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The Effect of Green Marketing on Buying Interest in Ms Glow Products in Lamongan City With E-Wom as a Mediation Variable

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ABSTRACT
The purpose of the research is to find out the impact of the MS Glow Markleting Grleen Markleting in the city of Lamongan with e-WOM as a variety of mlediation labels. Jelnis research ylang inli adlalah quantitative. The research population of this research forgot about the MS Glow consulate in the Lamonlgan district. The sample used in this study was 264 respondents. The results of the investigation showed that balhwa varliabel greeln malrketing had a potential ylang lure and a signal to be exposed to milnat belli clones. The green marketing variable has a positive and significant effect on e-WOM. The e-WOM variable has a positive and significant effect on buying interest. The green marketing variable has a positive and partial significance effect, as well as mediated by e-WOM on the buying interest of MS Glow consumers in Lamongan.

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INTRODUCTION

The cosmetics industry in Indonesia is experiencing rapid growth in the country. The hall is marked by an increase in the number of cosmetic companies, new cosmetic products launched, and an increase in public consumption of cosmetic products. One of the popular local cosmetic companies in Indonesia is MS Glow. MS Glow offers a wide range of cosmetic products, such as skincare, makeup, and body care.

In the midst of the growing trend of environmental awareness, consumers are starting to pay attention to the eco-friendly aspects in the products they buy. This encourages companies to implement green marketing strategies, which are marketing strategies that focus on environmentally friendly aspects. Grelen marlketing Mullai is explained by the expansion of the Ylang Innovation Initiative to introduce the Prloduk Yalng Ramalh Lilngkungan, the implementation of Ilni Giving the Flexibility of the Silent Expansion of the Land Registry to Protect the Implementation of the Intellectual Property Initiative (Unud, 2017). MS Glow has demonstrated its commitment to green marketing by implementing strategies, such as: Using natural and organic ingredients in some of its products, developing environmentally friendly packaging.

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RESEARCH METHODS

The research technique used is quantitative research. This research was conducted at MS. Glow Store Lamongan Official by distributing questionnaires online by providing a link or link, in 2024. The method is carried out using SEM analysis using the Smart PLS application. The research conducted in the number of samples used was 264 responses based on non-probalbility sampling techniques.

DISCUSSION QUESTIONS

Ulji Valliditas

Conlvergent Vallidity

Label 1. Convergent Validity Test Results

Variabel	Item	Outer Loding	Remarks
Green Marketing	1	0.783	Embankments
	2	0.708	Embankments
	3	0.704	Vallild
	4	0.754	Embankments
	5	0.808	Vallild
	6	0.846	Vallild
	7	0.853	Embankments
	8	0.810	Vallild
	9	0.817	Vallild
	10	0.842	Vallild
	11	0.750	Vallild
	12	0.779	Embankments
Buying Interest (Y)	1	0.868	Embankments
	2	0.866	Embankments
	3	0.865	Vallild
	4	0.875	Embankments
	5	0.858	Vallild
	6	0.840	Embankments
	7	0.880	Vallild
	8	0.853	Embankments
	9	0.826	Embankments
	10	0.827	Vallild
	11	0.856	Vallild
	12	0.883	Vallild
e-WOM (Z)	1	0.703	Embankments
	2	0.876	Vallild
	3	0.881	Embankments
	4	0.928	Embankments
	5	0.858	Vallild

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Variabel	Item	Outer Loding	Remarks
	6	0.904	Embankments
	7	0.891	Embankments
	8	0.854	Vallild
	9	0.855	Vallild

Source : Primary Data Processed SEM PLS (2024)

Tabel 2. Nillai Avelrage Varialnce Extlracted (AVE)

	Avelrage Varilance Extraclted (AVE)	Kelteralngan
Green Marketing	0,623	Embankments
Buying Interest	0,737	Vallild
e-WOM	0,745	Embankments

Source: Primary data processed using SEM-PLS (2024)

Validity testing is used to determine whether the measurement indicators are valid in representing their respective latent variables. This test aims to ensure that each indicator accurately measures the intended construct. An instrument is considered adequate when the loading factor value exceeds 0.70 and the Average Variance Extracted (AVE) value is greater than 0.50. Since all variables (X1, Z, and Y) have AVE values above 0.50, it can be concluded that the indicators used in this study are valid.

