

Influence of Green Marketing Strategy and Brand Image on Purchase Decision with Mediation of Purchase Intention (Case Study on Healthy Food Products Matoh Cassava Chips in Bojonegoro Regency)

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Received: May 06, 2024

Revised: October 02, 2024

Accepted: December 25, 2024

Published: December 31, 2024

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DOI: [10.29303/jppipa.v10i12.7582](https://doi.org/10.29303/jppipa.v10i12.7582)

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Abstract: This study aims to describe the application and influence of Green marketing strategy and Brand image on purchase decision through purchase intention and the right strategy for marketing Matoh Cassava Chips. The method used is quantitative with a sample of 80 consumers of Matoh Cassava Chips in Bojonegoro Regency, the sample is determined by accidental sampling, data obtained using a questionnaire. The data analysis technique in this study uses descriptive analysis and Structural Equation Modeling - Partial Least Square (SEM-PLS) analysis to test the hypothesis and determine the influence between variables. The results of the analysis show that the implementation of green marketing strategies and overall brand image has a high category, there is a significant influence of exogenous variables on purchasing decisions, purchase intention significantly mediates the influence of both on purchasing decisions, and makes marketing strategies that combine these two factors an effective approach in influencing consumer behaviour. So from these results it can be concluded that Green marketing strategy and Brand image have a significant effect on purchase decisions, as well as purchase intention which is able to significantly mediate this influence.

Keywords: Brand image; Green marketing strategy; Marketing management; Purchase decision; Purchase intention

Introduction

The need for healthy food encourages critical search for product information, which can be from commercial, public, experimental, and personal sources (Kotler & Armstrong, 2018). Eating food is not only about satiety, but also affects the body's metabolism (Aini et al., 2023). Healthy food contains important substances such as carbohydrates, proteins, fats, minerals, and vitamins, and is free from harmful ingredients and prohibited additives such as formalin (Elisa et al., 2022). Food can be divided into two main types, namely heavy snacks (meals) and light snacks (snacks). Snacking is additional food that is consumed without hunger. According to

Ulyarti et al. (2023) snacks are popular because they are practical and available everywhere, but still have a negative image due to additives such as MSG (monosodium glutamate). One of the marketing that focuses on a sustainable and health approach is through green marketing, which is a marketing strategy that emerged in response to issues of environmental damage, prioritising sustainable development (Azmi et al., 2023). According to Murwitaningsih et al. (2023), the environmental aspect of sustainability involves the reorientation and environmental responsibility of the organisation as a whole. This concept focuses on meeting consumer needs while minimising environmental impact. Green marketing includes green

How to Cite:

Istikhomah, Setiawan, B., & Riana, F. D. (2024). Influence of Green Marketing Strategy and Brand Image on Purchase Decision with Mediation of Purchase Intention (Case Study on Healthy Food Products Matoh Cassava Chips in Bojonegoro Regency). *Jurnal Penelitian Pendidikan IPA*, 10(12), 10037–10046. <https://doi.org/10.29303/jppipa.v10i12.7582>

product, green price, green place, and green promotion as its main elements (Gunawan & Kunto, 2022).

In addition to Green marketing, Brand image is a valuable asset of the company that is important in competition. It helps position the company, products, markets, and relationships with consumers (Abdullah & Tantri, 2019). Brand image shows the value of the product in the market. Consumers tend to associate a good brand image with quality products (Zameer et al., 2020). Conversely, a poor brand image can harm the product in the eyes of customers (Fristiwi et al., 2023). Building a good brand image can help businesses survive in competition (Widodo et al., 2023). Matoh Cassava is an example of a snack product that has the potential to build a brand image as a healthy snack without MSG. In addition, Matoh Cassava Food combines brand image strengthening with Green marketing strategy to highlight product safety and sustainability. The snack products that have been produced are Cassava Chips with flavours such as Cheese, Original Soya, Salty Sweet, Sambal Purut, Balado and Sea Salt. Matoh Cassava Food always strives to present food products that can be accepted by all levels of society while maintaining product quality consistency until consumers' hands. Even with the potential and efforts of these marketing patterns, Matoh Cassava products still experience sales fluctuations which still tend to be extreme as stated by PT Pareto Estu Guna Matoh Food (2024) in Figure 1.

