
Effect of Green Innovation, Brand Equity, and Marketing Communication on Loyalty Through Decisions

Solihatun Nisak¹, Donny Arif², Tussi Sulistyowati³

¹³ Program Studi Doktor Ilmu Ekonomi, Universitas 17 Agustus 1945
Surabaya, Indonesia

²Program Studi Manajemen, Universitas Maarif Hasyim Latif Sidoarjo

E-mail: ¹solihatunnisak02@gmail.com, ²doni_arif@dosen.umaha.ac.id,
³mytussi@gmail.com

Received: April, 2025; Accepted: April, 2025; Published: June, 2025

Permalink/DOI:

Abstract

This study examines the influence of eco-friendly product innovation, brand equity, and marketing communication on consumer loyalty, with purchase decisions as a mediating variable. The research object comprises Samsung smartphone users in the Gresik and Sidoarjo regions. Using a quantitative approach, data were collected through Likert scale questionnaires completed by 153 respondents selected via purposive sampling. Data processing was conducted using SmartPLS version 3.2.9 to test the relationships between variables. The results indicate that eco-friendly product innovation, brand equity, and marketing communication have a positive and significant influence on both purchase decisions and consumer loyalty. Additionally, purchase decisions are found to play an essential role in mediating the relationships between these variables and consumer loyalty. These findings highlight the importance of marketing strategies that incorporate sustainability and brand equity in fostering consumer loyalty.

Keywords: *Brand Equity, Consumer Loyalty, Green Product Innovation, Marketing Communication, Purchase Decision*

INTRODUCTION

In the Society 5.0 era, technology is central to daily life, requiring individuals to be tech-savvy (Purnama & Chairina, 2023). Advanced technology enables global business operations but also increases environmental issues like global warming and pollution (Frianto et al., 2023; Majali et al., 2022). As a result, consumers are shifting towards eco-friendly products. Green product innovation helps businesses reduce environmental impact and align products with sustainable values, offering added consumer appeal (Putri et al., 2023). In Indonesia, smartphone usage grew from 28.6% in 2015 to 63.3% in 2019, with increasing electronic waste projected to reach 110 million tons by 2050. Green innovations in smartphones can reduce this damage.

Consumers are also influenced by brand equity, as strong brand equity builds trust and boosts consumer confidence (Ramadhan et al., 2023; Firdaus et al.,

2023). With many smartphone brands available, Samsung, the leading brand in Indonesia, demonstrates the importance of brand equity (Sya'idah, 2020; Shrestha et al. 2023). Additionally, marketing communication is crucial for differentiating products and influencing consumer perceptions (Mihaela, 2015; Parameswaran, 2023). Effective marketing communication boosts sales, while poor communication harms performance (Salim et al., 2022; Ramadhayanti, 2021). Samsung, leading the global smartphone market with a 20% share as of Q3 2023, shows how marketing can drive purchase decisions and company growth (Subagya et al., 2022).

Consumer loyalty is closely linked to meeting expectations and environmental awareness (Widianto et al., 2023; Santosa et al., 2020). Green product innovation, strong brand equity, and effective marketing communication all contribute to fostering long-term loyalty, as consumers who recognize a product's value are likely to remain loyal (Syaifudin Syukri et al., 2023)

Marketing Management

Marketing management involves planning, execution, supervision, and control to help businesses achieve their goals (Hendrayani & Siwiyanti, 2021). Its main aim is to establish beneficial relationships between producers and consumers, ultimately generating profit by offering products or services that meet consumer needs (Ariyanto et al., 2023).

Green Product Innovation

Green product innovation, as defined by Xie et al. (2019), focuses on improving product design to reduce environmental impact using non-toxic or biodegradable materials. Christian & Alhazami (2023) state it meets market demands by creating environmentally conscious products. Dangelico (2016) highlights benefits like cost reduction, increased turnover, and improved reputation. According to Putri et al.(2023), it is measured through eco-friendly product development, eco-labels, recycling waste, and eco-friendly packaging.

Brand Equity

Ahiabor et al. (2023) describe brand equity as a crucial intangible asset. Tores (2020) defines it as the added value a product gains through customer perceptions, pricing, market share, and profitability. Agustini and Suasana (Marlius & Darma, 2023) note that strong brand equity helps companies outperform competitors by making products more attractive to customers. According to Qalby et al. (2023), brand equity is measured through brand awareness, perceived quality, brand association, and brand loyalty.

