Corporate Social Responsibility has significant and positive impact on Brand Image.

2.6 | Green brand image and green purchase intentions

Brand image significantly influences consumer green purchasing behavior as it affects the consumer green perception (Suki, 2013). Brand image contributes significantly to consumer green perception, leading to its green purchasing attitude. Similarly, another researcher, (Martinez & De Chematony, 2004) stated that brand image significantly influences consumer perception, which consequently affects its green purchasing attitude. It has been highlighted (Maniatis, 2016) that a green brand image allows consumers to think that purchasing sustainable and environmentally friendly products will lead to more significant environmental protection outcomes and will do good for society in general. The green brand image strengthens consumers' beliefs about the sustainable benefits of using green products. The positive attitude of consumers will likely lead to the development of positive purchase intentions for the green product (McWilliams & Siegel, 2001). In light of this view, it is notable that when consumers hold a positive view of the brand based on the green brand image, they will develop positive purchase intention to gain the consensus of their social group (Lee et al., 2012). A green brand image creates consumer trust and a positive image of the business. (Rahbar & Wahid, 2011) said that brand image also depends on consumers' trust in specific brands. If this level of trust is higher, there are more chances that a positive brand image will be formed, which will positively influence the green purchase intention. Trust fosters the attitude of consumers towards a particular behavior; as mentioned in the theory of planned behavior and the presence of the green brand image, the attitude is most likely to be positive, thus fostering positive purchase intentions of consumers (Joshi, 2016). A study involving 100 visitors at Ciputra Mall Semarang studied the influence of brand image, environmental concern, and environmental awareness on green purchase intentions while controlling for perceived price and product quality. The study demonstrated that green brand image significantly and positively affects green purchase intentions (Joshi & Rahman, 2015). Businesses may strengthen customers green purchase intentions by creating a sustainable green brand image in the minds of the customers. So, the study postulates the desired link.

H5. Green Brand Image has a significant and positive impact on Green Purchase Intentions.

2.7 | Mediating role of green brand image

Brand image is linked to the name or symbol as well as comprises brand equity such that if they are altered, brand equity will likewise change (Rianto, 2018). The brand image represents an individual's, communities, or society's beliefs, ideas, perceptions, and opinions

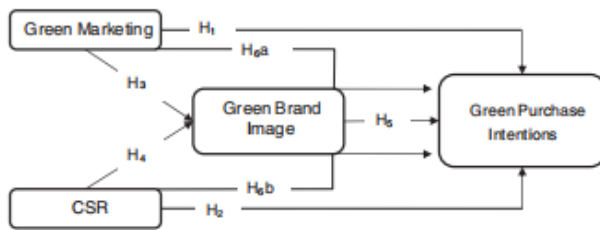


FIGURE 1 Research framework.

about a brand and is an essential component in the marketing industry (Dirsehan & Kurtuluş, 2018). According to the empirical research by (Pratiwi & Ekawati, 2020; Venessa & Arifin, 2017), brand image impacts purchase intentions. Customers form an opinion about a brand based on their active or passive encounter with goods or services. Customers are more likely to prefer a company's products/services over its rivals when they build favorable views of its products/services (Yung-Chuan Huang & Liu, 2017). Furthermore, a brand image might impact consumer intent, and several studies have proposed different techniques for improving brand image. In particular, when customers' knowledge of and interest in the environment grows, the company's eco-friendly actions may boost the corporate image (Teng et al., 2018; Wang et al., 2020). The company's green brand image helps foster a good relationship between stakeholders, attracts investors, and enjoys positive media reviews that increase the company's brand credibility and reputation. The successful adoption of green marketing strategies and CSR policies positively increases the green brand image and enhances the green purchase intentions of the customers. In conclusion of literature reviewed, following hypotheses are formed (see Figure 1):

H6a. Green brand image significantly mediates the relationship between green marketing and green purchase intentions of the customers.

H6b. Green brand image significantly mediates the relationship between corporate social responsibility and green purchase intentions of the customers.

3 | RESEARCH METHODOLOGY

3.1 | Sample and data collection

Research design is the approach or strategy that directs an investigation and shows how data was collected and what analytic approach is used to reach the conclusion (Sekaran & Bougie, 2003). The non-probability, convenience sampling technique was used to acquire the required data. Mostly researcher prefer this technique (Waheed et al., 2020) because it saves resources and time, gives original responses (Kaminska & Lynn, 2017) and help to bring symmetry in

data (Kotrlík & Higgins, 2001). A quantitative research design is adopted in this study (Malhotra et al., 2007).