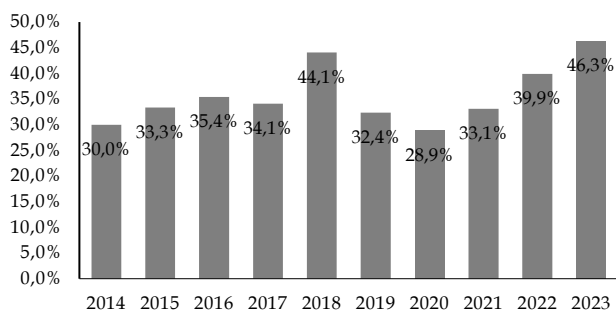


Figure 1. Matoh cassava food sales

In Figure 1 above, it can be seen that Matoh Cassava Food's product growth is fluctuating, with the largest decline in 2020. This shows that marketing strategies, including Green marketing strategy and brand image as a healthy snack, have not produced consistent results. PT Pareto Estu Guna Matoh Food needs to conduct market research on product acceptance related to these strategies by consumers to improve purchasing decisions. In addition, research on purchase intention is also needed to avoid impulse purchases, in accordance with Sugiarto et al. (2021) that consumers who have a strong intention to buy tend to think more rationally.

Based on the urgency of green marketing strategy by Islam (2018), the importance of companies' understanding of brand image according to Gunawan et al. (2022), the role of purchase intention in improving purchasing decisions by consumers according to Annisa et al. (2022), in addition to some of these research gaps, the urgency of this research also comes from the results of pre-research interviews conducted with the owner of PT. Pareto Estu Guna Matoh Food, who stated that the marketing strategy carried out by management so far is still focused on buyers who really understand about healthy food consumption (healthy food), this marketing strategy will have an impact on the slow increase in sales because PT. Pareto Estu Guna Matoh Food has not tried to develop a new strategy to reach potential customers who do not understand healthy food.

Researchers suspect that if the creation of a positive brand image, in this case based on healthy food with a green marketing strategy or environmentally based marketing strategy, is expected to increase market reach and strengthen consumer purchase intentions to decide to purchase the product "Matoh Cassava Chips". In this study using renewal in the form of the final results of research on the effect of green marketing strategy and brand image on purchase decision through purchase intention, strategy as the final output in this study is very important so that managerial parties can implement these marketing strategies in order to optimise product sales.

Method

The purpose of this study is to analyse the effect of green marketing strategy (green product, green price, green location, green promotion) and brand image (strengthness, uniqueness, favourable) on purchase decision, as well as to analyse the effect of purchase intention variable in mediating the effect of green marketing strategy (green product, green price, green location, green promotion) and brand image (strengthness, uniqueness, favourable) on purchase decision, and formulate the right strategy in marketing the product "Matoh Cassava Chips".

The method applied in this research adopts a quantitative approach using a 5-level Likert Scale to measure the variables studied. The research was conducted in Bojonegoro Regency, with Matoh Cassava Chips as the main research object that became the focus of analysis. The sampling technique used accidental sampling, where respondents were selected by chance according to their availability when the research was conducted. Data collection was carried out through distributing questionnaires to 80 Matoh Cassava Chips

consumers who made purchases directly at outlets in Bojonegoro Regency. The instrument or data collection tool used is a questionnaire with a 5-level Likert scale. The flowchart is described in the following figure.

