

## THE INFLUENCE OF *GREEN MARKETING, SOCIAL MEDIA MARKETING AND PRODUCT QUALITY ON GENTLE GEN PRODUCT PURCHASE DECISIONS*

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### ABSTRACT

This study aims to analyze the influence of green marketing, social media marketing, and product quality on the purchase decision of Gentle Gen plant-based detergent products. Primary data was collected through an online questionnaire from 160 respondents who were users of Gentle Gen products and were active on social media. The results of the study show that these three independent variables simultaneously have a positive and significant effect on purchasing decisions. Green marketing contributes to shaping consumer awareness of environmentally friendly products, social media marketing increases consumer interaction and loyalty, and product quality is the main factor influencing purchase decisions. This research provides recommendations for companies to continue to optimize their sustainable marketing strategies to win market competition.

**Keywords:** Green Marketing, Social Media Marketing, Product Quality, Purchase Decision, Eco-Friendly Detergent

### INTRODUCTION

Environmental issues have become one of the main concerns of the people and governments in various countries, including Indonesia. Awareness of the importance of preserving nature is increasing along with the many negative impacts caused by human activities on the environment. The Indonesian government has also begun to issue policies that encourage companies to implement environmentally friendly production principles, including the obligation to produce sustainable products (Ramadhana et al., 2020). In this context, green marketing emerges as a marketing strategy that not only focuses on business profits alone, but also on efforts to preserve the environment (Alfiah & Yusiana, 2020). Green marketing is one of the marketing approaches that places the value of sustainability as a top priority. Companies that implement green marketing are expected to be able to shape consumer behavior that cares more about the environment, for example by saving energy, using recycled materials, and minimizing hazardous waste (Azizah et al., 2020). In addition to the business aspect, green marketing also has a social and moral dimension, where humans are seen as caliphs on earth who are responsible for protecting and managing natural resources (QS. Al-Baqarah: 30). Islamic teachings also affirm the prohibition of damaging plants and the environment, as in the hadith of the Prophet PBUH narrated by Ibn Majah.

BRAND	TBI 2024	
Rinso	34,4%	TOP
Daia	21,7%	TOP
Search Clan	21,4%	TOP
Attack	13,6%	
Boom	3,3%	

Surf	2,8%
B-29	0,8%
Gentle Gen	0,7%
Total	0,5%
WOW	0,4%

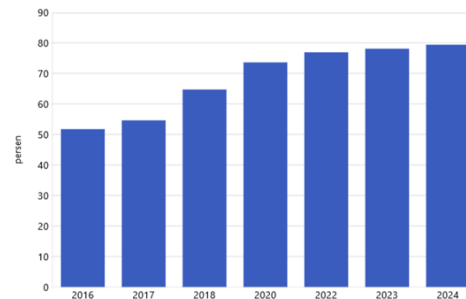
**Picture 1 Top Brand Index Laundry Soap 2024**

*Source: TOP Brand Award 2024*

Along with the development of technology and the wider penetration of the internet, social media has become one of the most effective and efficient marketing tools. Through platforms such as Instagram, Facebook, and YouTube, companies can interact directly with consumers, build awareness, and promote eco-friendly products in a more personalized and engaging way (Putra & Darma, 2021). Social media marketing also allows companies to reach a wider audience and increase consumer loyalty through creative campaigns and ongoing communication (Kusuma et al., 2017).

In addition to marketing strategies, product quality is a key factor that determines consumer purchasing decisions. High-quality products not only meet consumer needs and expectations, but also increase trust and loyalty to brands (Kotler & Keller, 2016). In the context of eco-friendly products such as Gentle Gen, the quality of products that use natural ingredients and responsible production processes is an added value that can influence consumer perceptions and decisions (Azizah et al., 2020).

Purchasing decisions are a complex psychological process, where consumers go through various stages ranging from problem recognition, information search, alternative evaluation, to final decision making (Blackwell, Miniard, & Engel, 2006). These decisions are influenced by many internal and external factors that companies must understand in order to develop an effective marketing strategy (Paath et al., 2020). By understanding consumer behavior in depth, the Company can design targeted marketing products and communications. Gentle Gen products as plant-based detergents are innovations that carry the concept of green marketing and environmentally friendly product quality. Gentle Gen is different from conventional detergents because it does not use harmful chemicals such as LABSA and petroleum-derived active ingredients, making it safe for hands and clothing fibers (Karlina & Setyorini, 2018). It also offers a long-lasting natural scent without the need for synthetic fragrances, which is in line with the trend of consumers increasingly prioritizing healthy and environmentally friendly products.



**Picture 2 Number of Internet Users in Indonesia (2016 – 2024)**

Source: Databoks 2024

The growth of internet and social media users in Indonesia, which reaches millions of people, opens up a great opportunity for Gentle Gen to strengthen its social media marketing strategy. Through social media, Gentle Gen can reach various consumer segments with relevant educational and promotional content (Databoks, 2024). Optimal use of social media is believed to strengthen brand awareness and improve product purchase decisions.

