JRSSEM 2026, Vol. 5, No. 11, June
E-ISSN: 2807 - 6311
P-ISSN: 2807 - 6494

The Influence of Green Marketing and Environmental Concern on Green Purchase Intention (Case Study of Traditional EB Batik)

Raju Rifai*, May Dedu, Tiara Muthiarsih
Universitas Swadaya Gunung jati, Indonesia
Email: raju.122020472@ugj.ac.id*, maydedu@ugj.ac.id

Keywords:
Green Marketing; Environmental Concern; Green Purchase Intention; Sustainable Consumption.

Abstract

This study aimed to analyze the influence of green marketing and environmental concern on green purchase intention among EB Batik consumers. This study used a quantitative method with an associative approach, involving 218 respondents selected through purposive sampling. Data were collected through questionnaires and analyzed using multiple linear regression analysis with the assistance of SPSS software. The results showed that green marketing had a positive and significant effect on green purchase intention, with a significance value of 0.000 < 0.05, while environmental concern had a negative and significant effect, with a significance value of 0.011 < 0.05. Simultaneously, both variables had a significant effect on green purchase intention, with an adjusted R-square value of 0.666, indicating that 66.6% of the variation in green purchase intention could be explained by green marketing and environmental concern.

INTRODUCTION

Global environmental issues, such as climate change, water pollution, and increasing industrial waste, have driven a paradigm shift in the business world toward more sustainable practices. Environmentally harmful production activities accelerate environmental degradation and cause long-term impacts; therefore, companies are required to integrate environmental responsibility into their business strategies. In the context of modern marketing, these demands have given rise to the concept of green marketing, a marketing strategy that emphasizes efforts to protect the environment through product design, production processes, packaging, and responsible marketing communication. Green marketing is viewed as a strategy that can build a positive corporate image and increase consumer trust (Shevia et al., 2023; Madjidan & Sulistyowati, 2022).

In Indonesia, environmental problems remain a crucial issue, characterized by the high volume of plastic waste and environmental pollution caused by industrial activities. This condition has encouraged greater public awareness and active participation in environmental preservation through changes in more responsible consumption patterns (Ahmed et al., 2023; Liao et al., 2020). This increase in environmental awareness has given rise to the phenomenon of green consumerism, which refers to consumers' tendency to consider environmental aspects in purchasing decisions. Consumers are no longer oriented only toward the functional benefits of a product but also toward the environmental impacts it may cause. In this context, green purchase intention is an important indicator for understanding trends in environmentally friendly consumer behavior (Diash & Syarifah, 2021; Diash & Syarifah, 2021).

Green purchase intention is defined as consumers' intention to purchase environmentally friendly products as a form of concern for environmental sustainability (Puspitasari & Alversia, 2023). Green purchase intention is influenced by consumers' perceptions of a company's green marketing efforts and the level of individual environmental concern regarding environmental issues. The creative industry, especially the batik industry, contributes greatly to the national economy while preserving high cultural value. However, the conventional batik production process has the potential to cause environmental pollution, particularly from liquid dye waste and the use of synthetic chemicals that are not properly managed (Madjidan & Sulistyowati, 2022).

Based on Top Brand Award data, local batik brands continue to compete in building consumer image and loyalty (Khan & Qureshi, 2025; Riyanto & Pangaribuan, 2025). However, most batik marketing strategies still focus on aesthetic and cultural aspects, while environmental concerns have not been fully utilized as a strategic form of brand differentiation (Shevia et al., 2023).

West Java Province, especially Cirebon, is one of Indonesia's national batik centers, known for its distinctive coastal batik characteristics. The rapid growth of batik production activities in this region not only creates economic benefits but also has the potential to generate environmental pressure due to production waste. Increasing awareness of environmental issues has encouraged batik business actors to begin implementing more environmentally friendly practices (Madjidan & Sulistyowati, 2022).

In Panembahan Village, Cirebon Regency, several artisans, including Traditional EB Batik, have implemented a waste filtration system to reduce pollution from synthetic dye materials. This initiative represents a form of environmental responsibility as well as a response to consumer demand for sustainable business practices. Therefore, the integration of sustainability values into business and marketing strategies has become a strategic necessity (Shevia et al., 2023).

These efforts have also been communicated to the public. The Director of EB Batik explained the use of waste filtration equipment through content on his personal Instagram account as a form of transparency and consumer education. This communication reflects the practice of green marketing, namely the implementation and communication of environmentally friendly commitments to build a brand image that is concerned with sustainability (Madjidan & Sulistyowati, 2022). The application of green marketing can encourage positive consumer perceptions and increase green purchase intention, which is also influenced by the level of environmental concern, namely an individual's concern for the environment and willingness to support conservation through purchasing decisions (Diash & Syarifah, 2021).

Previous research has shown that environmental concern has a positive effect on green purchase intention. However, several studies have also found that environmental concern is not always followed by actual purchasing behavior; thus, the relationship between these variables still shows inconsistencies. In addition, most studies on green marketing and environmental concern have focused on the cosmetics, personal care, and service industries, while studies on the batik industry based on local wisdom remain relatively limited. Therefore, further empirical research is needed in the context of the batik industry, including

business actors such as EB Batik, which has begun to implement environmentally friendly practices in its production activities (Alamsyah & Artanti, 2023; Shevia et al., 2023).