For the study, a unit of analysis is the consumer level. Pakistani customers who have purchased green products or who have been particularly concerned or pleased by particular green brands or items are the study's research object. The target population for this study was university students in the Province of Punjab, Pakistan. University students are selected as a target population because they have good knowledge about the green practices, production, environmental concerns, and CSR activities of the businesses as compared to other consumers of the products. As young and educated consumers, they are mindful about environment-friendly production and green operations of the businesses. The primary data was collected using two approaches. An online questionnaire was sent to university students approached through different social media platforms and groups. Personal visits were also done to some universities to generate genuine responses.

A total of 1000 responses were collected, of which 782 were useable for analysis representing a 78.2% response rate. All respondents were users of reputed brands. Ten universities were targeted, including University of Agriculture Faisalabad, University of Punjab, University of Health Sciences Lahore, University of Engineering and Technology Lahore, The University of Lahore, University of Sargodha, University of Gujrat, University of Education, Ghazi University, and Bahauddin Zakariya University.

3.2 | Measurement

Electronic Questionnaire was developed to collect data based on already developed scales. In the first step of the pretest, five experts from academia and industry were requested to identify ambiguities in terms, or meanings to ensure the content validity of the questionnaire. In the second stage of pretesting, questionnaires were sent to consumers randomly on different social media platforms. The Questionnaire comprised two sections. Section "A" included questions related to demographic information. Section "B" includes questions about the variables of the study. Five items measured green Brand Image (e.g., "To implement green practices, green firms are professional," "To implement green practices, green firms are successful," "To implement green practices, green firms are having a good reputation," etc.); Green Marketing was measured by eight items (e.g., "Manufacturing Eco-friendly Product," "Manufacturing products through ecofriendly process" "Promoting products through ecofriendly modes of communication" etc.). CSR was measured using eight items (e.g., "Products offered by firm meet the demand of function of the target users or address an existing problem of society," "Products provided by firm used ecofriendly material resources or renewable resources," "Products quality is consistent with firm stated commitment" etc.). GPI is measured by five items (e.g., "I choose to buy products that are environment friendly," "I intend to buy green products next time because of its positive environmental contribution," "I buy green products even if they are more expensive

TABLE 1 Data collection instruments.

Sr.	Variable	Items	Source	Scale
1	GBI	5	(Chen, 2010)	5-Point Likert Scale
2	GM	8	(Bhatia & Jain, 2013)	5-Point Likert Scale
3	CSR	8	(Tiep Le et al., 2021)	5-Point Likert Scale
4	GPI	5	(Maichum et al., 2017)	5-Point Likert Scale

Abbreviations: CSR, corporate social responsibility; GBI, green brand image; GM, green marketing; GPI, green purchase intention.

TABLE 2 Description of constructs.

Construct	Type of model	Indicator	Predefined reliability
GBI	Factor	5	1.00
GM	Factor	8	1.00
CSR	Factor	8	1.00
GPI	Factor	5	1.00

Abbreviations: CSR, corporate social responsibility; GBI, green brand image; GM, green marketing; GPI, green purchase intention.

than the non-green ones" etc.). All components were measured using a 5-Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. Detail is presented in Table 1.

3.3 | Data analysis and techniques

Statistical Package for the Social Sciences (SPSS_v.20) and Partial Least Squares (PLS-v.3.29, variance-based) software tools were employed to get the findings from the data set. Following techniques were used to produce the results in line with the study's objectives. First, researchers have applied the descriptive statistics approach to gather and interpret the respondent's profiles. Further measurement and structural models were proceeded using Smart PLS.

4 | RESULTS AND DISCUSSION

4.1 | Description of constructs

Table 2 depicts the description of the variables of the study. The study is based on four variables, of which two are independent variables (GM, CSR) one is mediating variable (GBI) and one is independent variable (GPI).

4.2 | Respondent's characteristics

The demographic details of the respondent is given in Table 3. Out of total respondents, 70.7% of respondents were Male, and 29.3% were Female. 55.62% of the respondents belong to the age group 23–27 years. The majority of the respondents, 52.9%, have the qualification of graduation.

TABLE 3 Gender and qualification.

Characteristics	Detail	Frequency	Percent
Gender	Male	553	70.7
	Female	229	29.3
Age	18 to 22	47	6.01
	23 to 27	435	55.62
	28 to 32	230	29.41
	Above 32	70	8.9
Qualification	Graduation	414	52.9
	Master	222	28.4
	MPhil	109	13.9
	PhD	37	4.7

4.3 | Descriptive statistics

A descriptive analysis of predictor and outcome variables is assessed and presented in Table 4. The mean values reveal the central tendency of respondent's replies, while the standard deviation values assist in the explanation of deviations from the average position. Correlation analysis explains the relationship among variables. According to (Morgan et al., 2004), a value above 0.7 shows a strong positive relationship. Results show that all variables of the study have a strong positive correlation (see Table 4).