Discriminant Validity

Table 3. Results of Discriminant Validity Test

Item	Green Marketing (X)	Buying Interest (Y)	E-WOM (Z)
X1.1	0.783	0.665	0.548
X1.2	0.708	0.549	0.454
X1.3	0.704	0.561	0.442
X1.4	0.754	0.644	0.584
X1.5	0.808	0.654	0.576
X1.6	0.846	0.655	0.578
X1.7	0.853	0.522	0.610
X1.8	0.810	0.616	0.605
X1.9	0.817	0.694	0.695
X1.10	0.842	0.672	0.641
X1.11	0.750	0.683	0.660
X1.12	0.779	0.620	0.605
Y1.1	0.688	0.868	0.642
Y1.2	0.672	0.866	0.625
Y1.3	0.655	0.865	0.677
Y1.4	0.659	0.875	0.626
Y1.5	0.676	0.858	0.640
Y1.6	0.657	0.840	0.653
Y1.7	0.647	0.880	0.692

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Item	Green Marketing (X)	Buying Interest (Y)	E-WOM (Z)
Y1.8	0.656	0.853	0.639
Y1.9	0.650	0.826	0.611
Y1.10	0.625	0.827	0.616
Item	Green Marketing (X)	Buying Interest (Y)	E-WOM (Z)
Y1.11	0.627	0.856	0.606
Y1.12	0.654	0.883	0.607
Z1.1	0.608	0.697	0.703
Z1.2	0.630	0.664	0.876
Z1.3	0.617	0.653	0.881
Z1.4	0.631	0.755	0.928
Z1.5	0.655	0.686	0.858
Z1.6	0.651	0.685	0.904
Z1.7	0.609	0.646	0.891
Z1.8	0.582	0.633	0.854
Z1.9	0.575	0.607	0.855

Source : Primary Data Processed SEM PLS (2024)

Reflex indicator analysis (indicator reflection) is done with a latent coloring of the color Overall look at the variables X1, Z and Y at the height of 0.7 malka vallid.

Reliability Test

The reliability test is used to determine the consistency level of a research instrument. This test aims to ensure that the instrument used can provide stable and reliable results when applied repeatedly under the same conditions.

Composite Reliability (Cr)

Table 4. Composite Reliability (Cr) Test Results

	Comlposite Relialbility	Ketleranglan
Green Marketing	0.952	Relialbel
Buying Interest	0.971	Relialbel
e-WOM	0.963	Relialbel

Source: Primary Data Processed Using SEM-PLS (2024)

The indicators used to measure each variable are considered reliable if they have a reliability value of ≥ 0.70, which is the accepted threshold. Based on the results obtained, all indicators for variables X, Y, and Z meet the reliability criteria. Therefore, it can be concluded that all variables are reliable and suitable for further analysis.

Cronbach's Alpha

Berikut perbaikan teks ke dalam bahasa Inggris akademik yang lebih jelas, formal, dan sesuai untuk artikel ilmiah.

Table 5. Cronbach's Alpha Reliability Test Results

Variable	Composite Reliability	Description
Green Marketing	0.945	Reliable

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Variable	Composite Reliability	Description
Buying Interest	0.967	Reliable
e-WOM	0.956	Reliable

Source: Primary Data Processed Using SEM-PLS (2024)

Based on Table 5, all variables have Composite Reliability values greater than 0.70, which indicates that the measurement instruments have good internal consistency. According to the reliability criteria, a construct is considered reliable if its Composite Reliability value exceeds 0.70. Therefore, the Green Marketing (X), Buying Interest (Y), and e-WOM (Z) variables are considered reliable and suitable for further analysis.

Structural Model (Inner Model)

The inner model is used to predict and explain the causal relationships among latent variables. This model is also an essential component of Structural Equation Modeling (SEM) analysis (Ghozali, 2006, cited in Wardani, 2021). The structural model used in this study is presented as follows.

a. R-Square

The R-Square test is used to determine the proportion of variance in the endogenous variables that can be explained by the exogenous variables. According to Ghozali (2006, cited in Wardani, 2021), a higher R-Square value indicates a stronger explanatory power of the model.

Table 6. R-Square and Adjusted R-Square Test Results

Variable	R-Square	Adjusted R-Square
Buying Interest (Y)	0.810	0.808
e-WOM (Z)	0.558	0.556

Source: Primary Data Processed Using SEM-PLS (2024)

Based on Table 6, the R-Square value for Buying Interest (Y) is 0.810, with an Adjusted R-Square value of 0.808. This indicates that Green Marketing (X) explains 81.0% of the variance in Buying Interest, while the remaining 19.0% is influenced by other variables outside the model.

Furthermore, the R-Square value for e-WOM (Z) is 0.558, with an Adjusted R-Square value of 0.556. This indicates that Green Marketing (X) explains 55.8% of the variance in e-WOM, while the remaining 44.2% is explained by factors not included in this research model.

