
Improving The Purchase Decision Of Gen Z Consumer Through Green Brand Trust And Electronic Word Of Mouth On Go Green Products

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Abstract: This study aims to determine the effect of green brand trust and electronic word of mouth on purchasing decisions of Gen Z consumers on McDonald go green products, either partially or simultaneously. The approach used in this research is causal research. The sample consisted of 140 Gen Z respondents in the Karang Tengah Region, Tangerang City, Banten Province. The sampling technique used was purposive sampling. The data collection method was carried out using a questionnaire instrument with a Likert Summated Rating (LSR). The data analysis method was processed using SPSS Version 27. The results showed that green brand trust and electronic word of mouth had a positive and significant effect on purchasing decisions of Gen Z consumers for McDonalds go green products, both partially and simultaneously. The effect of the electronic word of the mouth variable is higher than the green brand trust variable on the purchase decision of Gen Z consumers on McDonalds go green products. Suggestions for realizing management for McDonalds marketers to increase information about McDonalds products that have gone green by holding events involving generation Z consumers in Karang Tengah, Tangerang City.

Keywords: : Green Brand Trust, Electronic Word Of Mouth, Purchasing Decisions

INTRODUCTION

Theera of globalization has changed from traditional to modernization with technological advances. Global warming is a hot topic of discussion. Problems faced such as water pollution, air pollution, and added to the waste problem are increasing every year. The main reason is due to human activities. As a result of human activities that are not environmentally friendly, such as littering which is difficult to recycle, it is exacerbated by the presence of chemical waste from company production and environmental damage. With several new products that were born following market developments. Encouraging companies to innovate, to seize consumers. The company competition is getting tougher. Therefore, companies that want to progress and develop must pay attention to efficiency and effectiveness in the use of resources. The targets set by the company must have the right strategy so that the target market is on the right track in terms of generating potential customers. The main purpose of establishing a company is to earn profit or profit. Implementing a precise and accurate marketing strategy can also help a company develop its business. Marketing strategy is a marketing mindset that is used to achieve marketing goals. This strategy includes specific strategies to gain market share. Of course, this can also help companies attract the attention of customers to make purchases. Each company certainly has its own market share, to whom the target is determined. Whether it's teenagers,

adults, parents or children. The term is classified into several generations, namely baby boomers, gen X, Gen Y (millennial), gen Z and gene Alpha.

This research is shown for McDonalds Gen Z restaurant consumers. Gen Z is known as one of the creative and innovative generations. According to (Sakitri, 2021). Gen Z are those born after 1995 to 2010 or what can be called the post-millennial generation. This generation is more realistic and analytical in making decisions. Gen Z has an open mind, each individual is different and likes to interact with different individuals or groups. Gen Z also uses social media more often than their predecessors. In fact, Gen Z really takes advantage of today's technology in everyday life, and becomes a breath for them. In addition, Gen Z is also very careful in making decisions, especially in shopping, because there are many considerations that become their benchmarks, making it difficult to make a purchasing decision (Hastini et al., 2020).

Purchase decisions that exist in human life are inseparable from buying and selling transactions, usually making purchasing decisions for a product in each final purchase. When consumers carry out processes and activities related to searching, selecting, purchasing, using, and evaluating products and services to meet their needs and desires. Purchasing decisions are usually the final stage of the buying process for a product or service, when consumers buy what they like. For producers, consumer choice is a very important thing to consider because failure to gather information from consumers affects the failure or success of the products produced by the company. Some companies use different or unique marketing strategies or concepts, such as using brand ambassadors to green product concepts.