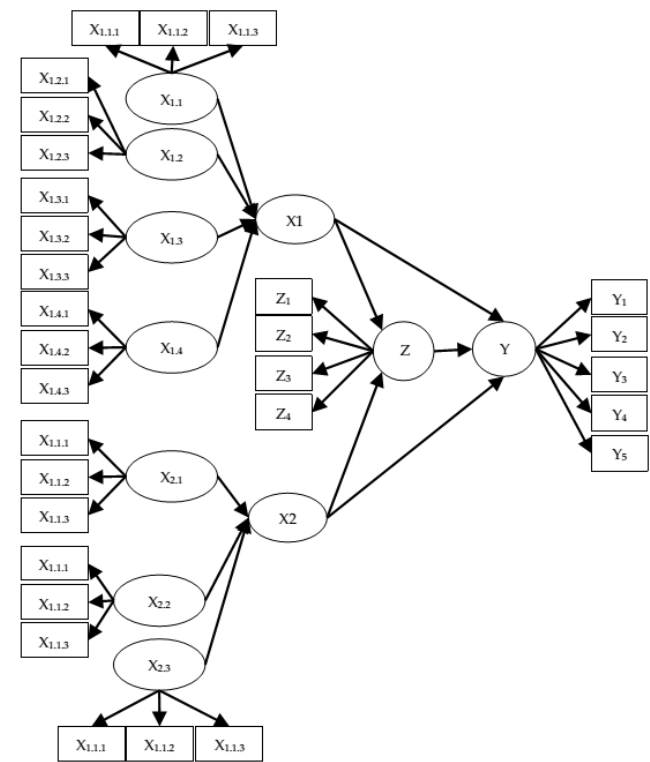


Figure 2. Flowchart

The variables used consist of 3 latent variables, namely green marketing (X1) which consists of 4 manifest variables, namely green product (X1.1), green promotion (X1.2), green price (X1.3) and green place (X1.4), brand image variable (X2) which consists of 3 manifest variables, namely strengthness (X2.1), uniqueness (X2. 2), and favourable (X2.3), variable purchase intention (Z) which consists of 4 indicators, namely transactional, referential, preferential and exploratory intentions, variable purchase decision (Y) which consists of 5 indicators, namely problem recognition, information search, alternative evaluation, purchase decision and post-purchase behaviour.

Several stages of data analysis in this study consist of instrument testing to ensure the feasibility of instruments or questionnaires in research, the instrument test consists of a validity test and a reliability test. The next analysis is descriptive analysis to provide an overview of the sample characteristics, the last is Structural Equation Modeling - Partial Least Square (SEM-PLS) analysis to test hypotheses and explore existing relationships between observed variables (Hardi, 2023).

Result and Discussion

The Outer Model Testing stage begins with testing convergent validity and Outer Loading. Convergent validity measures the extent to which indicators that represent a construct together represent the construct well (Tamba et al., 2023). Outer Loading testing is carried out to assess how well the indicators of each construct contain information about the measured construct, the results of convergent validity can be seen in Table 1.

Table 1. Convergent Validity Testing Results

Variable	Dimensions	Indicator	Item	Loading Factor
X1: Green Marketing	X1.1: Green product	X1.1.1	X1.1.1.1	0.74
			X1.1.1.2	0.75
		X1.1.2	X1.1.2.1	0.73
			X1.1.2.2	0.72
	X1.2: Green promotion	X1.1.3	X1.1.3.1	0.74
			X1.1.3.2	0.76
		X1.2.1	X1.2.1.1	0.73
			X1.2.1.2	0.72
	X1.3: Green price	X1.2.2	X1.2.2.1	0.74
			X1.2.2.2	0.73
		X1.2.3	X1.2.3.1	0.75
			X1.2.3.2	0.80
X2: Brand image	X1.4: Green Place	X1.3.1	X1.3.1.1	0.75
			X1.3.1.2	0.74
		X1.3.2	X1.3.2.1	0.76
			X1.3.2.2	0.72
	X2.1: Strengthens	X1.3.3	X1.3.3.1	0.71
			X1.3.3.2	0.74
		X1.4.1	X1.4.1.1	0.74
			X1.4.1.2	0.72
	X2.2: Uniqueness	X1.4.2	X1.4.2.1	0.76
			X1.4.2.2	0.72
		X1.4.3	X1.4.3.1	0.73
			X1.4.3.2	0.72
Z: Purchase intention	X2.3: Favourable	X2.1.1	X2.1.1.1	0.87
			X2.1.1.2	0.85
		X2.1.2	X2.1.2.1	0.82
			X2.1.2.2	0.77
	Z1: Transactional intent	X2.2.1	X2.2.1.1	0.84
			X2.2.1.2	0.84
		X2.2.2	X2.2.2.1	0.83
			X2.2.2.2	0.84
	Z2: Referential intent	X2.3.1	X2.3.1.1	0.82
			X2.3.1.2	0.77
		X2.3.2	X2.3.2.1	0.80
			X2.3.2.2	0.86
Y: Purchase decision	Z3: Exploratory intent	Z1.1	Z1.1.1	0.71
			Z1.1.2	0.72
		Z1.2	Z1.2.1	0.75
			Z1.2.2	0.712
	Z4: Post-purchase behaviour	Z2.1	Z2.1.1	0.80
			Z2.1.2	0.75
		Z2.2	Z2.2.1	0.72
			Z2.2.2	0.76
	Z5: Problem recognition	Z3.1	Z3.1.1	0.77