The limitations of previous research can also be seen in the lack of studies that combine green marketing and environmental concern as independent variables in a research model within a culture-based industry. This condition opens opportunities to expand the study of green consumer behavior in the context of traditional and creative products (Madjidan & Sulistyowati, 2022).

Based on this research gap, this study aims to analyze the influence of green marketing and environmental concern on green purchase intention in EB Batik. Theoretically, this research is expected to enrich the literature on green marketing in the creative industry based on local culture (Nyamekye et al., 2024; Papadaki, 2024; Sharon & Sanapang, 2025). Practically, the results of this research are expected to serve as a basis for formulating sustainable marketing strategies for batik industry players, especially EB Batik, in responding to increasing consumer awareness of environmental issues.Global environmental issues such as climate change, water pollution, and increased industrial waste have driven a paradigm shift in the business world towards more sustainable practices. Environmentally unfriendly production activities accelerate environmental degradation and cause long-term impacts, so companies are required to integrate environmental responsibility in their business strategies. In the context of modern marketing, these demands give birth to the concept of green marketing, which is a marketing strategy that emphasizes efforts to protect the environment through product design, production processes, packaging, and responsible marketing communication. Green marketing is seen as a strategy that is able to build a positive image of the company and increase consumer trust (Shevia et al., 2023) (Squirrel & Sulistyowati, 2022).

In Indonesia, environmental problems are still a crucial issue, characterized by the high volume of plastic waste and environmental pollution due to industrial activities. This condition encourages increasing public awareness to play an active role in preserving the environment through changes in more responsible consumption patterns This increase in environmental awareness gives birth to the phenomenon of green consumerism, which is the tendency of consumers to consider environmental aspects in purchasing decisions (White et al., 2019). Consumers are no longer only oriented to the functional benefits of the product, but also to the environmental impact it causes. In this context, green purchase intention is an important indicator in understanding the trend of environmentally friendly consumer behavior (Diash & Syarifah, 2021).

Green purchase intention is defined as the consumer's intention to buy environmentally friendly products as a form of concern for environmental sustainability (Ali & Ahmad, 2016; Naalchi Kashi, 2020; Zameer & Yasmeen, 2022). Green buying intentions are influenced by consumer perception of the company's green marketing efforts and the level of individual environmental concern for environmental issues The creative industry, especially the batik industry, has a great contribution to the national economy while maintaining high cultural value (Mohd Suki, 2016; Wijekoon & Sabri, 2021). However, the production process of conventional batik has the potential to cause environmental pollution, especially from liquid dye waste and the use of synthetic chemicals that are not properly managed (Squirrel & Sulistyowati ,2022) .

Based on Top Brand Award data, local batik brands continue to compete in building consumer image and loyalty (Krisnawati et al., 2016; Ratriyana, 2020). However, most batik marketing strategies still focus on aesthetic and cultural aspects, while environmental concerns have not been fully utilized as strategic brand differentiation (Shevia et al., 2023)

West Java Province, especially Cirebon, is one of the national batik centers with distinctive coastal batik characteristics. The rapid production activities of batik in this region in addition to having an economic impact also have the potential to cause environmental pressure due to production process waste Increasing awareness of environmental issues encourages batik business actors to start implementing more environmentally friendly practices. (Squirrel & Sulistyowati ,2022)

In Panembahan Village, Cirebon Regency, several artisans such as EB Batik Traditional have implemented a waste filtration system to reduce pollution from synthetic dye materials. This initiative is a form of environmental responsibility as well as a response to consumer demands for sustainable business practices, so that the integration of sustainability values in business and marketing strategies is a strategic need (Shevia et al., 2023) .

These efforts are also communicated to the public. The Director of EB Batik explained the use of waste filtering tools through content on his personal Instagram as a form of transparency and education to consumers. This communication reflects the practice of green marketing, which is the implementation as well as the delivery of environmentally friendly commitments to build a brand image that cares about sustainability (Madjidan & Sulistyowati, 2022). The application of green marketing can encourage positive consumer perception and increase interest in green purchases, which is also influenced by the level of environmental concern, namely an individual's concern for the environment and his willingness to support conservation through purchasing decisions. (Diash & Syarifah, 2021)

Previous research has shown that environmental concerns have a positive effect on green purchase intention. However, some studies have also found that concern for the environment is not always followed by real purchasing behavior, so the relationship between these variables still shows inconsistencies. In addition, most research on green marketing and environmental concerns is still focused on the cosmetics, personal care, and service industries, while studies on the batik industry based on local wisdom are still relatively limited. Therefore, further empirical research is needed in the context of the batik industry, including on business actors such as EB Batik who have begun to implement environmentally friendly practices in their production activities.(Alamsyah & Artanti,2023) (Shevia et al., 2023).

The limitations of previous research are also seen from the lack of studies that combine green marketing and environmental concern as independent variables in a research model in a culture-based industry. This condition opens up opportunities to expand the study of green consumer behavior in the context of traditional and creative products.(Squirrel & Sulistyowati, 2022).