Mediation Test

The mediation test is useful for solving the difference between the variables and the most tangible variables in the direction of the intervelling (intervelning) (Wardani, N. D. 2021).

Table 7. Specific Indirect Effect Test Results

Variable Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P-Values
Green Marketing (X1) → e-WOM (Z) → Buying Interest (Y)	0.237	0.236	0.073	3.268	0.001

Source: Primary Data Processed Using SEM-PLS (2024)

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Based on Table 7, the indirect effect of Green Marketing (X1) on Buying Interest (Y) through e-WOM (Z) is positive and statistically significant. This is indicated by a P-value of 0.001, which is lower than the significance threshold of 0.05. Therefore, e-WOM significantly mediates the relationship between Green Marketing and Buying Interest.

The mediation effect can be classified as complementary mediation, indicating that both the direct effect of Green Marketing on Buying Interest and the indirect effect through e-WOM are significant and move in the same positive direction. This finding suggests that Green Marketing not only directly increases Buying Interest but also indirectly enhances Buying Interest through the influence of e-WOM.

Uji Hypothesis

According to Sugiyono (2022), hypothesis testing can be conducted by analyzing the path coefficients in the inner model. The significance of the hypotheses is assessed using a 5% significance level, with a critical t-value of 1.96.

Table 8. Path Coefficient Test Results

	Original Sample (O)	Samlple Mlean (M)|	Standlard Deviatlion (STDEV)	T Statilstics (O/STDEV)	P Valv es
Green Marketing (X) -> Buying Interest (Y)	0.673	0.674	0.047	14.357	0.00 0
Green Marketing (X) -> e-WOM (Z)	0.747	0.750	0.030	25.082	0.00 0
E-WOM (Z) -> Buying Interest (Y)	0.278	0.278	0.049	5.625	0.00 0

Source: Primary Data Processed Using SEM-PLS (2024)

H1: The Effect of Green Marketing (X) on Buying Interest (Y)

The results indicate that Green Marketing (X) has a positive and significant effect on Buying Interest (Y). This is evidenced by the original sample value of 0.673, a T-statistic value of 14.357, which is greater than the critical t-value of 1.969, and a P-value of 0.000, which is lower than 0.050. Therefore, H1 is accepted. These findings are consistent with previous studies conducted by Dwi Agustin (2015), Fikri Haikal Ramadhani Mubarok (2023), and I Gede Sueca Arimbawa (2023), which reported that Green Marketing significantly influences Buying Interest.

H2: The Effect of Green Marketing (X) on e-WOM (Z)

The results show that Green Marketing (X) has a positive and significant effect on e-WOM (Z). This is indicated by an original sample value of 0.747, a T-statistic value of 25.082, which exceeds the critical t-value of 1.969, and a P-value of 0.000, which is lower than 0.050. Therefore, H2 is accepted. These findings are supported by previous studies conducted by Muhammad Syarif Hidayatullah Elmas (2019), Fikri Haikal Ramadhani Mubarok (2023), and Yoga Itsna Romadhany (2023), which demonstrated that Green Marketing positively influences e-WOM.

H3: The Effect of e-WOM (Z) on Buying Interest (Y)

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The results indicate that e-WOM (Z) has a positive and significant effect on Buying Interest (Y). This is supported by an original sample value of 0.278, a T-statistic value of 5.625, which is greater than the critical t-value of 1.969, and a P-value of 0.000, which is lower than 0.050. Therefore, H3 is accepted. These findings are consistent with studies conducted by Lella Yunikartika and Harti (2022), Dinda Septia Cahyani (2023), and Siti Asriah Immawati (2023), which concluded that electronic word-of-mouth (e-WOM) significantly influences Buying Interest.

CONCLUSION

1. Green Marketing has a positive and significant effect on Buying Interest. This indicates that the implementation of Green Marketing strategies positively influences consumers' buying interest in MS Glow products in Lamongan.
2. Green Marketing has a positive and significant effect on e-WOM. This finding suggests that effective Green Marketing practices encourage consumers to share positive electronic word-of-mouth regarding MS Glow products in Lamongan.
3. e-WOM has a positive and significant effect on Buying Interest. This indicates that positive online information and consumer interactions can increase consumers' intention to purchase MS Glow products in Lamongan.
4. Green Marketing has both a direct and an indirect positive and significant effect on Buying Interest through e-WOM as a mediating variable. This finding indicates that e-WOM partially mediates the relationship between Green Marketing and Buying Interest. Therefore, Green Marketing can increase Buying Interest directly and indirectly by enhancing positive e-WOM among consumers.

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