Companies in Indonesia have adopted the concept of green products to maintain in order to provide solutions to environmental problems so as not to pollute the environment. Green products are products that do not damage the environment and natural resources or cause pollution that can damage the environment and air. However, consumer awareness that they do not care about the environment and the lack of consumer responsibility towards the environment is a challenge for every company to find a solution to this environmental problem. therefore, the company attaches importance to the concept that the brand has a good image in society. According to (Riadi Muchlisin, 2020). Brand Trust is a company's expectation to conduct transactions with consumers on the basis of trust, especially in the marketing industry. Green Brand Trust gives a brand that is committed to protecting the environment the ability to involve the public's interest in consumer product choices, so that consumers believe in products that are environmentally friendly. That's why McDonalds launched the Green Brand Trust. According to When product brands have a positive value among consumers, consumers usually evaluate product brands negatively. Vice versa, if the consumer evaluates positively he decides to buy the product. But products that are already environmentally friendly are often considered inferior with higher prices compared to conventional products (White et al., 2019). The company's way of marketing environmentally friendly products by utilizing technological advances.

The rapid development of developing information technology has changed all aspects of human life. The existence of the digital era makes changes in the new era. Making it easier for the public to communicate with various information about various decisions. The rapid development of the internet has changed the way a person does business, shop, work and live. Communication technology, especially the internet, does not make distance a barrier and speeds up the communication process. One of the communications between companies and consumers is to carry out promotions. With a growing trend, producers will notify promotional activities and adjust to current developments. Word of mouth communication is a form of communication that is currently developing. Word of mouth is a form of sales promotion where the goodness of the product is recommended by word of mouth. One of the communications created is free. However, in this day and age, everything is very sophisticated, making the traditional way of word of mouth turn into electronic word of

mouth (e-WOM), which is more comfortable and effective when using social media applications. One of the most popular social media is Instagram. By utilizing Instagram, McDonald's implemented an electronic word of mouth (e-WOM) marketing strategy to make it faster and more effective. Instagram is a photo and video sharing application developed by Facebook, Inc. in 2010. With Instagram, advertisements in the form of photos or videos can be distributed to other Instagram users. McDonald's uses Instagram to advertise this in an attractive way on each of its products and also advertises about environmental care on Instagram. Through Instagram, McDonald's wants to make it easier to share promotional information with prospective buyers and invites consumers to practice environmental care, especially Gen Z. When they see the offers listed on McDonald's Instagram, consumers immediately receive the promotional offers as well as the information they get to know the importance of protecting nature.

The official McDonald's website (www.mcdonalds.co.id) launched a movement #StartWithoutStraws as McDonald's contribution in promoting a better environment. One of the go green movements that aims to reduce plastic waste by installing straw dispensers in all McDonald's restaurants in Indonesia simultaneously. Changes in McDonald's packaging design that use environmentally friendly materials by introducing go green on its packaging such as: no straw campaign, changing coffee stirrers from plastic to wood, replacing plastic bags with paper bags and reusable bags to minimize plastic use and waste. This company sees an increase in environmental pollution, so the company uses natural ingredients in its products that do not pollute the environment.

Literature Review

Green Brand Trust and Purchasing Decisions

Green brand trust is defined by (Silvia et al., 2014) as the ability to rely on branded products and services based on trust that comes from credibility, the goodness of a product's ability to protect the environment. Green brand trust is the level of consumer trust in a brand or company that is committed to implementing responsible environmental and social practices. Thus, several indicators that can be interpreted from the point of view (Kotler & Armstrong, 2018) regarding green brand trust are: Product relevance and relevance, Credibility and transparency, Differentiation and performance of Electronic Word of Mouth (e-WOM). Based on research conducted by (Hidayah et al., 2022) shows that Green Brand Trust has a positive and significant effect on purchasing decisions for organic food products at Hypermart Yogyakarta. This shows that the better the green brand trust, the higher the decision to purchase organic food products at the Yogyakarta hypermart. This research is in line with research (Amalia et al., 2022) where the safer an environmentally friendly product can meet the expectations of potential consumers given by the product, the more it will influence the preference of potential consumers for environmentally friendly products, happy attitudes, and happy consumers when see products that are more environmentally friendly in Yogyakarta.