Based on the research gap, this study aims to analyze the influence of green marketing and environmental concern on green purchase intention in EB Batik. Theoretically, this research is expected to enrich the literature on green marketing in the creative industry based on local culture. Practically, the results of this research are expected to be the basis for the

formulation of sustainable marketing strategies for batik industry players, especially EB Batik, in responding to increasing consumer awareness of environmental issues.

METHOD

This study used a quantitative approach with a causal-associative research design to analyze the influence of green marketing (X1) and environmental concern (X2) on green purchase intention (Y) among consumers of EB Batik Traditional in Cirebon Regency.

The population in this study consisted of all EB Batik Traditional consumers who had purchased batik products, with an unknown total population. The sampling technique used was non-probability sampling. The sample size was determined based on Roscoe's recommendation, which states that a feasible sample size ranges from 30 to 500 respondents. To obtain more representative data and more accurate statistical results, this study involved 200 respondents.

The data used in this study were primary data obtained through questionnaires distributed to respondents. The research instrument was developed based on the indicators of each variable and measured using a five-point Likert scale. The collected data were analyzed using SPSS software through validity tests, reliability tests, classical assumption tests, linear regression analysis, and partial and simultaneous hypothesis testing.

RESULTS AND DISCUSSION

The data analysis in this study was carried out through a validity test and an instrument reliability test, which aims to ensure that the statement items in the questionnaire are able to measure research variables accurately and consistently. Furthermore, the data was analyzed using a classical assumption test as a prerequisite for regression analysis.

Testing of the relationship between variables was carried out through simple linear regression analysis and multiple linear regression to determine the influence of green marketing and environmental concern on green purchase intention. The hypothesis test was carried out using the t-test to see the influence of the variable partially and the F test to see the influence of the variable simultaneously, with a significance level of 5%. The entire data analysis process is carried out using SPSS software.

Validity Test

The validity test was conducted to determine whether the questionnaire items were appropriate for measuring the intended variables. The test was carried out by comparing the calculated r-value with the r-table value at a 5% significance level, with degrees of freedom (df) = n − 2, where n represents the number of samples. The criteria are, If the calculation ≥ rtable then the question is said to be valid (suitable for use in research) and If the calculation ≤ rtable then the question is said to be invalid (not suitable for use in research).

Green Marketing Variable Validity Test (X1)

The results of calculating the validity of the Green Marketing (X1) variable instrument using the SPSS 25 program were obtained:

Table 1. Pearson Correlation Matrix between Green Marketing, Environmental Concern, and Green Purchase Intention Variables

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	Gren Marketing
X1.1	Pearson Correlation	1	,833**	1,000**	1,000**	1,000**	,061	-,003	,964**	1,000**	,994**	1,000**	1,000**	,974**
	Sig. (2-tailed)		,000	,000	,000	,000	,391	,969	,000	,000	,000	,000	,000	,000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.2	Pearson Correlation	,833**	1	,833**	,833**	,833**	-,013	-,007	,832**	,833**	,828**	,833**	,833**	,837**
	Sig. (2-tailed)	,000		,000	,000	,000	,859	,924	,000	,000	,000	,000	,000	,000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.3	Pearson Correlation	1,000*	,833*	1	1,000**	1,000**	,061	-,003	,964**	1,000**	,994**	1,000**	1,000**	,974**
	Sig. (2-tailed)	,000	,000		,000	,000	,391	,969	,000	,000	,000	,000	,000	,000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.4	Pearson Correlation	1,000*	,833*	1,000*	1	1,000**	,061	-,003	,964**	1,000**	,994**	1,000**	1,000**	,974**
	Sig. (2-tailed)	,000	,000	,000		,000	,391	,969	,000	,000	,000	,000	,000	,000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.5	Pearson Correlation	1,000*	,833*	1,000*	1,000**	1	,061	-,003	,964**	1,000**	,994**	1,000**	1,000**	,974**
	Sig. (2-tailed)	,000	,000	,000	,000		,391	,969	,000	,000	,000	,000	,000	,000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.6	Pearson Correlation	,061	-,013	,061	,061	,061	1	,865**	,056	,061	,049	,061	,061	,266**
	Sig. (2-tailed)	,391	,859	,391	,391	,391		,000	,435	,391	,495	,391	,391	,000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.7	Pearson Correlation	-,003	-,007	-,003	-,003	-,003	,865**	1	,012	-,003	-,015	-,003	-,003	,212**
	Sig. (2-tailed)	,969	,924	,969	,969	,969	,000		,867	,969	,830	,969	,969	,003
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.8	Pearson Correlation	,964**	,832**	,964**	,964**	,964**	,056	,012	1	,964**	,958**	,964**	,964**	,950**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,435	,867		,000	,000	,000	,000	,000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.9	Pearson Correlation	1,000*	,833*	1,000*	1,000**	1,000**	,061	-,003	,964**	1	,994**	1,000**	1,000**	,974**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,391	,969	,000		,000	,000	,000	,000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200