Marketing Communication

Marketing communication refers to the methods businesses use to inform, persuade, or remind consumers about their products and brands, either directly or indirectly (Ramadhayanti, 2021). It is vital to ensure consistent

understanding between marketers (communicators) and potential consumers (communicators), even in simple market structures (Ramadhyanti, 2021). Sinambela et al. (2019) explain that marketing communication enables companies to build relationships with their customers.

According to Aurelia & Hidayat (2023), marketing communication consists of five indicators, advertising, personal selling, sales promotion, public relations, and direct marketing

Purchase Decision

A purchase decision results from a decision-making process in which consumers determine whether a product or service is necessary and then find, evaluate, and choose among competing brands (Larika & Ekowati, 2020). According to Tjiptono (Gunarsih et al., 2021) a purchase decision involves a series of steps, beginning with the consumer identifying their problem, seeking information about specific brands or products, and evaluating them based on how well they meet their needs. Samad et al. (2023) outline four indicators of purchase decisions: deciding to buy after obtaining product information, choosing to buy due to a preferred brand, buying a product that meets needs and desires, and purchasing based on recommendations from others.

Consumer Loyalty

According to Tjiptono (Syukri & Sos, 2018) consumer loyalty is the commitment of customers to a brand, characterized by repeat purchases. Kotler and Keller (Busra & Dahmiri, 2022) define it as a high level of customer commitment reflected in repeated purchases or subscriptions. Taylor (in Ummah, 2019) sees loyalty as a valuable asset for businesses, reducing marketing costs, attracting clients, and protecting against competitors. Primakov (2023) identifies three indicators: repeat purchases, resistance to negative influences, and recommending the product to others.

METHOD

This study uses a quantitative explanatory approach, focusing on Samsung smartphone users in Gresik and Sidoarjo. It examines green product innovation, brand equity, marketing communication, purchase decisions, and consumer loyalty. A sample of 153 respondents was selected through purposive sampling. Data was collected via online Likert scale questionnaires. Structural Equation Modeling (SEM) was used for analysis, including measurement model analysis, validity and reliability tests, model evaluation, and hypothesis testing.

RESULTS AND DISCUSSION

Descriptive Analysis

Based on the data collected via Google Forms, 60.1% of respondents reside in Gresik, while 39.9% live in Sidoarjo. The mean scores indicate that brand equity (4.49) is the most influential factor, followed by purchase decision (4.38) and consumer loyalty (4.31). Green product innovation (4.29) and marketing

Figure 1: Path diagram of the proposed model. The diagram illustrates the relationships between three latent variables (Brand Personality (A), Brand Personality (B), and Market Orientation (B)) and their corresponding observed variables. The latent variables are represented by blue ovals, and the observed variables are represented by yellow rectangles. The path coefficients are as follows:

- Brand Personality (A) to Brand Personality (A): 0.428
- Brand Personality (A) to Brand Personality (B): 0.189
- Brand Personality (A) to Market Orientation (B): 0.445
- Brand Personality (B) to Brand Personality (A): 0.338
- Brand Personality (B) to Brand Personality (B): 0.226
- Brand Personality (B) to Market Orientation (B): 0.445

Construct	Construct Value	Construct	Construct Value	Construct	Construct Value	Construct	Construct Value	Construct	Construct Value
				X3.5.1	0.823				
				X3.5.2	0.788				
				X3.5.3	0.792				

Source: Research findings (2024)

Reliability Test

Table 2 shows that all variables have a Cronbach's Alpha value greater than 0.70, so they are considered reliable.

Table 2. Reliability Test

Variable	Items	Cronbach's Alpha	Critical Value	Notes
X1	8	0.889	0.70	Reliable
X2	8	0.891	0.70	Reliable
X3	12	0.938	0.70	Reliable
Z	6	0.871	0.70	Reliable
Y	8	0.915	0.70	Reliable

Source: Research findings (2024)

Outer Model Evaluation or Measurement Model

Convergent Validity

Based on Table 3, the correlation between the constructs and variables is greater than 0.5, indicating validity.