Variable	Dimensions	Indicator	Item	Loading Factor
Y: Purchase decision	Z3: Preferential intent	Z3.2	Z3.1.2	0.76
			Z3.2.1	0.74
			Z3.2.2	0.73
	Z4: Exploratory intent	Z4.1	Z4.1.1	0.74
			Z4.1.2	0.72
		Z4.2	Z4.2.1	0.73
	Z4.2.2		0.74	
	Y1: Problem recognition	Y1.1	Y1.1.1	0.80
			Y1.1.2	0.72
		Y1.2	Y1.2.1	0.75
			Y1.2.2	0.75
	Y2: Information search	Y2.1	Y2.1.1	0.74
			Y2.1.2	0.76
		Y2.2	Y2.2.1	0.71
			Y2.2.2	0.73
	Y3: Evaluation of alternatives	Y3.1	Y3.1.1	0.73
			Y3.1.2	0.74
		Y3.2	Y3.2.1	0.73
			Y3.2.2	0.77
	Y4: Purchase decision	Y4.1	Y4.1.1	0.74
			Y4.1.2	0.73
		Y4.2	Y4.2.1	0.74
			Y4.2.2	0.73
	Y5: Post- Purchase Behavior	Y5.1	Y5.1.1	0.72
			Y5.1.2	0.74
		Y5.2	Y5.2.1	0.73
			Y5.2.2	0.72

Based on the results of the Convergent Validity Test, it can be concluded that all indicators used in this study show a Loading Factor value that is at least equal to or greater than 0.7, in accordance with the guidelines suggested by Solimun et al. (2017). This high Loading Factor value indicates that the indicators effectively and consistently measure the intended construct (Sugiyono, 2017). Furthermore, the

results of Composite Reliability testing are documented in Table 2.

Table 2. Composite Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	AVE
X1.1: G. Product	0.90	0.93	0.70
X1.2: G. Promotion	0.89	0.91	0.70
X1.3: G. Price	0.88	0.91	0.67
X1.4: G. Place	0.88	0.91	0.59
X1: Green Marketing	0.96	0.97	0.67
X2.1: Strengthens	0.86	0.91	0.67
X2.2: Uniqueness	0.86	0.90	0.64
X2.3: Favorable	0.83	0.89	0.63
X2: Brand Image	0.94	0.95	0.63
Z: Purchase intention	0.95	0.95	0.55
Y: Purchase decision	0.96	0.96	0.55
Criteria	>0.70	>0.70	>0.50

In measuring Composite Reliability, there are three main aspects that are the focus of assessment, namely Crombach's Alpha, Composite Reliability, and Average Variance Extracted (AVE). According to the guidelines proposed by Solimun et al. (2017), the expected values for these three aspects are Crombach's Alpha which exceeds 0.7, Composite Reliability which exceeds 0.7, and Average Variance Extracted (AVE) which exceeds 0.5.

After testing the outer model and the PLS model is declared feasible, it is continued with testing the inner model which aims to evaluate the relationship between constructs, as well as the significance of the relationship (Prananta et al., 2023). The results of the inner model assessment are shown in Figure 3 below.