X1.10	Pearson Correlation	,994**	,828**	,994**	,994**	,994**	,049	-,015	,958**	,994**	1	,994**	,994**	,966**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,495	,830	,000	,000		,000	,000	,000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.11	Pearson Correlation	1,000**	,833**	1,000**	1,000**	1,000**	,061	-,003	,964**	1,000**	,994**	1	1,000**	,974**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,391	,969	,000	,000	,000		,000	,000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
X1.12	Pearson Correlation	1,000**	,833**	1,000**	1,000**	1,000**	,061	-,003	,964**	1,000**	,994**	1,000**	1	,974**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,391	,969	,000	,000	,000	,000		,000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
Gren Marketing	Pearson Correlation	,974**	,837**	,974**	,974**	,974**	,266**	,212**	,950**	,974**	,966**	,974**	,974**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,003	,000	,000	,000	,000	,000	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

From the results of the validity test of the Green Marketing variable instrument, it can be seen that Pearson Correlation obtained the validity test of the Work Discipline variable statement instrument below:

Table 2. Validity Test Results of Green Marketing (X1) Measurement Items

No. Item	r count	r Table	Remarks
X1.1	0,974	0,138	Valid
X1.2	0,837	0,138	Valid
X1.3	0,974	0,138	Valid
X1.4	0,974	0,138	Valid
X1.5	0,974	0,138	Valid
X1.6	0,266	0,138	Valid
X1.7	0,212	0,138	Valid
X1.8	0,950	0,138	Valid
X1.9	0,974	0,138	Valid
X1.10	0,966	0,138	Valid
X1.11	0,974	0,138	Valid
X1.12	0,974	0,138	Valid

Source: SPSS 25 Output Results

Based on the results of the validity test on the 12 items of the Green Marketing variable statement (X1), it is known that all items have a greater r value than the r of the table (0.138). Thus, all items of the statement are declared **valid** and suitable for use as research instruments.

Environmental Concern Variable Validity Test (X2)

The results of the calculation of the validity of the Environtmental Concern (X1) variable instrument using the SPSS 25 program were obtained:

Table 3. Pearson Correlation Matrix of Environmental Concern (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	Environmental Concern
X2.1	Pearson Correlation	1	,816**	,829**	,967**	,871**	,948**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	200	200	200	200	200	200
X2.2	Pearson Correlation	,816**	1	,987**	,777**	,873**	,944**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	200	200	200	200	200	200
X2.3	Pearson Correlation	,829**	,987**	1	,777**	,873**	,947**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	200	200	200	200	200	200
X2.4	Pearson Correlation	,967**	,777**	,777**	1	,884**	,931**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	200	200	200	200	200	200
X2.5	Pearson Correlation	,871**	,873**	,873**	,884**	1	,952**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	200	200	200	200	200	200
Environmental Concern	Pearson Correlation	,948**	,944**	,947**	,931**	,952**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	200	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

From the results of the validity test of the Environmental Concern variable instrument, it can be seen that Pearson Correlation obtained the validity test of the instrument statement of the Work Discipline variables below:

Table 4. Validity Test Results of Environmental Concern (X2) Measurement Items

No. Item	r count	r Table	Remarks
X2.1	0,948	0,138	Valid
X2.2	0,944	0,138	Valid
X2.3	0,947	0,138	Valid
X2.4	0,931	0,138	Valid
X2.5	0,952	0,138	Valid

Based on the results of the validity test of 5 items of the Environmental Concern variable (X2) statement, it is known that all items have a calculated r value greater than the table r of 0.138 at a significance level of 5%. Thus, all items of the statement of the Environmental Concern variable (X2) were declared valid and suitable for use as instruments in this study.

Green Purchase Intention (Y) Variable Validity Test

The results of calculating the validity of the Green Purchase Intetion (Y) variable instrument using the SPSS 25 program were obtained:

Table 5. Pearson Correlation Matrix of Green Purchase Intention (Y)

Correlations

		Y1	Y2	Y3	Y4	TOTAL. Y
Y1	Pearson Correlation	1	,854**	,879**	,615**	,934**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	200	200	200	200	200
Y2	Pearson Correlation	,854**	1	,810**	,596**	,912**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	200	200	200	200	200
Y3	Pearson Correlation	,879**	,810**	1	,666**	,936**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	200	200	200	200	200
Y4	Pearson Correlation	,615**	,596**	,666**	1	,802**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	200	200	200	200	200
TOTAL. Y	Pearson Correlation	,934**	,912**	,936**	,802**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

From the output of the results of the validity test of the Green Purchase Intention variable instrument, it can be seen that in the Pearson Correlation column, the validity test of the Green Purchase Intention variable statement instrument was obtained, namely

Table 6. Validity Test Results of Green Purchase Intention (Y) Measurement Items

No. Item	r count	r Table	Remarks
Y1	0,934	0,138	Valid
Y2	0,912	0,138	Valid
Y3	0,936	0,138	Valid
Y4	0,802	0,138	Valid

Based on the results of the validity test on the 4 items of the Green Purchase Intention (Y) variable statement, it is known that all items have a calculated r value greater than the table r of 0.138 at a significance level of 5%. Thus, all items of the Green Purchase Intention (Y) variable statement are declared valid and suitable for use as research instruments.