Various previous studies have shown that green marketing, social media marketing, and product quality individually or simultaneously have a significant influence on consumer purchasing decisions (Phan & Nguyen, 2020; Pertiwi & Sulistyowati, 2021; Herlina & Fajri, 2018). However, research is still needed to examine the simultaneous influence of these three variables, especially on plant-based detergent products such as Gentle Gen, which is a local innovation with great market potential. This study seeks to fill this gap by empirically examining how the influence of green marketing, social media marketing, and product quality on Gentle Gen consumer purchasing decisions. Thus, the results of this study not only provide an academic contribution in the field of sustainable marketing, but also provide practical recommendations for Gentle Gen and similar companies to optimize their marketing strategies in order to compete effectively in an increasingly competitive and environmentally sustainability-oriented market

## METHODS

This research was conducted online using the method of distributing questionnaires through Google Form which was shared with respondents, namely users of Gentle Gen plant-based detergent products who actively use social media. The research implementation time lasts from January to March 2025. This study uses a quantitative approach, namely the collection and analysis of data in the form of numbers that can be processed statistically to systematically test hypotheses and relationships between variables (Sugiyono, 2017). The data used consisted of primary data obtained directly from respondents through questionnaires, as well as secondary data sourced from literature, company reports, and related articles.

The research population is the entire user of Gentle Gen products who are active on social media and are the target market for the product, which is the area of generalization of the research (Sugiyono, 2017). The research sample was taken using a simple random sampling technique, which is a random sampling of members without looking at certain strata so that they are representative of the population (Sugiyono, 2013). The respondents' criteria include users of Gentle Gen products, men

and women, active in social media, with diverse age ranges. The number of samples was determined based on the number of indicators of research variables, namely 16 indicators. Referring to the formula Hair et al. (2014), the minimum number of samples is 10 times the number of indicators so that the number of samples taken is 160 respondents.

Data was collected using a written questionnaire containing questions related to research variables with a 4-point Likert scale (Strongly Disagree to Strongly Agree) to measure respondents' attitudes and perceptions (Sugiyono, 2017). This technique allows for efficient data collection and provides quantitative information that can be analyzed statistically. The research variables consisted of independent variables, namely green marketing (X1), social media marketing (X2), and product quality (X3), as well as dependent variables, namely purchase decisions (Y). Green marketing includes marketing strategies for environmentally friendly products such as green products, green prices, green places, and green promotion (Zaky & Purnami, 2020). Social media marketing includes personal relevance, interactivity, message, and brand familiarity (Dahmri et al., 2018). Product quality includes the attributes of the product's shape, performance, durability, and reliability (Kotler & Keller, 2016). Purchasing decisions include the process of problem recognition, information search, alternative evaluation, and purchasing decisions (Kotler & Armstrong, 2010).

Data analysis uses the Structural Equation Modeling method with the Partial Least Squares (PLS-SEM) approach which allows simultaneous testing of relationships between latent variables. The analysis was conducted using SmartPLS software version 4.0 to test the validity, reliability, and significance of the influence between variables (Hair et al., 2014). The validity test was carried out to determine the extent to which the instrument measured what was meant by using convergent validity with the criteria of loading factor  $> 0.70$  and Average Variance Extracted (AVE)  $> 0.50$ , as well as discriminant validity with a Heterotrait-Monotrait Ratio (HTMT) of no more than 0.90 (Abdillah, Hartono, & Usman, 2020). The reliability test was conducted to test the consistency of the instrument using Composite Reliability (CR) and Cronbach Alpha with an expected value of  $> 0.70$  (Pering, 2020; Matondang, 2009). The hypothesis test was carried out by looking at the direct influence of independent variables on dependent variables through path analysis in the SEM model, with significant criteria if the p-value is  $< 0.05$  and the t-statistic is  $> 1.96$  (Santoso, 2015)

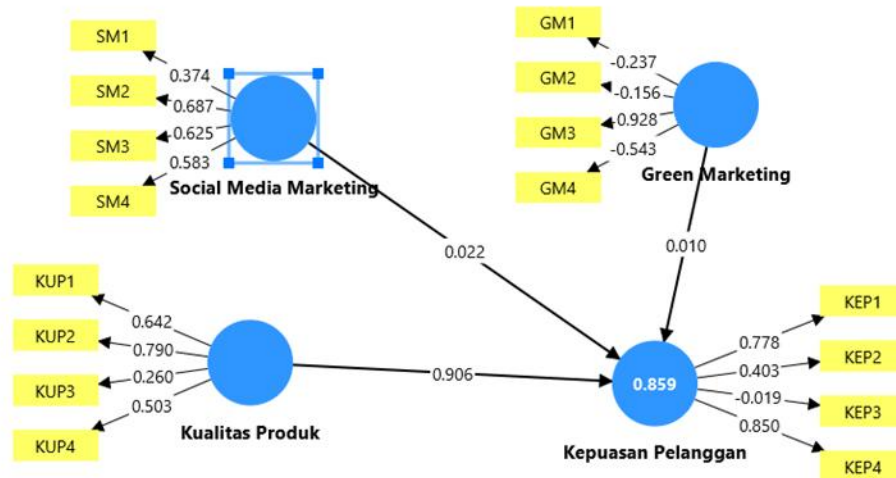
## RESULT AND DISCUSSION

The data analysis in this study used the Partial Least Squares Structural Equation Modeling (PLS-SEM) method to test the relationship between green marketing variables, social media marketing, product quality, and Gentle Gen product purchase decisions. The test results show that the built model meets the criteria of good validity and reliability, so it can be used to test the research hypothesis.