Table 3. Convergent Validity Test

Green Product Innovation		Brand Equity		Marketing Communication		Purchase Decision		Consumer Loyalty	
X1.1.1	0.733	X2.1.1	0.739	X3.1.1	0.721	Z.1.1	0.722	Y.1.1	0.716
X1.1.2	0.76	X2.1.2	0.739	X3.1.2	0.735	Z.2.1	0.744	Y.1.2	0.796
X1.2.1	0.713	X2.2.1	0.755	X3.2.1	0.76	Z.3.1	0.837	Y.1.3	0.787
X1.2.2	0.739	X2.2.2	0.799	X3.2.2	0.711	Z.3.2	0.766	Y.2.1	0.758

Green Product Innovation		Brand Equity		Marketing Communication		Purchase Decision		Consumer Loyalty	
X1.3.1	0.774	X2.2.3	0.796	X3.3.1	0.791	Z.3.3	0.88	Y.2.2	0.812
X1.3.2	0.765	X2.3.1	0.739	X3.3.2	0.788	Z.4.1	0.728	Y.2.1	0.85
X1.4.1	0.731	X2.3.2	0.717	X3.4.1	0.776			Y.3.2	0.827
X1.4.2	0.786	X2.4.1	0.735	X3.4.2	0.785			Y.3.3	0.791
				X3.4.3	0.777				
				X3.5.1	0.823				
				X3.5.2	0.788				
				X3.5.3	0.792				

Source: Research findings (2024)

Discriminant Validity

Based on Table 4, all variables have good discriminant validity with AVE values above 0.50.

Table 4. Discriminant Validity Test

Variable	AVE	Notes
Green Product Innovation	0.563	Valid
Brand Equity	0.567	Valid
Marketing Communication	0.595	Valid
Purchase Decision	0.611	Valid
Consumer Loyalty	0.629	Valid

Source: Research findings (2024)

Composite Reliability

Based on Table 5, all variables are consistently reliable with composite reliability scores above 0.70.

Table 5. Composite Reliability Test

Variable	Composite Reliability	Notes
Green Product Innovation	0.912	Valid
Brand Equity	0.913	Valid
Marketing Communication	0.946	Valid
Purchase Decision	0.904	Valid
Consumer Loyalty	0.931	Valid

Source: Research findings (2024)

Cronbach's Alpha

As shown in Table 6, all variables have Cronbach's Alpha values greater than 0.70, indicating reliability. This concludes the validity, reliability, and outer model evaluation based on the collected data for the study.

Table 6. Cronbach's Alpha Test

Variable	Items	Cronbach's Alpha	Notes
X1	8	0.889	Reliable
X2	8	0.891	Reliable
X3	12	0.938	Reliable
Z	6	0.871	Reliable
Y	8	0.915	Reliable

Source: Research findings (2024)

Evaluation of the Inner Model

Coefficient of Determination (R-Square) R^2

Based on Table 7, the influence of green product innovation, brand equity, and marketing communication on purchase decisions yielded a value of 0.663, which is considered moderate. Additionally, the R-square was used to observe the effect of the same variables on customer loyalty, yielding a value of 0.697, which is regarded as high.

Table 7. R-Square Test

	R-Square (R^2)	R Square Adjusted
Purchase Decisions	0,663	0,656
Consumer Loyalty	0,697	0,689

Source: Research findings (2024)

Goodness Off Fit

$$\begin{aligned}
 Q \text{ Square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\
 &= 1 - [(1 - 0,663) \times (1 - 0,697)] \\
 &= 1 - (0,337 \times 0,303) \\
 &= 1 - 0,102 \\
 &= 0,90
 \end{aligned}$$

From the calculation above, a Q-Square value of 0.90 or 90% was obtained. This indicates that the research model can explain 90% of the variance in the research data, while the remaining 10% is explained by other factors outside this study. Path Analysis

Table 8. Path Analysis Test

	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
Constant	1.616	1.517		1.065	0,288
X1	0,176	0,051	0,228	3.461	0,000
X2	0,297	0,050	0,382	5.980	0,000

X3	0,155	0,034	0,323	4.555	0,000
----	-------	-------	-------	-------	-------

Source: Research Results (2024)

Based on the data in Table 8, the standardized coefficients beta for the influence of independent variables on the mediating variable indicate an e1 value of 0,351.