Reliability Test

Testing the consistency of using a measuring instrument is known as reliability testing. This means that when a measuring instrument is reused at different times, it consistently produces the same data. Reliability testing shows how consistently a gauge measures the same phenomenon.

Reliability tests can be performed together on all question items. If the Alpha value > 0.70 then it is reliable. A questionnaire is said to be reliable if a person's answer to a statement is consistent or stable over time This reliability test is given *Cronbach's alpha >0.70.*

Green Marketing Variable Reliability Test (X1)

The results of the calculation of the reliability of the Green Marketing variable instrument using SPSS 25**:**

Table 7. Reliability Test Results (Cronbach's Alpha) of Research Variables

Reliability Statistics	
Cronbach's Alpha	N of Items
,955	12

Source: SPSS 25 Output Results

Based on the results of the reliability test of the Green Marketing variable (X1), a Cronbach's Alpha value of 0.955 was obtained with a total of 12 statements. The value of Cronbach's Alpha is greater than the minimum limit of 0.70, so it can be concluded that the research instrument of the Green Marketing variable (X1) is reliable and consistent to be used in the research.

Environmental Concern Variable Reliability Test (X2)

Results of calculation of the reliability of the Green Marketing variable instrument
Using SPSS 25**:**

Table 8. Reliability Test Results (Cronbach's Alpha) of Research Variables

Reliability Statistics	
Cronbach's Alpha	N of Items
,970	5

Source: SPSS 25 Output Results

Based on the results of the reliability test of the Environmental Concern variable (X2), a Cronbach's Alpha value of 0.970 was obtained with a number of items as many as 5 statements. The value of Cronbach's Alpha is greater than the minimum limit of 0.70, so it can be concluded that the research instrument of the Environmental Concern (X2) variable is reliable and suitable for use in the research.

Variable Reliability Test Green Purchase Intention (Y)

Results of calculation of the reliability of the Green Marketing variable instrument
Using SPSS 25**:**

Table 9. Reliability Test Results (Cronbach's Alpha) of Green Purchase Intention (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
,918	4

Source: SPSS 25 Output Results

Based on the results of the reliability test of the Green Purchase Intention (Y) variable, Cronbach's Alpha value was obtained at 0.918 with a total of 4 items. The value of Cronbach's Alpha is greater than the minimum limit of 0.70, so it can be concluded that the

research instrument of the Green Purchase Intention (Y) variable is reliable and consistent to be used in the research.

Frequency Distribution

Green Marketing Variable Frequency Distribution (X1)

A total of 200 respondents completed 12 statements on the questionnaire, the highest score was 5, and the lowest score was 1. The frequency distribution table for the Green Marketing variable (X1) is shown below:

Table 10. Frequency Distribution of Green Marketing (X1) Variable Responses

Item	Answer										Quantity		Average
	Very Agree		Agree		Neutral		Disagree		ongly Disagree				
	5		4		3		2		1				
	F	X	F	X	F	X	F	X	F	X	F	X	
P.X1.1	85	425	100	400	13	39	39	4	0	0	200	868	4,34
PX1.2	85	425	98	392	14	42	42	6	0	0	200	865	4,33
PX1.3	85	425	100	400	13	39	39	4	0	0	200	868	4,34
PX1.4	85	425	100	400	13	39	39	4	0	0	200	868	4,34
PX1.5	85	425	100	400	13	39	39	4	0	0	200	868	4,34
PX1.6	80	400	88	352	30	90	0	0	2	2	200	844	4,22
PX1.7	75	375	91	364	33	99	0	0	1	1	200	839	4,20
PX1.8	84	420	99	396	16	48	1	2	0	0	200	866	4,33
PX1.9	85	425	100	400	13	39	2	4	0	0	200	868	4,34
PX1.10	86	430	99	396	13	39	2	4	0	0	200	869	4,35
PX1.11	85	425	100	400	13	39	2	4	0	0	200	868	4,34
PX1.12	85	425	100	400	13	39	2	4	0	0	200	868	4,34
Work Discipline Variables													51,81
Average													4,317

Source: Research Primary Data 2025

Description:

P = Statement Points

F = Number of Respondents

X = Respondent x Score Score

Based on the results of descriptive statistical analysis on the Green Marketing variable (X1), the average value of the variable was ±4.30, as shown in Table 4.10. The highest average value is found in items with a value of around 4.35, while the lowest average value is in the range of 4.20.