4.4 | Correlation analysis

To calculate the relationship between the adopted variables, Pearson's correlation approach was used. Based on Taylor (1991) decisional criterion range of "−1" to "+1" for analytical approach greater values validate a stronger positive effect, whereas lesser values show a weaker relationship (see Table 4).

4.5 | Confirmatory factor analysis

The purpose of the study is to examine the connections between GM, CSR, GBI, and GPI. Smart PLS was used to undertake the analysis since PLS route modeling is an established technique for estimating complicated cause-and-effect connection models in organizational studies. The outcomes of confirmatory factor analysis (CFA) are

**TABLE 4** Descriptive statistics and correlation analysis.

Construct	Mean	Std. deviation	CSR	GPI	GM	GBI
CSR	3.9640	.59416	1			
GPI	3.8486	.72892	.638**	1		
GM	3.8776	.68147	.625**	.623**	1	
GBI	3.9144	.64529	.629**	.569**	.600**	1

Abbreviations: CSR, corporate social responsibility; GBI, green brand image; GM, green marketing; GPI, green purchase intention.

**Correlation is significant at the 0.01 level (2-tailed).

TABLE 5 Reliability and validity.

Construct	Items	Loadings	VIF	α	Rho A	CR	AVE
Corporate Social Responsibility	CSR1	0.783	1.967	0.871	0.880	0.898	0.525
	CSR2	0.738	1.830				
	CSR3	0.692	1.598				
	CSR4	0.731	1.874				
	CSR5	0.657	1.612				
	CSR6	0.735	1.754				
	CSR7	0.735	1.789				
	CSR8	0.721	1.699				
Green Brand Image	GBI1	0.750	1.572	0.771	0.783	0.846	0.525
	GBI2	0.727	1.497				
	GBI3	0.630	1.284				
	GBI4	0.821	1.863				
	GBI5	0.681	1.325				
Green Marketing	GM1	0.846	2.508	0.886	0.898	0.910	0.561
	GM2	0.770	2.080				
	GM3	0.747	1.919				
	GM4	0.804	2.178				
	GM5	0.780	2.169				
	GM6	0.772	1.976				
	GM7	0.670	1.531				
	GM8	0.569	1.346				
Green Purchase Intention	GPI1	0.796	1.943	0.85	0.852	0.893	0.625
	GPI2	0.831	2.056				
	GPI3	0.783	1.811				
	GPI4	0.756	1.585				
	GPI5	0.785	1.738				

Abbreviations: AVE, average variance extracted; CR, composite reliability; VIF, variance inflation factor; α , Cronbach's alpha.

presented in Table 5, including AVE, FL (Factor Loadings) values. Construct reliability as measured by composite reliability (CR) is also given in the Table 5. To ensure construct validity and reliability, the measurement model was evaluated. First, all of the item factor loadings of the model are higher than the minimum acceptable level of 0.50 (Hair Jr et al., 2014); however, loading above 0.7 is preferred (Vinz et al., 2010). This study had higher reliability and validity; no items were eliminated (GM7, loading = 0.670, GM8, loading = 0.569, CSR3, loading = 0.692 or GBI3, loading = 0.630, GBI5, loading = 0.681).

The variance inflation factor (VIF) readings should be less than 0.5 (Hair et al., 2011), which shows that collinearity is not a problem. Cronbach's alpha, rho a, and composite reliability were used to evaluate dependability. Statistics for both were higher than the suggested value of 0.700 (Ringle et al., 2015). Given that the AVE was greater than 0.500, convergent validity was considered acceptable. According to Hair et al. (2017); Henseler et al. (2016), the Heterotrait-Monotrait (HTMT) correlation ratio with values below 0.85 was used to evaluate the discriminant validity. Consequently, discriminant validity is confirmed (see Table 6; Figure 2).

TABLE 6 Heterotrait-Monotrait ratio (Discriminant validity).

Construct	CSR	GBI	GM	GPI
CSR				
GBI	0.767			
GM	0.713	0.728		
GPI	0.741	0.702	0.718	

Abbreviations: CSR, corporate social responsibility; GBI, green brand image; GM, green marketing; GPI, green purchase intention.