Table 9. Sub-Structural Path Analysis

	Unstandard ized B	Coefficients Std. Error	StandardizedCo efficients Beta	t	Sig
Constant	-0,364	1,982		-0,184	0,854
X1	0,206	0,069	0,192	2,985	0,003
X2	0,211	0,072	0,196	2,931	0,004
X3	0,151	0,047	0,226	3,176	0,002
Z	0,477	0,107	0,344	4,470	0,000

Source: Research Results (2024)

Based on the data in the table, the standardized coefficients beta for the influence of independent variables on the mediating variable indicate an e1 value of 0.308.

Hypothesis Testing

Table 10. Direct Effect Hypothesis Test

Relationship	(O)	(M)	(STD EV)	T Statistic	P Values
X1>Z	0.225	0.225	0.064	3.535	0.000
X2>Z	0.185	0.186	0.076	2.421	0.016
X3>Z	0.387	0.389	0.061	6.304	0.000
X1>Y	0.201	0.202	0.071	2.853	0.005
X2>Y	0.328	0.329	0.061	5.369	0.000
X3>Y	0.228	0.234	0.097	2.355	0.019
Z>Y	0.345	0.338	0.096	3.589	0.000

Source: Research Results (2024)

Based on the table, the influence between the independent and dependent variables is significant if the t-statistic > 1.975 and the p-value < 0.05. In this case, H0 is rejected, and Ha is accepted.

Table 11. Indirect Hypothesis Testing

Relationship	(O)	(M)	(STDEV)	T Statistic	P Values
X1>Z>Y	0.078	0.076	0.032	2,451	0.015
X2>Z>Y	0.133	0.132	0.045	2.959	0.003
X3>Z>Y	0.113	0.110	0.036	3.165	0.002

Source: Research Results (2024)

Table 11 shows that green product innovation, brand equity, and marketing communication positively impact consumer loyalty through purchase decisions, with influence values of 0.078, 0.133, and 0.113, respectively. The t-values exceed 1.975 and p-values are below 0.05, confirming their significance. Green product innovation (t-value: 2.421), brand equity (t-value: 2.853), and marketing communication (t-value: 2.355 for loyalty and 3.589 for purchase decisions) all significantly influence consumer loyalty. These results support previous research

highlighting the importance of these factors in driving consumer behavior, especially in the context of eco-conscious choices.

CONCLUSION

The research concludes that green product innovation, brand equity, and marketing communication all positively and significantly impact purchase decisions and consumer loyalty. Additionally, these factors influence consumer loyalty indirectly through purchase decisions as a mediator. Future research should explore other variables related to consumer loyalty and expand the sample scope. For companies, it's recommended to increase R&D investment in eco-friendly technology, enhance product quality to meet consumer expectations, boost brand equity, and improve marketing communication through appealing reward programs.

REFERENCES

- Ahiabor, D. K., Kosiba, J. P. B., Gli, D. D., Tweneboah-Koduah, E. Y., & Hinson, R. E. (2023). Satellite fans engagement with social networking sites influence on sport team brand equity: A UGT perspective. *Digital Business*, 3(2). <https://doi.org/10.1016/j.digbus.2023.100064>
- Ariyanto, A., Bangun, R., Indillah, M. R. M., Trenggana, A. F. M., Sholihah, D. R., Ariyanti, M., Widiati, E., Irawan, P., Ratih, S. D., & Ismail, R. S. (2023). *Manajemen Pemasaran*.
- Aurelia, A. V., & Hidayat, A. (2023). Pengaruh Komunikasi Pemasaran Terhadap Minat Konsumen (Studi Kasus Di PT Haruman Multi Artha). *Lokawati: Jurnal Penelitian Manajemen Dan Inovasi Riset*, 1(5), 346–360.
- Busra, W., & Dahmiri, D. (2022). Pengaruh Brand Equity Dan Service Quality Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Mediasi Pada Retail Pt Campina Ice Cream Industry Tbk-JAMBI. *Jurnal Manajemen Terapan Dan Keuangan*, 11(2), 464–476.
- Christian, E., & Alhazami, L. (2023). Pengaruh Green Product Innovation Dan Green Process Innovation Terhadap Green Competitive Advantage (Studi Pada PT. Samcro Hyosung Adilestari). *Jurnal Publikasi Sistem Informasi Dan Manajemen Bisnis*, 2(3), 237–250.
- Dangelico, R. M. (2016). Green product innovation: Where we are and where we are going. *Business Strategy and the Environment*, 25(8), 560–576.
- Firdaus, M. F., & Yamini, E. A. (2023). Pengaruh Brand Equity Dan Brand Trust Terhadap Loyalitas Pelanggan Sepatu Sandal Merek Eiger. *Ulil Albab: Jurnal Ilmiah Multidisiplin*, 2(3), 1154–1160.
- Frianto, D., Sutrisno, E., & Wahyudi, A. (2023). Pelaku Industri dalam Pengendalian Emisi dan Standardisasi. *STANDAR: Better Standard Better Living*, 2(5), 41–44.
- Gunarsih, C. M., Kalangi, J. A. F., & Tamengkel, L. F. (2021). Pengaruh Harga Terhadap Keputusan Pembelian Konsumen Di Toko Pelita Jaya Buyungon Amurang. *Productivity*, 2(1), 69–72.
- Hendrayani, E., & Siwiyanti, L. (2021). *Manajemen Pemasaran*. Samudra Biru.
- Kustiwi, I.A. 2024. "Accounting Information System (AIS): Integration of