H1: The Effect of Green Brand Trust on purchasing decisions

Electronic Word of Mouth and Purchase Decisions

Electronic word of mouth presents a new form of communication between receiver and sender. According to (Muis et al., 2020), electronic word of mouth is about positive or negative statements made by potential customers, actual customers and former customers about products or companies via the internet that have been notified to people. Actual and former customers about a product or company via the internet. According to (Syafaruddin Z et al., 2016). Dissemination of information through electronic word of mouth is carried out through online or internet media such as through blogs, microblogs, e-mail, consumer review sites, forums, virtual consumer communities, and social networking sites that can lead to interactions between one consumer and another, with the existence of online social communication will automatically be

able to help consumers share experiences about the products or services they get in the purchasing process. According to (Benowati et al., 2020). The indicators and dimensions of Electronic Word of Mouth are divided into: Intensity in electronic word of mouth, Content, Valence of Opinion in Purchasing Decisions. Electronic word of mouth is a form of marketing communication that contains positive and negative statements from potential customers about a product or company (Akbar et al., 2019). This is in line with the research conducted (Yulindasari & Fikriyah, 2022) (Sindunata & Wahyudi, 2018) By getting lots of reviews, and getting positive information on online platforms, and getting recommendations from consumers, purchasing decisions will also increase.

H2: The Effect of Electronic Word Of Mouth on purchasing decisions

Green Brand Trust, Electronic Word of Mouth and Purchase Decisions

Consumer purchasing decisions are based on what they want to buy, which is the result of various influencing factors such as family, price preferences, the information provided, and the advantages or benefits derived from products and services. Purchasing decisions are defined by (Kotler & Amstrong, 2018) "in the evaluation stage, the consumer forms preferences among the brands in the choice set and may also form an intention to buy the most preferred brand". (Kotler & Keller, 2016) explains purchasing decision indicators: Problem recognition, Information search, Purchase decision, Post-purchase behavior, The role of Purchase Decision. In a study (Amanda et al., 2021) with the research title "the effect of brand trust and electronic word of mouth on purchasing decisions for duo sister hijab" the results of this study indicate that brand trust and electronic word of mouth (e-WOM) have a positive and significant effect on the purchasing decision of Duo sister hijab Bengkulu. These results indicate that as brand trust and electronic word of mouth (e-WOM) increase, purchasing decisions also increase. In research (Kuant & Erdiansyah, 2022) with the title "Effect of Electronic Word of Mouth (E-WoM) and Brand Trust on Modelano Consumer Purchase Decisions" has a significant effect on consumer purchasing decisions on Modelano products. This proves that most consumers buy Modelano products after first seeking information with electronic word of mouth (e-WOM) and trusting the brand in the Modelano brand that makes decisions.

H3: The Effect of Green Brand Trust and Electronic Word Of Mouth on purchasing decisions

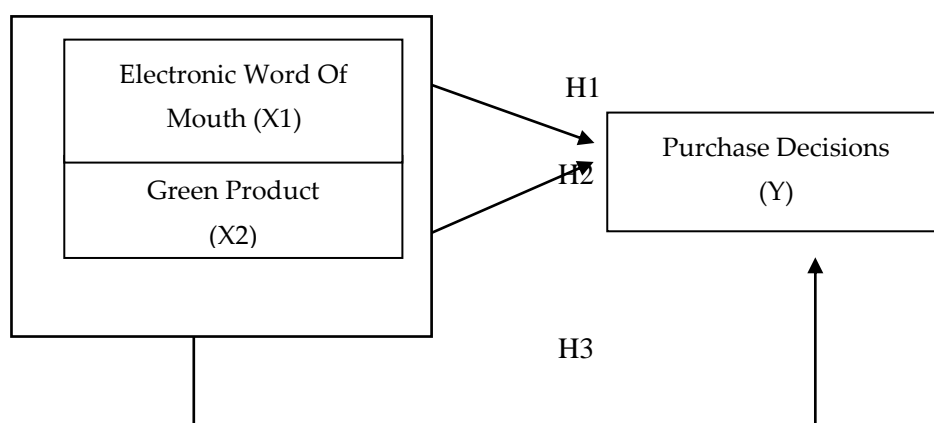


Figure 1. Research Conceptual Framework

METHODS

Researchers use a casual relationship, with an associative research approach. Associative research is a research problem formulation that aims to determine the effect between two or more variables (Sugiyono, 2019). The population in this study were all consumers at McDonalds in the Karang Tengah area. To calculate the determination of the number of samples from this selected population further, using a minimum