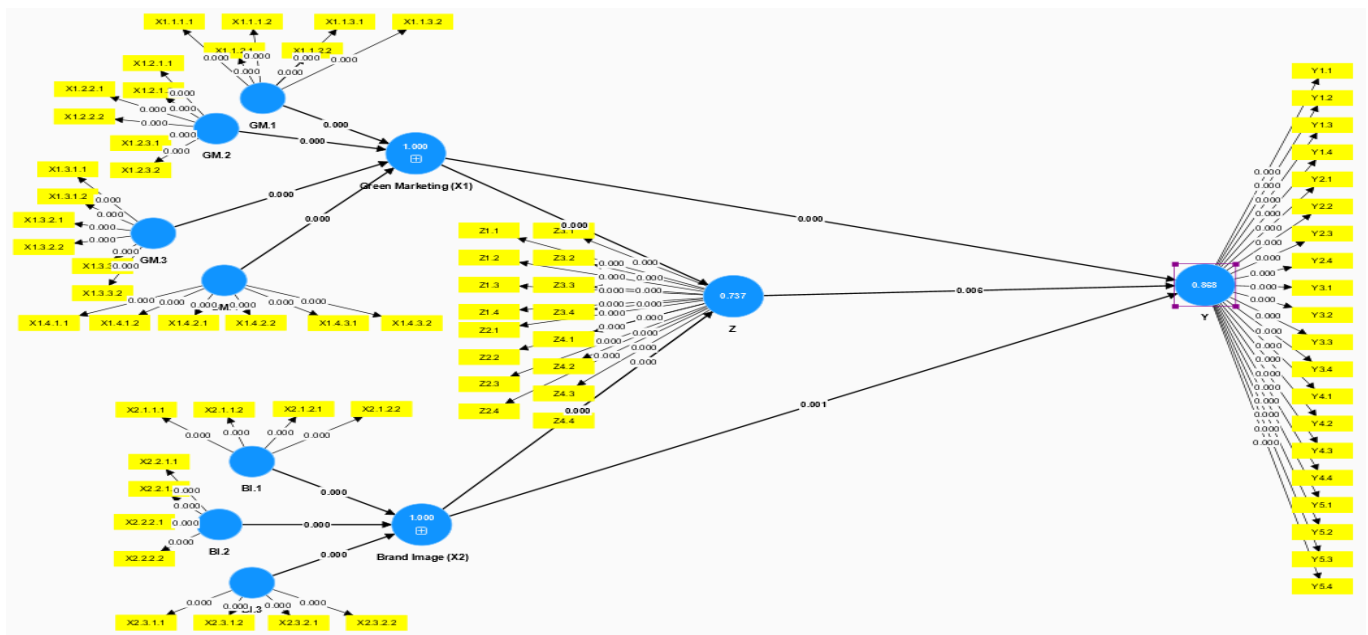


Figure 3. Inner model testing results

Table 3. R-Square Value

Variable	R-Square
Purchase intention (Z)	0.74
Purchase decision (Y)	0.87

Table 4. Research Path Coefficient

Variable	Coefficient	P Values	Decision
Direct Effect			
X1.1 → X1	0.27	0.00	Significant
X1.2 → X1	0.28	0.00	Significant
X1.3 → X1	0.28	0.00	Significant
X1.4 → X1	0.26	0.00	Significant
X2.1 → X2	0.37	0.00	Significant
X2.2 → X2	0.36	0.00	Significant
X2.3 → X2	0.35	0.00	Significant
X1 → Z	0.52	0.00	Significant
X1 → Y	0.44	0.00	Significant
X2 → Z	0.37	0.00	Significant
X2 → Y	0.29	0.00	Significant
Z → Y	0.26	0.00	Significant
Indirect Effect			
X1.1 → X1 → Z	0.14	0.00	Significant
X1.1 → X1 → Y	0.12	0.00	Significant
X1.1 → X1 → Z → Y	0.04	0.02	Significant
X1.2 → X1 → Z	0.15	0.00	Significant
X1.2 → X1 → Y	0.12	0.00	Significant
X1.2 → X1 → Z → Y	0.04	0.02	Significant
X1.3 → X1 → Z	0.14	0.00	Significant
X1.3 → X1 → Y	0.12	0.00	Significant
X1.3 → X1 → Z → Y	0.04	0.02	Significant
X1.4 → X1 → Z	0.14	0.00	Significant
X1.4 → X1 → Y	0.12	0.00	Significant
X1.4 → X1 → Z → Y	0.04	0.02	Significant
X2.1 → X2 → Z	0.14	0.00	Significant
X2.1 → X2 → Y	0.11	0.00	Significant
X2.1 → X2 → Z → Y	0.04	0.05	Significant
X2.2 → X2 → Z	0.13	0.00	Significant
X2.2 → X2 → Y	0.10	0.00	Significant
X2.2 → X2 → Z → Y	0.03	0.04	Significant
X2.3 → X2 → Z	0.13	0.00	Significant
X2.3 → X2 → Y	0.10	0.00	Significant
X2.3 → X2 → Z → Y	0.03	0.05	Significant
X1 → Z → Y	0.14	0.02	Significant
X2 → Z → Y	0.10	0.04	Significant