4.6 | Structure equation modeling

Structural Equation Modeling Approach was utilized to verify the relationship orientation between the variables of the study as assumed in the hypothesis. In social science research, structure equation modeling is the most efficient technique for examining the path links between variables by displaying a structural model of the variables (Hu & Bentler, 1999). It is a widely used approach used by researchers in CSR and consumer behavior related studies (Ahmad et al., 2023; Ashfaq et al., 2021; Waheed et al., 2020). Further, the value of SRMR also confirm the validity of SEM model. According to Hu and Bentler (1999) SRMR value must be less than 0.800 for model fitness. The paths proposed in the research framework are reflected in the structural model. The value of R² for the predictor variables should be greater than or equal to 0.1 (Falk & Miller, 1992). Findings demonstrate that all R² values are greater than 0.1 (see Table 7; Figure 3).

5 | DISCUSSION

This study presents seven hypotheses to find the direct and mediating effects to get the insight into green marketing and CSR activities as well as green brand image and green purchase intentions. Hypothesis H1 evaluates whether Green Marketing positively impacts Green Purchase Intentions. The results revealed that Green Marketing significantly and positively impacts Green Purchase Intentions ($\beta = 0.373$, $t = 7.289$, $p = .000$). So H1 was accepted (see Table 8). The fact is in line with Kartawinata et al. (2020) who asserted that Green Marketing becomes a premeditated variable in order to determine its influences on customer's purchase intentions about green or environmentally friendly products. Hypothesis H2 evaluates whether CSR positively impacts Green Purchase Intentions. The results revealed that CSR significantly and positively impacts Green Purchase Intentions ($\beta = 0.410$, $t = 9.012$, $p = .000$). So, H2 was accepted (see Table 8). The findings are similar with the study of Ahmad et al. (2023b) who examined that CSR positively and directly impacts green purchase intentions, and customer green psychology mediates between them.

Hypothesis H3 evaluates whether Green Marketing positively impacts Green Brand Image. The result revealed that Green Marketing has a significant and positive impact on Green Brand Image ($\beta = 0.327$, $t = 7.173$, $p = .000$). So, H3 was accepted (see Table 8).

The results are comparable to the findings of (Dwipamurti et al., 2018) who explained that green marketing has influence on Green purchase intentions. Hypothesis H4 evaluates whether Corporate Social Responsibility positively impacts Green Brand Image. The result revealed that Corporate Social Responsibility significantly and positively impacts Green Brand Image ($\beta = 0.432$, $t = 10.089$, $p = .000$). So H4 was accepted (see Table 8). The results are similar to the study of (Armanda et al., 2017; Makatumpias et al., 2018; Phan et al., 2021) which showed CSR improves brand image significantly. Hypothesis H5 evaluates whether Green Brand Image positively impacts Green Purchase Intention. The result revealed that Green Brand Image significantly and positively impacts Green Purchase Intentions ($\beta = 0.160$, $t = 3.946$, $p = .000$). So H5 was accepted (see Table 8). Results are similar to a study which demonstrated that green brand image significantly and positively affects green purchase intention (Qomariah & Prabawani, 2020).

Mediation analysis was also performed to check the mediating role of Green Brand Image between the Green Marketing and Green Purchase Intentions. The results showed a significant and indirect effect of Green Marketing on Green Purchase Intentions through Green Brand Image ($\beta = 0.052$, $t = 3.253$, $p = .000$). The total effect of Green Marketing on Green Purchase Intentions was also significant ($\beta = 0.373$, $t = 7.289$, $p = .000$). The results were also significant with the inclusion of a mediator ($\beta = 0.373$, $t = 7.289$, $p = .000$). This shows a complementary partial mediation of Green Marketing on Green Purchase Intentions through Green Brand Image. So H_{6a} was accepted (see Table 9). Mediation analysis was performed to check the mediating role of Green Brand Image between the positive and significant relationship of CSR and Green Purchase Intentions. The result showed a significant and indirect effect of CSR on Green Purchase Intentions through Green Brand Image ($\beta = 0.069$, $t = 3.646$, $p = .000$). The total effect of CSR on Green Purchase Intention was also significant ($\beta = 0.410$, $t = 9.012$, $p = .000$). The results were also significant with the inclusion of a mediator ($\beta = 0.341$, $t = 7.160$, $p = .000$). This shows a complementary partial mediation of CSR on Green Purchase Intentions through Green Brand Image. So H_{6b} was accepted (see Table 9). All hypotheses of this study are significant and summary of hypotheses is given below (see Table 10).