sample size of 5 times the number of indicators or as much as $5 \times 28 = 140$ respondents. The sampling method used was purposive sampling. Data was taken in May 2023. Data was distributed using a questionnaire with a Likert rating scale. The method of data analysis in this study was assisted by the use of statistical software, especially SPSS V.27, especially validity and reliability tests, classic assumption tests: normality test, multicolinearity test and heteroscedasticity test, multiple linear regression test and determination test.

RESULTS AND DISCUSSION

Validity and Reliability Test

Table 1. Validity Test Results

Variable	Item	r count	r table	Result
(X1)	Item 1	0.963	0.361	Valid
	Item 2	0.939	0.361	Valid
	Item 3	0.929	0.361	Valid
	Item 4	0.907	0.361	Valid
	Item 5	0.730	0.361	Valid
(X2)	Item 1	0.787	0.361	Valid
	Item 2	0.876	0.361	Valid
	Item 3	0.838	0.361	Valid
	Item 4	0.764	0.361	Valid
	Item 5	0.850	0.361	Valid
	Item 6	0.877	0.361	Valid
	Item 7	0.880	0.361	Valid
	Item 8	0.808	0.361	Valid
	Item 9	0.835	0.361	Valid
	Item 10	0.811	0.361	Valid
(Y)	Item 1	0.899	0.361	Valid
	Item 2	0.833	0.361	Valid
	Item 3	0.861	0.361	Valid
	Item 4	0.887	0.361	Valid
	Item 5	0.897	0.361	Valid
	Item 6	0.891	0.361	Valid
	Item 7	0.750	0.361	Valid
	Item 8	0.832	0.361	Valid
	Item 9	0.652	0.361	Valid
	Item 10	0.832	0.361	Valid
	Item 11	0.754	0.361	Valid
	Item 12	0.901	0.361	Valid

Source: Primary Data Processed with SPSS Version 27 (2023)

Table 2. Reliability Test Results

Variable	Cronabch's Alpha	Result
Green Brand Trust	0.871	Reliabel
Electronic Word of Mouth	0.943	Reliabel
Purchase Decisions	0.941	Reliabel

Source: Primary Data Processed with SPSS Version 27 (2023)

Classic Assumption Test

Normality test

To test the normality of the data, the Kolmogorov-Smirnov-Test was used. The basis for making a decision, that a data is normally distributed or not is by comparing the p-value with a significance level (α) of 0.05. If the p-value > 0.05, then the data is normally distributed. From Table. One-Sample Kolmogorov-Smirnov Test, obtained a Monte Carlo.Sig number (2-tailed) of $0.257 > 0.05$, it can be concluded that the data comes from a population that has a normal distribution.

Table 3. Kolmogorov-Smirnov Test Normality Test

		Unstandardized Residual	
N		140	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	4.46092656	
Most Extreme Differences	Absolute	.088	
	Positive	.071	
	Negative	-.088	
Test Statistic		.088	
Asymp. Sig. (2-tailed)		.010 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.257 ^d	
	99% Confidence Interval	Lower Bound	.162
		Upper Bound	.352

Source: Primary Data Processed with SPSS Version 27 (2023)

Multicollinearity Test

Table 4. Multicollinearity Test

	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Green Brand Trust	0.431	2.320
Electronic Word Of Mouth	0.431	2.320

Multicollinearity test is a situation where multiple regression shows a strong correlation or relationship between two or more independent variables. This analysis with a tolerance of > 0.10 means that there is no multicollinearity, or $VIF < 10$, which means that there is no multicollinearity. Data from the multicollinearity test results show that the tolerance obtained from the green brand trust variable is $0.431 > 0.10$ and the VIF value is $2.320 < 10$, so multicollinearity does not occur. The electronic word of mouth variable obtains a tolerance value of $0.431 > 0.10$ and a VIF value of $2.320 < 10$, so multicollinearity does not occur.

