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• P-ISSN 2720 - 9644 (Print)
• E-ISSN 2721 - 0871 (Online)
JTEP Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed By : GARUDA Google doi Crossref ROAD DRJI OneSearch ISJD sinta INDEX COPERNICUS Clarivate Analytics WEB OF SCIENCE BASE

INFLUENCE OF GREEN MARKETING, PRICE, AND INFLUENCERS ON MILLENNIALS' ECO-FRIENDLY PURCHASES

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Volume: 5
Number: 3
Page: 585 - 593

Article History:
Received: 2025-06-08
Revised: 2025-06-27
Accepted: 2025-07-17

Abstract:
This study aims to comprehensively examine the influence of green marketing, price, and influencers on the purchasing decisions of eco-friendly products among millennials in Denpasar City. The research adopts a quantitative approach using a survey method, in which structured questionnaires were distributed to 100 respondents selected through simple random sampling. The collected data were analyzed through a series of validity and reliability tests, classical assumption tests, and multiple linear regression analysis with the assistance of SPSS version 26. The results indicate that green marketing, price, and influencers each have a positive and significant effect on purchasing decisions, both simultaneously and partially. These findings highlight the crucial role of environmentally responsible marketing practices, competitive pricing strategies, and the persuasive impact of social media influencers in shaping millennial consumer behavior. Furthermore, the study offers practical implications for businesses seeking to strengthen sustainable marketing campaigns, as well as for policymakers aiming to encourage eco-friendly consumption patterns and support environmental sustainability initiatives in urban communities.

Keywords: Green Marketing, Price, Influencer, Purchasing Decision, Eco-Friendly Products

INTRODUCTION

Consumer decision-making is a process in which consumers identify problems, seek information about specific products or brands, evaluate alternatives, and ultimately make a purchasing decision. This process reflects how consumer behaviour is formed and plays a vital role in marketing strategies. Consumer behaviour itself includes mental, emotional, and physical activities that influence the purchasing process of goods or services. Consumers tend to be increasingly selective and critical when considering the price, quality, and value of a product before making a purchasing decision (Suprapti, 2010).

One of the external factors influencing consumer behaviour and decisions is green marketing. Green marketing refers to a set of marketing strategies used to promote environmentally friendly products. This marketing element includes the 4Ps: product, price, place, and promotion. In the context of sustainability, marketed products do not need to be entirely "green," but should reduce negative environmental impacts. Green consumers tend to avoid products that harm health and the environment and pay attention to the production process and raw materials (Kotler & Keller, 2014).

Previous research has shown mixed results. Some studies, such as those by Mahendra & Nugraha (2021), Kiftiah et al. (2022), and Pitaloka et al. (2024), found that green marketing significantly influences consumer decisions. However, other studies like Hermawan et al. (2022) reported no significant effect.

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Another factor that influences purchasing decisions is price. Price is an essential element in marketing strategy as it directly affects company revenue and consumer perception of product value. A price perceived as appropriate for its quality will encourage purchases, while prices that are too high or too low may raise doubts (Amron, 2018). Prior research, such as that by Yanti et al. (2023) and Pratiwi & Pratikha (2021), showed a significant influence of price on purchasing decisions, although some studies, like Satdiah et al. (2023), found otherwise.

Influencers also play a crucial role in shaping purchasing decisions, especially in the digital age. Influencers are individuals with a strong influence on social media and are often role models for their followers. Audience trust in influencers makes them effective in delivering marketing messages. In Indonesia, with the high number of Instagram and TikTok users, the role of influencers is highly strategic (We Are Social & Hootsuite, 2023). Research by Anjani & Simamora (2022) and Khoirunnisa et al. (2024) supports that influencers significantly affect purchasing decisions, although other studies suggest different findings.

The worsening environmental issues, such as increased plastic and textile waste and the implementation of single-use plastic reduction policies in Bali, make this topic even more relevant. Data shows that Bali produces 4,281 tons of waste per day, with Denpasar contributing 600–800 tons daily. Additionally, growing awareness among millennials regarding environmental issues highlights the importance of promoting eco-friendly product consumption among this demographic (radarbali.jawapos.com, 2019; IDN Times, 2022).