Few researchers suggest calculating f^2 , which describes the impact of removing the independent variable from the framework on the R² value (see Table 11). Effect sizes were 0.02 for small, 0.15 for medium-sized, and 0.35 for large (Cohen et al., 2013). The Q² value measures the predictive relevance of a model (Geisser, 1974) obtained by the blindfolding method in smart pls. The value of Q² should be greater than zero (Chin, 1998). In the current study, the Q² value for GBI and GPI is 0.468 and 0.496, respectively. Small, medium and large predictive relevance can be measured if values are greater than 0.02, 0.015, and 0.35, respectively (Cohen et al., 2013). The effect size and predictive relevance are given below (see Table 11).

This study highlights how customer green psychology contributes to the conversion of CSR and Green Marketing initiatives into successful economic results as determined by Green Purchase Intentions. According to the findings, CSR and Green Marketing initiatives will

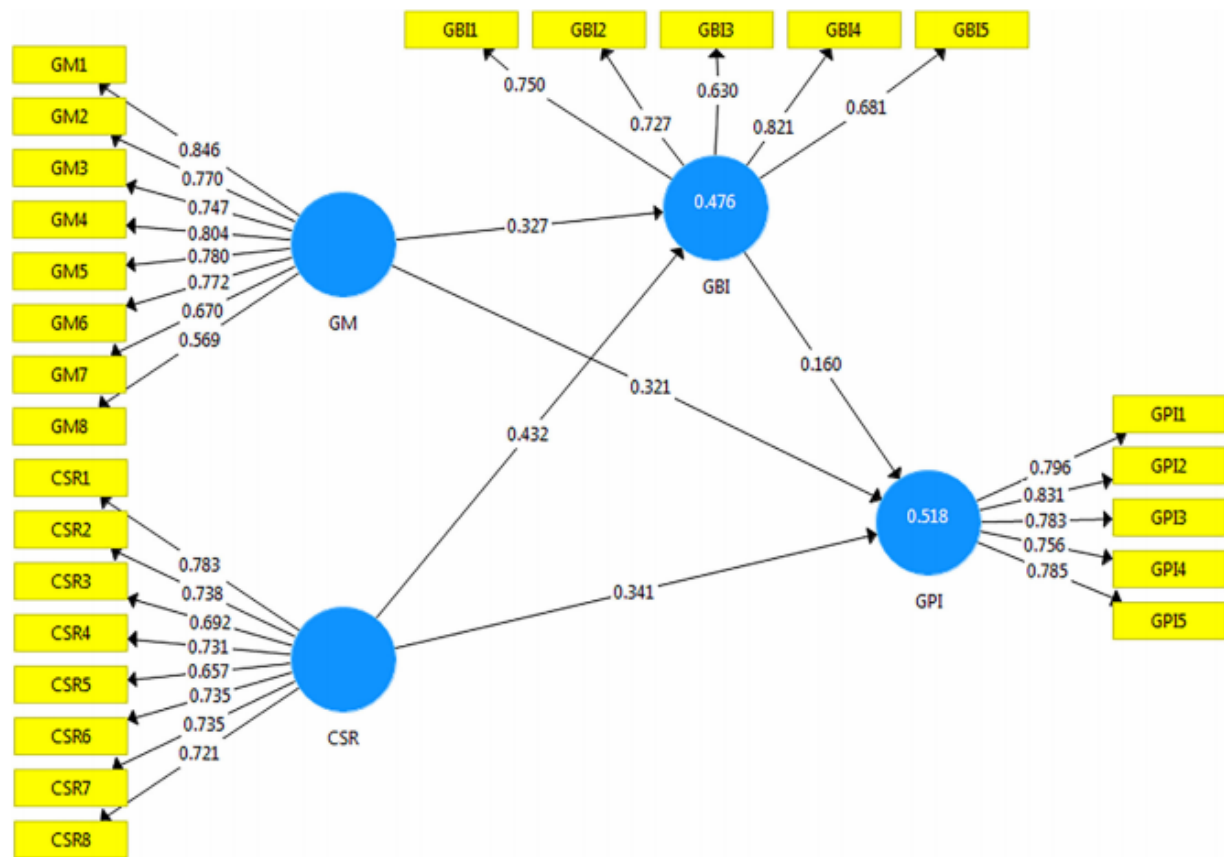


FIGURE 2 Measurement model.

TABLE 7 R square.

Construct	R square	R square adjusted
GBI	0.476	0.474
GPI	0.518	0.516

Abbreviations: GBI, green brand image; GPI, green purchase intention.

not have the desired effect if the company is unable to provide its customers with green products. The results of the study are also consistent with the previous studies in the following manners. Previous studies confirm that CSR activities improve the trust level of customers on that business and consumers prefer those businesses that remain engaged in CSR activities. These concerns towards the society and environment affect consumer's purchase decisions. So, the results of the study also infer that businesses green initiatives in term of green marketing and CSR built the green image of the business in the minds of consumers and build the specific purchase intentions in terms of green purchases.