Heteroscedasticity Test

The heteroscedasticity test is designed to test whether there is a regression model or an inequality of variance in the residuals from one observation to another. If the residual variance from one observation to another is constant, it is called homoscedasticity. The presence or absence of non-uniform heteroscedasticity can be confirmed by the presence or absence of certain patterns in the scatterplot graph.

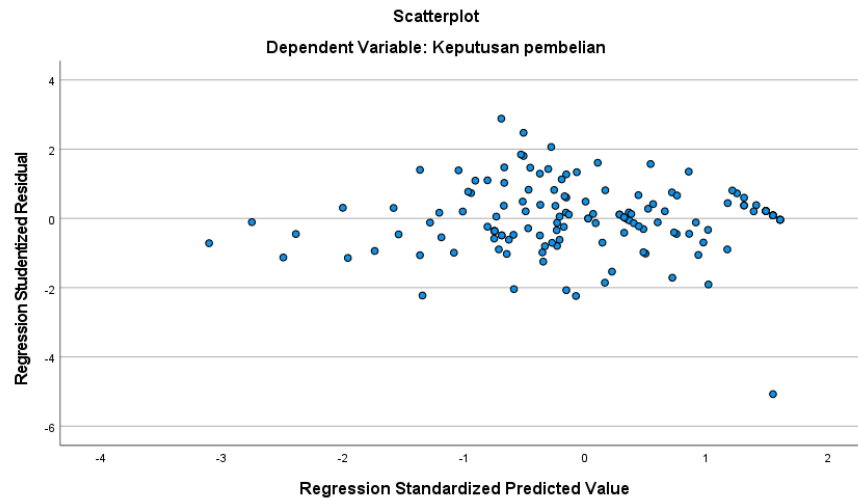


Figure 2. Scatterplot Test Results

From the figure above it can be seen that the points spread randomly both above and below the number 0 on the Y axis, this shows that there is no heteroscedasticity in the regression model. Thus this regression model is suitable for use for Green Brand Trust variables, Electronic Word Of Mouth Variables on Purchase Decisions.

Multiple Linear Regression Test

Table 5. Results of Multiple Regression Tests

	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	2.408	1.873		1.286	0.201
Green Brand Trust	0.563	0.104	0.297	5.391	0.000
Electronic Word Of Mouth	0.761	0.064	0.660	11.967	0.000

Source: Primary Data Processed with SPSS Version 27 (2023)

Multiple linear regression is a version of regression or prediction that requires several independent variables or predictors of independent variables. Based on the output of Table 5. Unstandardized Coefficients column B for regular (a) is 2.408, while the Green Brand Trust coefficient (b) is 0.563 and the coefficient for Electronic Word of Mouth (b) is 0.761 simultaneously. so the regression equation can be written: $Y = 2.408 + 0.563 X_1 + 0.761 X_2 + e$. The coefficient (b) is known as the regression coefficient and represents the exchange of variable X through one unit. From the results of this equation in this study it is translated that if the purchase decision does not come from green brand trust and electronic word of mouth, because the purchase decision variable already has a value of 2.408, then after being influenced by the green brand trust variable with an increase of one unit, it will increase the purchase decision value is 0.563, and from the electronic word of mouth variable it is 0.761 for each increase of 1 unit.

Hypothesis Testing

t Test

To find out the magnitude of the influence between Green Brand Trust (X_1) and Electronic Word Of Mouth (x_2) on purchasing decisions (Y), by looking for a comparison between t count and t table H_0 is accepted and H_1 is rejected if the price $t \text{ count} < t \text{ table}$ with $\alpha 0.05$. H_0 is rejected and H_a is accepted if t

count > t table or if sig.value < 0.05. Based on Table shows the results of the regression test obtained by the Green Brand Trust variable t count 15.410 > t table 1.977, and a significance value of 0.000 < 0.05, then the conclusion H1 is accepted. So it can be concluded that there is a positive and significant effect of Green Brand Trust on the decision to purchase McDonald's products. The results of this study support research (Hidayah et al., 2022)(Nurhab, 2020). That, the attachment between the community's green brand trust is directly proportional to the purchase decision. This means that green brand trust can influence someone to decide to buy McDonalds products. McDonalds products that are already environmentally friendly make people more confident that by buying McDonalds products they are directly participating in protecting nature.