Information:

- X1 : Green marketing
 X1.1 : Green product
 X1.2 : Green promotion
 X1.3 : Green price
 X1.4 : Green place
 X2 : Brand image (BI)
 X2.1 : BI. strengthness
 X2.2 : BI. uniqueness
 X2.3 : BI. favourable
 Z : Purchase intention
 Y : Purchase decision

The first step is to look at the R-square value for each dependent latent variable (Sugiyono, 2017). The R-square value is presented in Table 3. With an R-square value of 0.737 for the Purchase intention variable (Z), it can be concluded that about 74% of the variation in Purchase intention can be explained by the independent latent variables included in the model, namely Green marketing strategy (Green product, Green price, Green location, Green promotion) and Brand image (Strengthens, Uniqueness, Favorable). Furthermore, with an R-square value of 0.868 for the Purchase decision variable (Y), it can be concluded that about 87% of the variation in purchasing decisions can be explained by the independent latent variables included in the model in the form of Green marketing strategy (Green product, Green price, Green location, Green promotion) and Brand image (Strengthens, Uniqueness, Favorable) and purchase intention. Furthermore, the results of hypothesis testing are shown in Table 4.

The Effect of Green Marketing Strategy on Purchase Decision

There is a significant influence, both directly and indirectly, on Purchase decision (Y). This influence can come from exogenous variables such as green marketing strategy (Green product, green price, green location, green promotion) and Brand image (Strengthens, Uniqueness, Favorable). Green product, which emphasises the environmentally friendly aspects of the product, signals to consumers that Matoh Cassava Chips is made with consideration of its impact on the environment. The use of natural ingredients, sustainable production processes, and environmentally friendly packaging are some of the aspects that appeal to consumers who care about the environment (Gunawan & Ferdhian, 2020). Thus, products that are perceived as environmentally friendly tend to be more attractive to consumers who prioritise environmental awareness when they make purchasing decisions (Donthu et al., 2021). The green price aspect, which includes a fair and transparent pricing policy, as well as incentives for consumers who choose environmentally friendly products, also has a significant impact on purchasing decisions (Nasution, 2023).

The green location aspect also contributes to the influence on consumer purchasing decisions for Matoh Cassava Chips. The choice of sustainable production and distribution locations, as well as support for the local economy, provides a positive image for the brand (Rahayu & Sagita, 2019). Consumers tend to favour products that are locally produced and reduce the carbon footprint in their supply chain. According to (Saifuddin & Rahmayanti, 2021), locations that are considered environmentally friendly can influence consumer purchasing decisions that consider aspects of sustainability. In the aspect of green promotion, which

highlights the company's efforts to promote products in an environmentally friendly manner, it also has an impact on purchasing decisions (Montaguti et al., 2023). The combination of this green marketing strategy gives consumers the impression that Matoh Cassava Chips is not just a snack product, but also a responsible and sustainable choice. This is in accordance with the statement from Ribeiro-Navarrete et al. (2021) that companies are able to build a strong brand image, attract consumers who are increasingly aware of sustainability and the environment, and win competition in the snack market by offering products that are more than just ordinary snacks.