The results also offer insights into a circular economy, showing how corporations can promote green purchase intentions in this current competitive environment by emphasizing several emerging aspects such as CSR, GM, GBI and circular economy. Since numerous

researchers have examined the benefits of the circular economy globally (Liu et al., 2022; Pan et al., 2022; Walker et al., 2022). So, organizations are now focusing heavily on it.

6 | CONCLUSION AND RECOMMENDATION

6.1 | Conclusion

This study examines the impact of Green Marketing and Corporate Social Responsibility (independent variables) on Green Purchase Intentions (dependent variable) through Green Brand Image (mediating variable). Primary data is collected from university students in the Punjab province of Pakistan. The sample size was 782, and data were analyzed with the help of SPSS and PLS. Descriptive statistics and Correlation analyses were performed to check the relationship among variables. A measurement model was performed to check the reliability and validity. The values of VIF showed that there is no issue of collinearity. A structural model was performed to check the hypothesis. Hypothesis H1 confirmed that CSR positively and significantly impacts Green Purchase Intention (H1 accepted). Results also

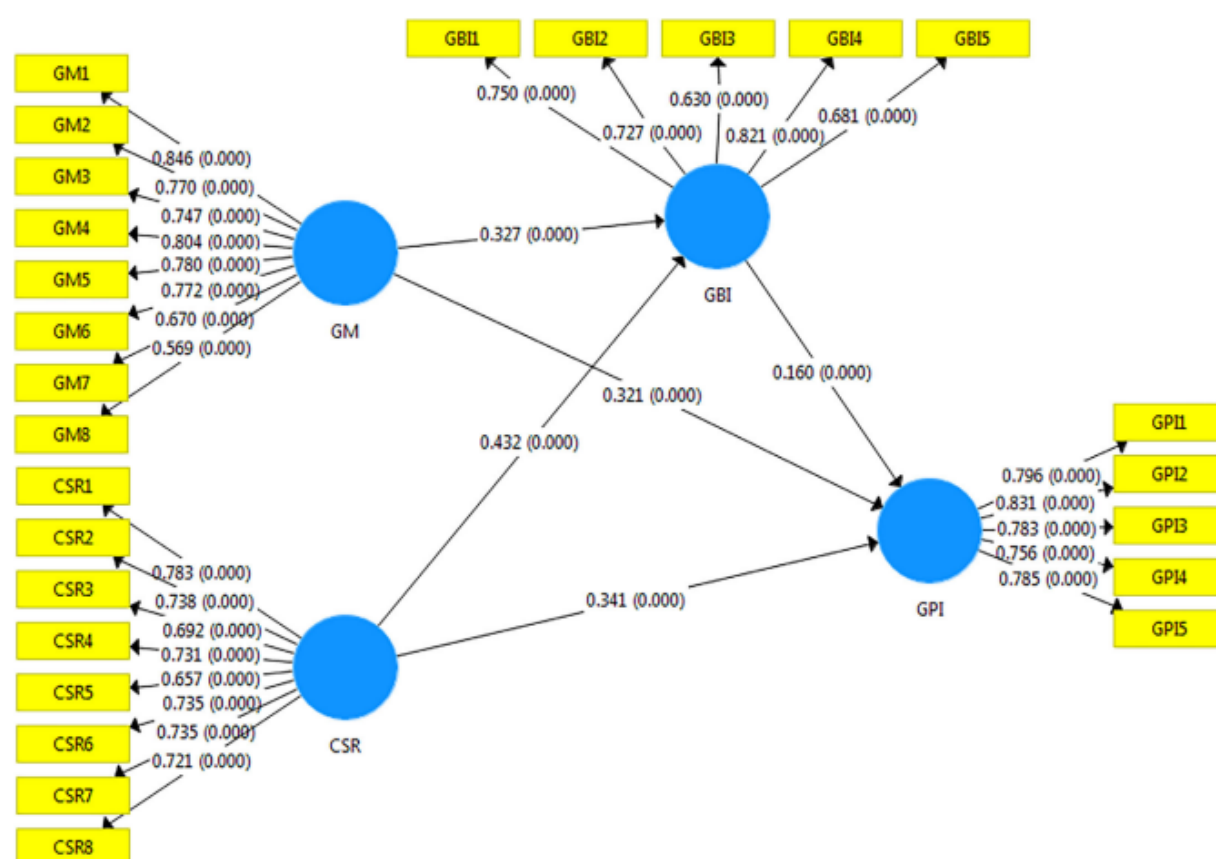


FIGURE 3 Structural model.