However, eco-friendly product consumption among millennials is still influenced by various factors such as perceived high prices, the effectiveness of green campaigns, and the impact of influencers. Therefore, this study is essential to analyze how green marketing, price, and influencers collectively and individually influence the purchasing decisions of millennials in Denpasar City.

Research Questions:

1. Do green marketing, price, and influencers influence the purchasing decisions of eco-friendly products among millennials in Denpasar City?
2. Does green marketing influence the purchasing decisions of eco-friendly products among millennials in Denpasar City?
3. Does price influence the purchasing decisions of eco-friendly products among millennials in Denpasar City?
4. Do influencers influence the purchasing decisions of eco-friendly products among millennials in Denpasar City?

State of the Art: Although there have been many previous studies on green marketing, price, and influencers, this research presents novelty by focusing on millennial consumers in Denpasar City and combining the three variables into one comprehensive analysis model. Denpasar, as the capital city of Bali Province, has unique cultural, economic, and consumer behaviour characteristics, offering new perspectives in sustainable marketing studies. Therefore, the results of this study are expected to provide empirical contributions that are beneficial for marketers and policymakers in designing more effective and targeted environmentally friendly marketing strategies.

METHODS

This research was conducted among millennials in Denpasar City aged 27–44 years, with a total population of 234,500 people, based on data from the Denpasar City Central Bureau of Statistics (BPS) in 2024. The sample was determined using the random sampling method and calculated using Slovin's formula, resulting in 100 respondents.

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The research instrument used was a questionnaire with a 5-point Likert scale, measuring the main variables: green marketing (X1), price (X2), influencer (X3), and purchasing decision (Y).

Data were collected by distributing questionnaires to the respondents and were measured using a Likert scale ranging from 1 to 5. To analyze the data, this study applied several techniques, including instrument testing to assess the validity and reliability of the questionnaire. Furthermore, classical assumption tests were carried out, including the normality test (Kolmogorov-Smirnov), multicollinearity test (VIF and Tolerance), and heteroscedasticity test (Glejser).

Data analysis was conducted using multiple linear regression to determine the influence of green marketing, price, and influencer on purchasing decisions. Additionally, a t-test was used to examine the partial effect of each independent variable, while an F-test was used to assess the simultaneous effect of the independent variables on purchasing.

RESULT AND DISCUSSION

Validity Test Results. According to Ghozali (2021:51), a validity test is determined by a correlation value greater than 0.3; if this criterion is met, the research instrument is considered valid. The results of the validity test in this study are presented in Table 1.1 below:'

Table 1. Validity Test Results

No	Variable	Statement Item	Item-Total Correlation	Description
1	*Green Marketing* (X1)	X1.1	0,860	Valid
		X1.2	0,849	Valid
		X1.3	0,839	Valid
		X1.4	0,864	Valid
2	Price (X2)	X2.1	0,852	Valid
		X2.2	0,854	Valid
		X2.3	0,865	Valid
		X2.4	0,835	Valid
3	*Influencer* (X3)	X3.1	0,885	Valid
		X3.2	0,910	Valid
		X3.3	0,875	Valid
4	Buying decision (Y)	Y.1	0,880	Valid
		Y.2	0,932	Valid
		Y.3	0,858	Valid

Source: Data Processed, 2025

Based on the validity test results using 100 respondents in Table 1, it can be seen that all indicators of the variables—product quality, price perception, promotion, and purchase decision—have a correlation coefficient greater than 0.30. Therefore, it can be concluded that all indicators used in this study are valid.