The Influence of Brand Image on Purchase Decision

The influence of Brand image which includes brand strength, uniqueness, and good image significantly impacts consumer purchasing decisions on Healthy food products Matoh Cassava Chips. Brand strength is the main driver in shaping consumer perceptions of product quality and reliability (Arianty & Andira, 2021). A strong brand image signals to consumers that Matoh Cassava Chips is a product that is reliable, high quality, and meets their expectations. Thus, consumers tend to be more inclined to choose products with a strong brand image when making purchasing decisions (Beer et al., 2022). In the aspect of brand uniqueness, it creates product differentiation from its competitors in the minds of consumers. In addition, a favourable brand image creates a positive emotional connection between the brand and consumers, which in turn influences purchasing decisions (Farrukh et al., 2020). When consumers have a favourable perception of a brand, they tend to be more motivated to choose that product over other brands (Candra & Suparna, 2019).

A good brand image also creates a positive emotional connection between brands and consumers (Lin et al., 2021). Consumers who feel emotionally connected to a brand tend to be more loyal and tend to choose that product even in situations of intense competition. This is in accordance with the submission from Arianty et al. (2021) that the effect of Brand image on purchasing decisions reflects the company's success in building a strong and positive brand image in the eyes of consumers. So that by focusing on brand strength, uniqueness, and a good image, it will succeed in attracting consumers' attention, winning their trust, and winning the competition in the snack food market (Chancharoonpong et al., 2021).

Ability of Purchase Intention Variables in Mediating the Effect of Green marketing strategy on Purchase Decision

The purchase intention variable plays an important role in connecting the influence of Green marketing strategy, which includes Green product, Green price,

Green location, and Green promotion, with consumers' purchase decisions for Matoh Cassava Chips Healthy food products. As a first step, the Green marketing strategy signals to consumers that Matoh Cassava Chips is an environmentally friendly and sustainable choice. This creates interest and intention for consumers to consider the product when they make purchasing decisions (Waringga et al., 2023). Promotional campaigns backed by scientific facts and food safety certifications give consumers additional confidence about the goodness of the product (Ottman, 2011). This increases their intention to choose Matoh Cassava Chips in their purchase. The purchase intention variable is able to act as a significant mediator in facilitating the influence of Green marketing strategy on purchasing decisions on Healthy food products Matoh Cassava Chips. The intention to choose products that are environmentally friendly and have a positive impact on the environment is a major driver in consumer purchasing decisions (Kar & Harichandan, 2022). This shows that environmental awareness and sustainability are important factors in influencing consumer preferences in choosing products (Giannetti et al., 2020).

The mediating ability of the purchase intention variable refers to its role in conveying the effect of the independent variable, in this case the Green marketing strategy, to the dependent variable, namely the purchase decision, through the process of intention or desire to buy the product (Yulindasari & Fikriyah, 2022). In the context of the Healthy food product Matoh Cassava Chips, purchase intention acts as a link that connects how Green marketing strategy affects consumer purchasing behaviour (Pebrianti & Rosalin, 2021). In the mediation analysis, the purchase intention variable not only presents the direct effect of Green marketing strategy on purchase decision, but also takes into account its indirect effect through the purchase intention process. This is in accordance with the submission of Kar et al. (2022) that understanding the mediating ability of the purchase intention variable provides valuable insight for marketers to develop effective strategies for promoting environmentally friendly products.

Ability of Purchase Intention Variables in Mediating the Effect of Brand Image on Purchase Decision

The purchase intention variable plays an important role as a significant mediator in facilitating the influence of the Brand image variable (Strengthens, Uniqueness, Favourable) on purchase decisions on Healthy food products Matoh Cassava Chips. In this context, purchase intention is the link between consumer perceptions of brand image and real purchase actions. A strong brand image creates a positive impression of the product in the eyes of consumers (Beer et al., 2022). Positive brand strength also creates a strong emotional connection

between brands and consumers. Consumers who feel emotionally connected to the brand tend to be more motivated to choose the product. This leads to the formation of strong intentions to buy, as consumers feel emotionally attached to the brand and want to support it with their purchases. Through strong intentions to buy, consumers become more likely to take real action to purchase (Rahayu & Sagita, 2019). This shows that the purchase intention variable functions as an effective mediation between the brand image variable and consumer purchasing decisions for Healthy food products Matoh Cassava Chips.