- Artificial Intelligence and Management in Farm Tourism Kelompok Tani Elok Mekar Sari.” DiE: Jurnal Ilmu Ekonomi Dan Manajemen 15(1):123–31. doi: 10.30996/die.v15i1.10634.
- Kustiwi, I. A., Hwihanus, H. 2023. Sistem Informasi Akuntansi Dari Sisi Audit Internal. JPEKBM (Jurnal Pendidikan Ekonomi, Kewirausahaan, Bisnis, dan Manajemen, Vol 7, No 2.
- Larika, W., & Ekowati, S. (2020). Pengaruh citra merek, harga dan promosi terhadap keputusan pembelian handphone Oppo. *Jurnal Manajemen Modal Insani Dan Bisnis (JMMIB)*, 1(1), 128–136.
- Majali, T., Alkaraki, M., Asad, M., Aladwan, N., & Aledeinat, M. (2022). Green Transformational Leadership, Green Entrepreneurial Orientation and Performance of SMEs: The Mediating Role of Green Product Innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(4). <https://doi.org/10.3390/joitmc8040191>
- Marlius, D., & Darma, K. P. K. (2023). Pengaruh Ekuitas Merek (Brand Equity) Dan Harga Terhadap Keputusan Pembelian Produk Handphone Merek Oppo Pada Toko Faiqah Ponsel Di Ujung Air, Kecamatan Sutera, Kabupaten Pesisir Selatan, Sumatera Barat. *Jurnal Economina*, 2(1), 15–27.
- Mihaela, O. O. E. (2015). The Influence of the Integrated Marketing Communication on the Consumer Buying Behaviour. *Procedia Economics and Finance*, 23, 1446– 1450. [https://doi.org/https://doi.org/10.1016/S2212-5671\(15\)00446-3](https://doi.org/https://doi.org/10.1016/S2212-5671(15)00446-3)
- Parameswaran, A. M. G. (2023). Chapter 6 - Integrated marketing communication on health-related consumer behavior. In D. Ghosh, D. Bogueva, & R. Smarta (Eds.), *Nutrition Science, Marketing Nutrition, Health Claims, and Public Policy* (pp. 59– 70). Academic Press. <https://doi.org/https://doi.org/10.1016/B978-0-323-85615-7.00026-4>
- Primakov, G. & J. H. U. (2023). *Pengaruh Product Quality Dan Price Terhadap Kepuasan Konsumen Serta Implikasinya Pada Loyalitas Konsumen (Survei Pada Pengguna Smartphone Realme yang membeli di Bandung Electronic Center)*.
- Purnama Ramadani Silalahi, M. E., & Chairina, M. E. (2023). *Ekonomi Digital: Perkembangan Bisnis Digital, Pemasaran Digital, Ecommerce, Fintech Berbasis Syariah dan Homoislamicus dalam Perilaku Konsumen*. Merdeka Kreasi Group.
- Putri, T. A. N. R., Lindawati, T., & Handayani, Y. I. (2023). Pengaruh Green Product Innovation Dan Green Marketing Terhadap Brand Image Dalam Purchase Decision Produk Avoskin Pada Konsumen Di Surabaya. *Jurnal Ilmiah Mahasiswa Manajemen : JUMMA*, 12(1), 47–59. <https://doi.org/10.33508/jumma.v12i1.4711>
- Qalby, N. N., Arisman, A., & Pauzy, D. M. (2023). Pengaruh Gaya Hidup Dan Ekuitas Merek Terhadap Keputusan Pembelian Sepatu Merek Nike: Survei Pada Mahasiswa Universitas Perjuangan Tasikmalaya. *Jurnal Rimba: Riset Ilmu Manajemen Bisnis Dan Akuntansi*, 1(3), 84–98.
- Ramadhan, T. A., Nugraha, F. Y. P., Cahyati, F. N., Luwinda, S., Rahmayanti, E. D., & Rahadhini, M. D. (2023). Pengaruh Brand Equity Terhadap Keputusan Pembelian Iphone Pada Mahasiswa Solo. *E-Bisnis: Jurnal Ilmiah*