Reliability Test Results. According to Ghozali (2021), a reliability test is conducted to determine the stability of the results from measuring an instrument or study, especially if the instrument will be reused to measure an object or respondents. A questionnaire is considered reliable if the respondents' answers to a question are consistent or stable over time. The reliability test was carried out using the Cronbach's Alpha method with the help of SPSS software. A construct

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or variable is considered reliable if it has a Cronbach's Alpha value greater than 0.7. The reliability test results of this study are shown in Table 1 below:

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Green marketing(X1)	0,875	Reliable
Price (X2)	0,870	Reliable
Influencer (X3)	0,868	Reliable
Buying decision (Y)	0,866	Reliable

Source: Data Processed, 2025

Based on the reliability test results using 100 respondents, it can be seen that the variables of product quality, price, influencer, and purchase decision all have Cronbach's Alpha values greater than 0.7. Therefore, all instruments are proven to be reliable.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.75765776
Most Extreme Differences	Absolute	.064
	Positive	.061
	Negative	-.064
Test Statistic		.064
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Data Processed, 2025

Based on the normality test in Table 3, it shows that the value of Asymp. Sig. (2-tailed) is 0.200 > 0.05. Therefore, the data used in this study is normally distributed.

Table 4. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	**VIF**
1	(Constant)		
	Green marketing	.167	6.002
	Price	.185	5.400
	Influencer	.379	2.639

Source: Data Processed, 2025

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Based on Table 4, it is shown that the independent variables have tolerance values greater than 0.10 and VIF values less than 10. Therefore, it can be concluded that there is no multicollinearity in the regression model.

Table 5. Heteroscedasticity Test (Glejser Test)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.561	.316		1.774	.079
	X1	-.044	.041	-.265	-1.070	.288
	X2	.057	.044	.300	1.275	.205
	X3	-.012	.039	-.050	-.304	.762

a. Dependent Variable: ABS_RES

Source: Data Processed, 2025

Based on Table 5, it is shown that each model has a significance value greater than 0.05. It indicates that the independent variables used in this study do not have a significant effect on the dependent variable, namely, the absolute error. Therefore, this study is free from symptoms of heteroscedasticity.

Multiple Linear Regression Analysis. Multiple linear regression analysis is a linear relationship between two or more independent variables and one dependent variable. The results of the regression analysis using the Statistical Package for the Social Sciences (SPSS) version 26.0 for Windows can be seen in Table 4.9 below.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$
$$Y = 1.809 + 0.279 X_1 + 0.244 X_2 + 0.245 X_3 + e$$

The multiple linear regression equation above shows the direction of each independent variable toward the dependent variable. The equation can be interpreted as follows:

1. $\beta_1 = 0.279$ indicates that green marketing has a positive effect on purchase decisions, meaning that the better the green marketing, the higher the purchase decision.
2. $\beta_2 = 0.244$ indicates that price has a positive effect on purchase decisions, meaning that the better the pricing, the higher the purchase decision.
3. $\beta_3 = 0.245$ indicates that influencers have a positive effect on purchase decisions, meaning that the better the influence of the influencer, the higher the purchase decision.

Table 6. Results of the Coefficient of Determination (R^2) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.914[a]	.836	.831	.76941

a. Predictors: (Constant), X3, X2, X1

Source: Data Processed, 2025

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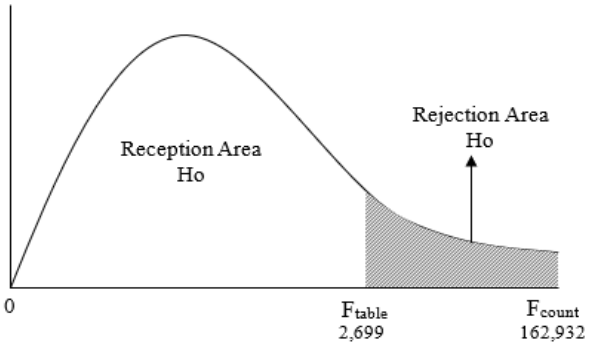
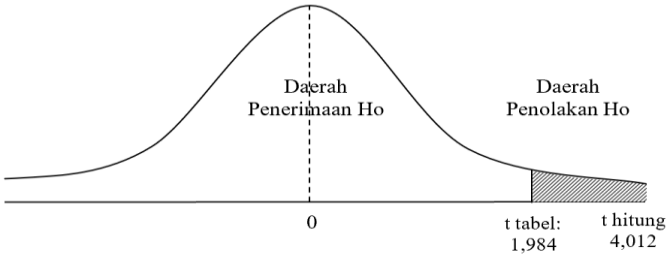
Based on the results of the coefficient of determination test, the adjusted R Square value obtained is 0.831. It means that 83.1% of the variation in the purchase decision variable can be explained by the variation in the three independent variables: green marketing, price, and influencer. The remaining 16.9% (100% - 83.1%) is explained by other factors outside of this research model.