The purchase intention variable also reflects the level of certainty and desire of consumers to buy the product. When consumers have a high intention to buy a product, they tend to be more active in finding and choosing that product in the market. This makes the purchase intention variable a useful indicator in predicting consumer purchasing behaviour (Swasty et al., 2019). In the context of the Healthy food product Matoh Cassava Chips, the purchase intention variable is an important determinant in the purchasing decision-making process. When consumers have a strong intention to buy this product, they are more likely to choose it among other options available in the market. This is in accordance with the submission of Annisa et al. (2022) that the mediating ability of the purchase intention variable confirms that consumer perceptions of brands have a significant impact on the formation of purchase intentions, which in turn influence purchasing decisions.

The Right Strategy in Marketing the Product "Matoh Cassava Chips"

The results in this study indicate that Green marketing strategy (Green product, Green price, Green location, Green promotion) and Brand image (Strengthens, Uniqueness, Favorable) are able to increase purchase decisions either directly or indirectly through purchase intention. So that the right strategy in marketing the product "Matoh Cassava Chips" needs to be done by combining Green marketing strategy and Brand image plays an important role in increasing consumer purchase decisions.

Through the integration of green marketing strategy and Brand image creates an overall impression of an environmentally friendly, high quality, and unique product (Diana et al., 2023). This allows Matoh Cassava Chips to differentiate itself in the market and attract the attention of consumers who are looking for products that match their values and preferences. In an effort to increase purchasing decisions, Matoh Cassava Chips can also utilise more specific and targeted marketing strategies. As stated by Fitriani et al. (2021) that this could include organising special promotions,

developing partnerships with environmental organisations, and providing incentives to consumers who choose environmentally friendly products.

In addition, the company PT Pareto Estu Guna in marketing Healthy food Matoh Cassava Chips needs to be done by supporting consistent and authentic brand communication is also important to maintain a positive brand image (Ditahardiyani et al., 2023). Through the use of the right marketing channels and relevant messages, companies can continue to strengthen their brand image and build sustainable relationships with consumers. This is in accordance with the submission of Swasty et al. (2019) that by combining green marketing strategy and brand image is an effective strategic step to increase purchasing decisions and sales success in the market, according to Loka et al. (2023) so that by conveying values that match consumer preferences and building a strong brand image, the company can achieve its goal of becoming a leader in the healthy and sustainable food market.

Conclusion

The results of this study can be concluded that Green marketing strategy and Brand image have a significant effect on purchase decision, as well as purchase intention which is able to significantly mediate this influence. The right strategy in marketing the product "Matoh Cassava Chips" is to combine green marketing strategy (Green product, green price, green place, green promotion) and Brand image (Strengthens, Uniqueness, Favorable) to influence consumer purchasing behaviour. The integration of green marketing strategy and brand image creates a holistic impression of an environmentally friendly, high-quality, and unique product that differentiates Matoh Cassava Chips in the market and attracts the attention of consumers who are looking for products that match their values and preferences.

Acknowledgments

We would like to express our deep appreciation to Matoh Cassava Chips and PT Pareto Estu Guna Matoh Food for their co-operation, support and valuable contributions in this study. Their participation has made this research possible. Thank you for their willingness to share their insights and experiences which are very meaningful to the progress of our research.

Author Contributions

Conceptualization, I. and B. S. and F. D. R.; methodology, B. S. and F. D. R.; validation, B. S. and F. D. R.; formal analysis, I. and B. S. and F. D. R.; investigation, I.; resources, I.; data curation, I. and B. S. and F. D. R.; writing—original draft preparation, I.; writing—review and editing, I. and B. S. and F. D. R.; visualization, I. All authors have read and agreed to the published version of the manuscript.

Funding

This research received no external funding.

Conflicts of Interest

The authors declare no conflict of interest.

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