-
- Ekonomi Dan Bisnis*, 16(1), 229–237.
- Ramadhayanti, A. (2021). Pengaruh Komunikasi Pemasaran dan Affiliate Marketing terhadap Volume Penjualan. *Al-Kalam: Jurnal Komunikasi, Bisnis Dan Manajemen*, 8(1), 94–103.
- Salim, H. S., Goh, T. S., & Margery, E. (2022). Pengaruh komunikasi pemasaran dan produk terhadap keputusan pembelian di PT. Furnilux Indonesia. *Jurnal Bisnis Kolega*, 8(1).
- Samad, K. W., Yendra, Y., & Nur, I. S. M. (2023). Pengaruh Social Media Marketing terhadap Keputusan Pembelian yang Dimediasi oleh Citra Merek Smartphone Samsung: Studi pada Mahasiswa Prodi Manajemen Universitas Yapis Papua. *Prosiding Seminar Nasional Forum Manajemen Indonesia-e-ISSN 3026-4499*, 1, 101–112.
- Santosa, S., & Luthfiyyah, P. P. (2020). Pengaruh Komunikasi Pemasaran terhadap Loyalitas Pelanggan di Gamefield Hongkong Limited. *Pro Mark*, 10(1).
- Shrestha, R., Kadel, R., & Mishra, B. K. (2023). A two-phase confirmatory factor analysis and structural equation modelling for customer-based brand equity framework in the smartphone industry. *Decision Analytics Journal*, 8. <https://doi.org/10.1016/j.dajour.2023.100306>
- Sinambela, D. R., Winarto, W., & Panjaitan, M. (2019). Pengaruh Strategi Komunikasi Pemasaran Terhadap Keputusan Pembelian Pada CV. Prima Motor Pasir Pengaraian. *Jurnal Ilmiah Methonomi*, 5(1), 67–74.
- Subagya, F., Ramdan, A. M., & Danial, R. D. M. (2022). The Analisis Ekuitas Merek Dan Komunikasi Pemasaran Terpadu Terhadap Keputusan Pembelian Smartphone Samsung. *Journal of Economic, Bussines and Accounting (COSTING)*, 6(1), 158–166.
- Sya'idah, E. H. (2020). Pengaruh Brand Equity terhadap Keputusan Pembelian. *JMK (Jurnal Manajemen Dan Kewirausahaan)*, 5(3), 204–216.
- Syaifudin Syukri, M., Faradiba, B., & Akilah, F. (2023). Jurnal Mirai Management Pengaruh Brand Awareness terhadap Loyalitas Konsumen Handphone Samsung pada Universitas Ichsan Gorontalo. *Jurnal Mirai Management*, 8(1), 683–695. <https://marketing.co.id>,
- Syukri, A., & Sos, S. (2018). Analisis Pengaruh Ekuitas Merek Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan. *Jurnal Semarak*, 1(2).
- Ummah, N. N. (2019). *Pengaruh Ekuitas Merek Terhadap Loyalitas Konsumen Kosmetik Wardah di Jember*.
- Xie, X., Huo, J., & Zou, H. (2019). Green process innovation, green product innovation, and corporate financial performance: A content analysis method. *Journal of Business Research*, 101, 697–706. <https://doi.org/https://doi.org/10.1016/j.jbusres.2019.01.010>