Source: Data Processed, 2025

Figure 1. Acceptance and Rejection Area of Ho (F-test)

Based on Figure 1 above, the calculated F value (162.932) is greater than the F table value (2.699), with a significance value of 0.000 < 0.05. Therefore, H_0 is rejected and H_a is accepted. It means that the variables green marketing (X_1), price (X_2), and influencer (X_3) simultaneously have a positive and significant effect on the purchase decision of environmentally friendly products.



Source: Data Processed 2025

Figure 2. Testing Area of Rejection and Acceptance of H_0 with t-Test on the Green Marketing Variable (X_1)

Based on Figure 2 above, it can be explained that the calculated t value (4.012) is greater than the t table value (1.984), with a significance level of 0.000 < 0.05. Therefore, H_0 is rejected and H_a is accepted, which means that the green marketing variable has a positive and significant effect on the purchase decision of environmentally friendly products.

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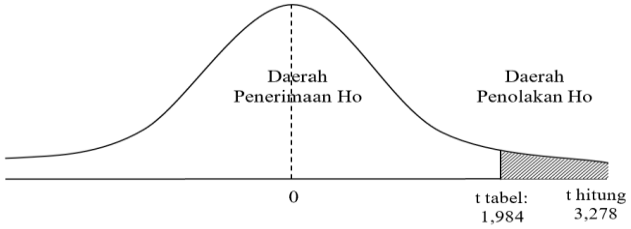
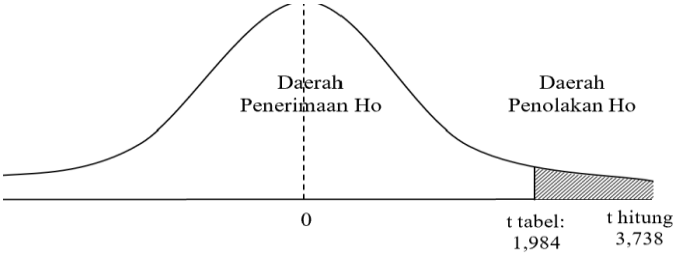


Source: Data Processed 2025

Figure 3. Testing Area of Rejection and Acceptance of H_0 with t-Test on the Price Variable (X_2)

Based on Figure 4.4 above, it can be explained that the calculated t value (3.278) is greater than the t table value (1.984), with a significance level of 0.001 < 0.05. Therefore, H_0 is rejected and H_a is accepted, which means that the price variable has a positive and significant effect on the purchase decision of environmentally friendly products (Laksmi & Saputra, 2025).



Source: Data Processed 2025

Figure 4. Testing Area of Rejection and Acceptance of H_0 with t-Test on the Influencer Variable (X_3)

Based on Figure 4 above, it can be explained that the calculated t value (3.738) is greater than the t table value (1.984), with a significance level of 0.000 < 0.05. Therefore, H_0 is rejected and H_a is accepted, which means that the influencer variable has a positive and significant effect on the purchase decision of environmentally friendly products (Laksmi et al., 2025).

CONCLUSION

Based on the results of data analysis and discussion, the conclusions of this study are as follows:

1. Green marketing, price, and influencers simultaneously have a positive and significant effect on the purchasing decisions of environmentally friendly products. It means that the better the green marketing, price, and influencer efforts, the higher the purchasing decisions for environmentally friendly products.
2. Green marketing has a positive and significant effect on the purchasing decisions of environmentally friendly products. It indicates that improved green marketing efforts will increase purchasing decisions for environmentally friendly products.
3. Price has a positive and significant effect on the purchasing decisions of environmentally friendly products. It means that better and more reasonable pricing will enhance purchasing decisions for environmentally friendly products.

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4. Influencers have a positive and significant effect on the purchasing decisions of environmentally friendly products. The better the performance and credibility of influencers, the more likely they are to increase purchasing decisions for environmentally friendly products.

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