Thus, because the average value of the Green Marketing variable is in the range of 4.20 to 4.35, it can be concluded that the Green Marketing variable is included in the Good category. This shows that respondents have a positive perception of the implementation of green marketing strategies carried out by EB Batik Tradicional

Frequency Distribution of Environmental Concern Variables (X2)

A total of 200 respondents completed 5 statements on the questionnaire, the highest score was 5, and the lowest score was 1. The frequency distribution table for the Environmental Concern (X2) variable is shown below:

Table 11. Frequency Distribution of Green Marketing (X1) Variable Responses

Item	Answer										Quantity		Average
	Very Agree		Agree		Neutral		Disagree		rongly Disagree				
	5		4		3		2		1				
	F	X	F	X	F	X	F	X	F	X	F	X	
PX2.1	98	490	91	364	10	30	1	2	0	0	200	886	4,43
PX2.2	99	495	89	356	11	33	1	2	0	0	200	886	4,43
PX2.3	99	495	89	356	11	33	1	2	0	0	200	886	4,43
PX2.4	101	505	89	356	10	30	0	0	0	0	200	891	4,46
PX2.5	104	520	87	348	9	27	0	0	0	0	200	895	4,48
Variable Environmental Concern													22,23
Average													4,45

Source: Research Primary Data 2025

Description:

P = Statement Points

F = Number of Respondents

X = Respondent x Score Score

Based on the results of descriptive statistical analysis on the Environmental Concern (X2) variable, the average value of the variable was 4.45, as shown in Table 4.11. The highest average score was found in the PX2.5 item with a value of 4.48, while the lowest average value was found in the PX2.1, PX2.2, and PX2.3 items with a value of 4.43.

Thus, because the average value of the Environmental Concern variable is in the range of 4.43 to 4.48, it can be concluded that the Environmental Concern variable is included in the Good category. This shows that respondents have a high level of concern for environmental issues and tend to consider environmental aspects in their consumption attitudes and behaviors.

Variable Frequency Distribution Green Purchase Intention (Y)

The highest score was 5, and the lowest score was 1, according to findings from questionnaire responses given to 200 respondents for 4 statements. The frequency distribution table for the Green Purchase Intention (Y) variable is shown below:

Table 12. Frequency Distribution of Green Marketing (X1) Variable Responses

Item	Answer										Quantity		Average
	Very Agree		Agree		Neutral		Disagree		ongly Disagree				
	5		4		3		2		1				
	F	X	F	X	F	X	F	X	F	X	F	X	
Y1	85	425	91	364	23	69	1	2	0	0	200	860	4,3
Y2	86	430	87	348	25	75	2	4	0	0	200	857	4,29
Y3	88	440	88	352	23	69	1	2	0	0	200	863	4,32
Y4	78	390	99	396	22	66	0	0	1	1	200	853	4,27
Green Purchase Intention Variable													17,18
Average													4,30

Source: Research Primary Data 2025

Description:
P = Statement Points
F = Number of Respondents
X = Respondent x Score Score

Based on the results of descriptive statistical analysis on the Green Purchase Intention (Y) variable, the average value of the variable was 4.30 as shown in Table 4.12. The highest average value is found in item Y3 at 4.32, while the lowest average value is found in item Y4 at 4.27.

Thus, because the average value of the Green Purchase Intention variable is in the range of 4.27 to 4.32, it can be concluded that the Green Purchase Intention variable is included in the Good category. This shows that respondents have a high tendency to buy intent for eco-friendly batik products EB Batik Tradicional.

Classic Assumption Test

The classical assumption test is an analytical method that produces unbiased and efficient measurement values from multiple linear regression equations with the least squared method (OLS). These results depend on the fact that some assumptions have been met through various tests, as outlined below:

Normality Test

To ascertain whether an independent variable, a dependent variable, or both are normally distributed, close to normal, or not, a normality test is used. Regression models that are normally or close to normal distributions are ideal.

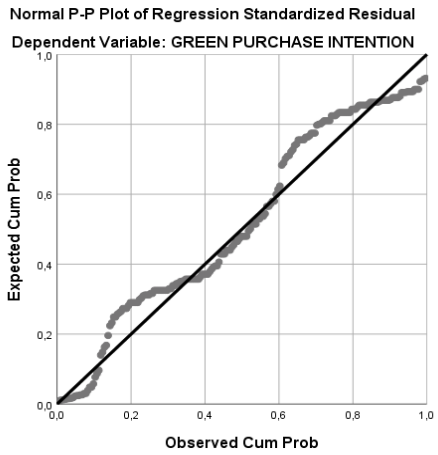

Figure 1. Normal P-P Plot of Regression Standardized Residuals for Green Purchase Intention

Source: SPSSS25 Output Results

Based on the Normal P–P Plot graph, it can be seen that the residual points do not completely follow the diagonal line and show deviations in some sections. This indicates that the residue is not normally distributed, thus reinforcing the results of the Kolmogorov–Smirnov test with the Monte Carlo approach.

Heterokedasticity Test

The Heteroscedasticity test aims to determine whether a regression model between independent variables occurs (Sig.). There is an imbalance of variance between the residuals of different observations in the regression model

Table 13. Heteroscedasticity Test Results Using the Glejser Method

Coefficient						
		Unstandardized Coefficients		Standardized Coefficients		
Models		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,152	1,190		,968	,334
	GREEN MARKETING (X1)	,005	,016	,022	,313	,755
	ENVIROMETAL CONCERN (X2)	,026	,036	,050	,708	,479
a. Dependent Variable: ABS_RES						

Source: SPSS 25 Output Results

Based on the results of the heterokedasticity test using the Glejser method, the significance value of the Green Marketing variable was 0.755 and Environmental Concern was 0.479, all of which were greater than 0.05. Thus, it can be concluded that the regression model does not contain symptoms of heterokedasticity

Multicollinearity Test

The purpose of the multicollinearity test is to find correlations between independent variables in regression models. There should be no correlation between independent variables in a good regression model. The Variance Inflation Factor (VIF) and Tolerance approaches are one of the techniques to determine whether the regression model shows multicollinearity. The researchers most often used the VIF & Tolerance model.