The convergent validity test was carried out by measuring the loading factor of each indicator, where the loading factor value  $> 0.70$  was considered significant. In addition, the Average Variance Extracted (AVE) was also tested with a threshold of  $> 0.50$  to ensure that the indicator could adequately explain latent variables (Abdillah, Hartono, & Usman, 2020). In this study, all indicators met these criteria so that the validity of the construct was guaranteed.

**Figure 1. Graph of Convergent Validity Test Results (Loading Factor and AVE)**

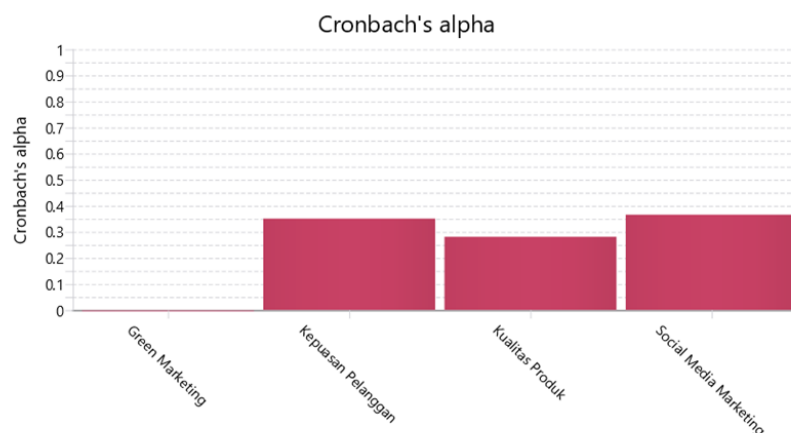
Source: SmartPLS version 4 analysis results



The validity of the discriminant was tested using the Heterotrait-Monotrait Ratio (HTMT), with a value limit of less than 0.90 indicating that the constructs of the variables differed significantly and that there was no multicollinearity problem (Abdillah et al., 2020). The HTMT results in this study show appropriate values so that it can be concluded that each variable has good discrimination. The reliability of the instrument is tested with Composite Reliability (CR) and Cronbach Alpha. The expected CR and Cronbach Alpha values are  $> 0.70$ , which indicates the internal consistency of the instrument (Pering, 2020; Matondang, 2009). In this study, all variable constructs have qualified reliability values so that the data can be trusted for further analysis.

**Figure 2. Reliability Test Graph (Composite Reliability and Cronbach Alpha)**

Source: SmartPLS version 4 analysis results



The path analysis was carried out to test the proposed hypothesis, namely the influence of green marketing, social media marketing, and product quality on purchase decisions. The test results showed that the three independent variables simultaneously had a positive and significant influence on the purchase decision ( $p\text{-value} < 0.05$ ). This emphasizes that green marketing and social media marketing strategies supported by good product quality are able to increase consumer buying interest in Gentle Gen products.

The influence of green marketing on purchase decisions has a significant coefficient value, showing that consumers are increasingly considering environmental aspects in choosing detergent products. This is in accordance with the findings of Phan & Nguyen (2020) who stated that green marketing contributes positively to the purchase decision of environmentally friendly products. Social media marketing also has a significant effect on purchasing decisions. Social media is an important channel for consumers to get information and interact with brands, which supports the formation of positive perceptions and loyalty (Pertiwi & Sulistyowati, 2021). This corroborates the results of research that states that marketing through social media is effective in influencing consumer behavior.

Product quality as an equally important variable also has a significant positive influence on purchase decisions. Consumers consider that products with good quality are able to meet their needs and expectations, so they are encouraged to buy and use the product repeatedly (Herlina & Fajri, 2018). This research confirms that product quality is one of the main determining factors in winning market competition.

## CONCLUSION

Based on the results of the analysis and discussion that has been carried out, it can be concluded that green marketing, social media marketing, and product quality simultaneously have a positive and significant influence on the purchase decision of Gentle Gen products. The use of social media as a marketing tool is effective in building communication, strengthening brand awareness, and increasing customer loyalty. In addition, good product quality is the main factor that influences consumers in making purchase decisions. Therefore, companies need to continue to optimize these three aspects in order to win market competition and meet consumer expectations in the era of sustainable marketing.

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