Construct	β value	SD	T statistics	p values	BCI	
					LL	UL
CSR → GBI	0.432	0.043	10.089	.000	0.349	0.514
CSR → GPI	0.410	0.046	9.012	.000	0.317	0.494
GBI → GPI	0.160	0.041	3.946	.000	0.082	0.241
GM → GBI	0.327	0.046	7.173	.000	0.236	0.412
GM → GPI	0.373	0.051	7.289	.000	0.273	0.471

TABLE 8 Total effects.

Abbreviations: BCE, bootstrap confidence interval; CSR, corporate social responsibility; GBI, green brand image; GM, green marketing; GPI, green purchase intention; SD, standard deviation; LL, lower limit; UL, upper limit.

TABLE 9 Mediation analysis.

Total effect			Direct effect			Hypothesis	Indirect effect				BCI	
β	T	P	β	T	P		β	SD	T	P	LL	UL
0.373	7.289	0	0.321	6.454	.000	H _{6a}	0.052	0.016	3.253	.001	0.025	0.088
0.411	9.012	0	0.341	7.161	.000	H _{6b}	0.069	0.019	3.646	.000	0.035	0.111

Abbreviations: BCE, bootstrap confidence interval; LL, lower limit; P, p value; SD, standard deviation; T, t statistics; UL, upper limit; β , beta value.

TABLE 10 Decision on hypothesis.

Hypothesis	Statement	Decision
H1	GM has positive and significant impact on GPI	Supported
H2	CSR has positive and significant impact on GPI	Supported
H3	GM has positive and significant impact on GBI	Supported
H4	CSR has positive and significant impact on GBI	Supported
H5	GBI has positive and significant impact on GPI	Supported
H _{6a}	GBI mediates between the relationship of GM and GPI	Supported
H _{6b}	GBI mediates between the relationship of CSR and GPI	Supported

Abbreviations: CSR, corporate social responsibility; GM, green marketing; GPI, green purchase intention; GBI, green brand image.

revealed that there is a positive and significant impact of Green Marketing on Green Purchase Intention (H2 accepted).

The study highlights a positive and significant impact of Green Marketing on Green Brand Image (H3 accepted). Firms should focus on Green Marketing in order to increase Brand Image. Results indicate that there is a positive and significant impact of Corporate Social Responsibility on Green Brand Image (H4 accepted). Organizations should focus on CSR practices to compete in the market, achieve sustainability and enhance their Brand Image. The results revealed a positive and significant impact of Green Brand Image on Green Purchase Intention (H5 accepted). The mediating effect of Green Brand Image between the relationship of Green Marketing and Green Purchase Intention was also significant (H_{6a} accepted). The mediating effect of Green Brand Image between the relationship of CSR and Green Purchase Intention was also significant (H_{6b} accepted).

Moreover, organizations and brands must focus on social green marketing strategies to access potential customers and create a green brand image. In research, we have focused on Pakistani businesses. Pakistani businesses are facing many environmental challenges. The Pakistan Environmental Protection Agency (PEPA) incorporates strict laws regarding environmental challenges. Thus businesses should focus on their CSR activities and marketing to enhance their green brand image and purchase intention.

TABLE 11 Effect size of the model and predictive relevance.

Construct	CSR	GBI	GM	GPI	Q ² _predict
CSR		0.209		0.117	
GBI				0.028	0.468
GM		0.119		0.112	
GPI					0.496

Abbreviations: CSR, corporate social responsibility; GBI, green brand image; GM, green marketing; GPI, green purchase intention.

6.2 | Managerial implications

The study confirms that there is a strong positive relationship between CSR, green innovation, green marketing, and brand image. Managers can use these results as input to formulate strategies that will help to increase green purchase intentions. Regardless of promotional activities, there are other factors that can help to enhance brand image. People are conscious of the environment. So, there is much importance on green marketing, which will not just increase green brand image but also helps to achieve sustainable development goals. This study revealed that managers should focus on CSR activities, which helps to increase reputation and brand image. Customers rely on the comments of people while making a purchase decision. So, marketers should focus on online platforms with great client activity to increase potential customers. This study provides a guideline to managers on how to increase Green Brand Image and Green Purchase Intention. The study could be beneficial for managers in decision-making regarding CSR activities and green marketing practices to improve brand image. Managers must design more enticing CSR and green marketing programs for these clients because many green consumers are more interested in businesses that practice CSR.