Table 14. Multiple Linear Regression Results for Green Marketing and Environmental Concern on Absolute Residuals (Heteroscedasticity Test)

Coefficient								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Models		B	Std. Error	Beta	t	Sig.	Tolerance	VIVID
1	(Constant)	16,135	2,009		8,031	,000		
	GREEN MARKETING (X1)	,046	,027	,122	1,729	,085	,997	1,003
	ENVIROMETAL CONCERN (X2)	-,062	,062	-,071	-1,007	,315	,997	1,003
a. Dependent Variable: GREEN PURCHASE INTENTION								

Based on the results of the multicollinearity test, the Green Marketing and Environmental Concern variables had a Tolerance value of 0.997 (> 0.10) and VIF of 1.003 (< 10). Thus, it can be concluded that there is no multicollinearity between independent variables, so the regression model is suitable for future analysis.

Regression Analysis

Table 15. Simple Linear Regression Results of Green Marketing on Green Purchase Intention

Coefficient						
		Unstandardized Coefficients		Standardized Coefficients		
Models		B	Std. Error	Beta	t	Sig.
1	(Constant)	14,685	,582		25,232	,000
	GREEN MARKETING	,048	,011	,292	4,295	,000
a. Dependent Variable: Y						

Source: SPSS 25 Output Results

Based on the results of the regression analysis, the green marketing variable has a regression coefficient of 0.048 with a positive direction and a significance value of 0.000 < 0.05. This shows that green marketing has a positive and significant effect on variable Y, so the hypothesis that states the influence of green marketing on variable Y is accepted.

Environmental Concern

Table 16. Simple Linear Regression Results of Environmental Concern on Green Purchase Intention

Coefficient						
		Unstandardized Coefficients		Standardized Coefficients		
Models		B	Std. Error	Beta	t	Sig.
1	(Constant)	18,664	,588		31,750	,000
	ENVIRONMENTAL CONCERN	-,067	,026	-,180	-2,571	,011
a. Dependent Variable: Y						

Based on the results of the regression analysis, the environmental concern variable has a regression coefficient of -0.067 with a negative direction and a significance value of 0.011 < 0.05. This shows that environmental concern **negative and significant effects** to variable Y. Thus, the hypothesis that states the influence of environmental concern on variable Y **Accepted**

Multiple Linear Regression Analysis

In this study, the variables Green Marketing (X1), Environmental Concern (X2), and Green Purchase Awareness (Y) were used to assess whether independent factors (X) together had a significant impact on the dependent variable (Y).

Table 17. Multiple Linear Regression Coefficient Results of Green Marketing and Environmental Concern on Green Purchase Intention

Coefficient						
		Unstandardized Coefficients		Standardized Coefficients		
Models		B	Std. Error	Beta	t	Sig.
1	(Constant)	16,135	,824		19,588	,000
	GREEN MARKETING (X1)	,046	,011	,283	4,216	,000
	ENVIRONMENTAL CONCERN (X2)	-,062	,025	-,165	-2,457	,015
a. Dependent Variable: Y						

Source: SPSS 25 Output Results

Based on the results of the regression analysis, the green marketing variable has a regression coefficient of 0.046 with a positive direction and a significance value of 0.000 < 0.05. This shows that green marketing has a positive and significant effect on variable Y. This means that the better the implementation of green marketing, the more variable Y will increase. Thus, the hypothesis that green marketing has a significant effect on variable Y is accepted.

Meanwhile, the environmental concern variable has a regression coefficient of -0.062 with a negative direction and a significance value of 0.015 < 0.05. This result shows that environmental concern has a negative and significant effect on variable Y. This means that an increase in the level of environmental concern is followed by a decrease in variable Y. Therefore, the hypothesis that states the influence of environmental concern on variable Y is accepted, even though it is in the direction of negative influence.

Coefficient Determination Test

In accordance with the results of the calculation test using SPSS 25, the following are the outputs:

Table 18. Model Summary of the Effect of Green Marketing and Environmental Concern on Green Purchase Intention

Model Summary				
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,818a	,670	,666	3,57492
a. Predictors: (Constant), TRANS_X2, TRANS_X1				

Source: SPSS 25 Output Results

Based on the results of the determination coefficient test, the R Square value was 0.670 and the Adjusted R Square was 0.666, which showed that the TRANS_X1 and TRANS_X2 variables were able to explain 66.6% of the variation in the dependent variable, while the remaining 33.4% were influenced by other variables outside the research model. An R value of 0.818 indicates a strong relationship between independent variables and dependent variables.

Hypothesis Test

T Test (Partial)

The t-test (partial) is carried out to find out and confirm the extent to which each independent variable significantly affects the dependent variable. This test is carried out individually by comparing the tcal value with the ttable value. These variables are quite important to explain the dependent variable if the result of the calculation > the t-valueof the table or the t-value < the value of the table. The variable is not significant or irrelevant to explain the dependent variable if the result of the tcal test is < the ttable value or the t-table value >t-value.