Based on Table shows that the results of the regression test obtained the Electronic Word Of Mouth variable t count 22.260 > t table 1.977, and a significance value of 0.000 < 0.05, then the conclusion H2 is accepted. So it can be concluded that there is a positive and significant effect of Electronic Word Of Mouth on McDonalds product purchasing decisions. The results of this study support research (Iman Prayoga & M. Rachman Mulyandi, 2020) But this research does not support research (Purwaningdyah, 2019) According to (Dewi et al., 2021) electronic word of mouth is one of the key variables in marketing in influencing consumers to make purchasing decisions, for various reasons such as advertised products will be widely disseminated which makes consumers a reference in forming expectations for these products. This shows that electronic word of mouth is carried out through online media such as blogs, microblogs, e-mail, consumer review sites, forums, virtual consumer communities and social networks. helps consumers share information about the products or services they receive in the buying process.

F Test

For simultaneous hypothesis testing between green brand trust (X1) and electronic word of mouth (x2) on purchasing decisions (Y) can be seen in table 6, F count is 312.674. > F table 3.06, or by comparing the value (p sig. F) 0.000 < 0.05, then the decision is H3 is accepted. The relationship between green brand trust and electronic word of mouth shows a strong influence on purchasing decisions. Because the relationship is positive, it means that the better the green brand trust and electronic word of mouth together, the higher the purchase decision for McDonalds go green products. Therefore, the green brand trust and electronic word of mouth variables will continue to increase, even influencing consumer purchasing decisions.

Determination Test

Table 6. Test Results for The Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	0.906	0.820	0.818	4.50990

Source: Primary Data Processed with SPSS Version 27 (2023)

Checking the coefficient of determination is carried out to find out how much influence the unbiased variable has on the structured variable. In table 6, the R square value is 0.820, then multiplied by 100% according to the coefficient of the component of the determination test ($r^2 \times 100\%$), so that a result of 82% is obtained. while the remaining 18% is influenced by other variables not tested.

CONCLUSION

Based on research conducted by the author which aims to determine the factors that influence green brand trust, electronic word of mouth and purchasing decisions on go green McDonalds products assisted by SPSS version 27 in processing data, it can be concluded as follows:

Green Brand Trust has a positive and significant influence on purchasing decisions. This means that the green brand trust exercised by McDonalds is good, so the higher the green brand trust is used, the more it increases and influences consumer purchasing decisions. Therefore, companies need to improve in disseminating good information from all promotional activities or other information that is being carried out or promoted through social media.

Electronic Word Of Mouth has a positive and significant effect on purchasing decisions. This means that the electronic word of mouth offered by McDonalds consumers is good enough. So, the higher the electronic word of mouth used by consumers, the higher the purchase decision for the product. Therefore, the company is expected to increase electronic word of mouth in accordance with the standardization of green products that have been spread, so as to provide benefits for consumers and enable consumers to survive and be interested in buying McDonald's products.

Green Brand Trust and Electronic Word Of Mouth have a positive influence simultaneously or together and significantly on purchasing decisions. Thus, it can be concluded that there is a positive influence simultaneously or jointly and significantly between green brand trust and electronic word of mouth on purchasing decisions. This means that the higher the digital green brand trust and electronic word of mouth, the higher the consumer purchasing decision.

Limitation and Suggestions (optional)

For further research with the same topic, research can also be carried out on other objects because it is based on a determination value of 82%, so that the information obtained can later be used to further develop the information made by the respondents. In addition, further researchers can use other, more complex variables such as lifestyle, price perceptions, product opinions, marketing techniques, service systems and many more.

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