6.3 | Theoretical implications

The current study has significant importance due to its contribution to social and environmental literature in the emerging economy of Pakistan. From theoretical standings, the study identified the aspects that affect the green purchase intentions of the consumers. The study has also developed a new and rigorous approach for testing and establishing the inter relationship between CSR, GM, GBI and GPI. The study adds to the body of literature on CSR, GM, GBI and GPI in the developing country. In the sophisticated business settings Gm and CSR activities may be used as an effective route between the businesses and the consumers to enhance green brand image in order to increase green purchase intentions. According to this research, CSR may be a useful tool to encourage the adoption of a circular economy, and it is preferable for businesses to start with CSR and green marketing efforts before designing a circular economy model. This study's conceptual framework (nexus between Green Marketing, Corporate Social Responsibility, Brand Image, and Green Purchase Intention) provides a new contribution to the literature because scant literature is available on this relationship.

6.4 | Limitations

Some shortcomings of the study are explained here. Limitations provide an opportunity for researchers to prove their efficiency and effectiveness in the future. Time and resources were the first limitations of this study. The framework of the current study contains two independents, one mediating and one dependent variable. There was no moderation variable used in the framework. The convenience

sampling technique was applied for the current study. This cross-sectional study worked on a small sample size of a single population source, students of universities.

6.5 | Recommendations for future

The same research model can be applied to a different context. The study model can be replicated for future research. In the future, the current study model can be used in different populations. The sample size can be changed for further study. This study did not integrate any moderating variable. Moderating variables can be used in the future with the same model. Future researchers can use other independent variables in terms of greening aspects such as green innovation, green practices, and so forth. Future researchers can use different mediating variables like environmental performance, and so forth. Future studies could also use longitudinal investigation designs to explore the relationships. Future research can use other data-collection sampling techniques, like a focus group and interview, to conduct qualitative research. A comparative study can also be performed in the future. This empirical study shows the current picture of Pakistani customers' purchase intentions regarding brands influenced by the brands' CSR and Green marketing activities.

Moreover, due to the quantitative research design of the study, the desired phenomenon is not fully explored. Therefore, the combination of quantitative and qualitative research design may help to investigate and explore the proposed relationships in the framework. Further, the proposed framework can be extended by adding green innovation and practices.

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APPENDIX A

We assure you that your response will remain anonymous for the research on the topic of "Nexus between Green Marketing, Corporate Social Responsibility, Green Brand Image and Green Purchase Intention: Evidence from Pakistan." Your response will be used for research purpose accomplishment. In this regard your co-operation will be highly appreciated.

Please tick

1. Gender

1. Male 2. Female

2. Age

1. 18 to 22 2. 23 to 27 3. 28 to 32 4. Above 32

3. Qualification

1. Graduate 2. Master 3. M. Phil. 4. PhD Where:

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree,

5 = Strongly Agree.

Sr.	Items	1	2	3	4	5
Green Purchase Intention		1	2	3	4	5
GPI1	I choose to buy products that are environment friendly.					
GPI2	I intend to buy green products next time because of its positive environmental contribution.					
GPI3	I buy green products even if they are more expensive than the non-green ones.					
GPI4	I prefer green products over non-green products when their product qualities are similar.					
GPI5	I often buy products that use recycled/recyclable packaging.					
Green Brand Image		1	2	3	4	5
GBI1	The brand is considered as the benchmark of environmental commitment.					
GBI2	The brand's environmental reputation is outstanding.					
GBI3	The brand's environmental performance is successful.					
GBI4	The branding is based on its emphasis on environmental protection.					
GBI5	The brand's environmental commitment is trustworthy.					
Corporate Social Responsibility		1	2	3	4	5
CSR1	Products offered by firm meet the demand of function of the target users or address an existing problem of society					
CSR2	Products provided by firm used ecofriendly material resources or renewable resources					
CSR3	Products quality is consistent with firm stated commitment					
CSR4	Products' information is being addressed to the users at a consistent and transparent manner basis					
CSR5	Products provided does not involve child labor during manufacturing process					
CSR6	Product provided by firm is overall safe for the users					
CSR7	Products sold by firm has fund to charity activities					
CSR8	Firm has particular plan on human resource development					
Green Marketing		1	2	3	4	5
GM1	Manufacturing Eco-friendly Product.					
GM2	Manufacturing products through ecofriendly process.					
GM3	Promoting products through eco-friendly modes of communication					
GM4	Branding product associating with green marketing practices					
GM5	Modifying products to make them environmentally friendly					
GM6	Modifying product packaging to suit environment					
GM7	Educating customer to use products in environmentally friendly manner					
GM8	Using green supply chain for procurement and distribution.					



Lampiran 9 Hasil Turnitin

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