Table 19. Results of the T-Test on the Influence of Green Marketing (X1) on Green Purchase Intention (Y)

Coefficient						
		Unstandardized Coefficients		Standardized Coefficients		
Models		B	Std. Error	Beta	t	Sig.
1	(Constant)	14,685	,582		25,232	,000
	GREEN MARKETING	,048	,011	,292	4,295	,000
a. Dependent Variable: Y						

Source: SPSS Output Result 25.

The table shows that the results of the t-test calculation obtained a t>table value of 4.295 > 1.984. Thus, since the value of tcalcul>ttable is positive and greater than t_{table}, H_0 is rejected and H_1 is accepted. In addition, based on the significance value obtained of 0.000 < 0.05, it can be concluded that green marketing has a positive and significant effect on the Y variable

Table 20. Results of the Environmental Concern Effect T Test (X2) against Green Purchase Intention (Y)

Coefficient						
		Unstandardized Coefficients		Standardized Coefficients		
Models		B	Std. Error	Beta	t	Sig.
1	(Constant)	18,664	,588		31,750	,000
	ENVIROMETAL CONCERN	-,067	,026	-,180	-2,571	,011

a. Dependent Variable: Y

Source: SPSS Output Result 25.

Based on the results of the t-test, it is known that the variable of environmental concern (X2) has a tcalcul>ttable value of -2.571. If you look at the absolute value, then | tcalcul>ttable = 2.571 which is greater than tcalcul>ttable of 1.984. Thus, since the value of tcal>ttable is outside the H_0 receiving area, H_0 is rejected and H_1 is accepted. In addition, the significance value obtained was 0.011 < 0.05, which shows that environmental concern has a negative and significant effect on green purchase intention (Y).

F Test (Simultaneous)

The purpose of this study is to test the hypothesis that independent factors have a combined influence on dependent variables using the F test model. By comparing the value of Fcal with the value of the Fof the table, we can establish the test of the hypothesis as a whole. The overall research hypothesis is accepted (significant) if the Fcal value >F-valueof the table The research hypothesis is rejected (insignificant) if the Fcal value.

Based on the results of the F test, the F_{calculated} value was 12.474 with a significance level of 0.000 < 0.05. This shows that green marketing and environmental concern simultaneously have a significant effect on green purchase intention (Y). Thus, the regression model used in this study was declared feasible (fit) and the hypothesis stating that there is an influence of green marketing and environmental concern together on green purchase intention was accepted.

The Influence of Green Marketing (X1) on Green Purchase Intention (Y) EB Batik Tradsional

Based on the results of hypothesis testing, the green marketing variable was proven to have a positive and significant effect on green purchase intention. This was indicated by a significance value of 0.000 < 0.05 and a calculated t-value of 4.295 > t-table value of 1.984, showing that the first hypothesis was accepted. The positive regression coefficient indicated that better implementation of green marketing increased consumers' intention to purchase environmentally friendly products.

These findings were in line with the concept of green marketing, which suggests that marketing strategies emphasizing environmental concern can shape positive consumer perceptions and encourage purchase intention. In the context of EB Batik, the application of green product elements, such as the use of environmentally friendly materials and more sustainable production processes, as well as green promotion through the communication of environmental concerns, increased consumer interest in the products offered.

The results of this study also supported previous research stating that green marketing plays an important role in increasing green purchase intention. Consumers tended to be more

interested in products that not only met their functional needs but were also aligned with their environmental values. Thus, green marketing could serve as an effective differentiation strategy for EB Batik in facing competition in the batik industry.

The Influence of Environmental Concern (X2) on Green Purchase Intention (Y) of EB Batik Tradsional

The results of the hypothesis test showed that Environmental Concern had a negative and significant effect on Green Purchase Intention, which was shown by a significance value of 0.011 < 0.05 and a calculated t-value of -2.571. Thus, the second hypothesis is accepted, but in the opposite direction of the relationship than expected.

These results show that a high level of environmental concern is not always followed by an increase in purchase intent for environmentally friendly products. This phenomenon can be explained through the concept *of attitude–behavior gap*, which is a condition in which an individual's attitude or concern for the environment is not directly manifested in consumption behavior. Consumers who have high environmental concerns tend to be more critical of the company's environmentally friendly claims.

In the context of EB Batik, consumers with a high level of environmental concern are likely to have greater expectations for the authenticity and consistency of eco-friendly practices. If the information received is not completely convincing, then it can actually reduce the purchase intention. These findings are in line with several previous studies that have stated that environmental concerns do not always have a positive effect on green purchase intention if they are not supported by trust and concrete evidence from manufacturers.

The Influence of Green Marketing (X1) and Environmental Concern (X2) on Green Purchase Intention (Y) of EB Traditional Batik

Based on the results of the multiple linear regression test, green marketing and environmental concern simultaneously had a significant effect on green purchase intention. This was indicated by the F-test significance value of 0.000 < 0.05, showing that the research model was feasible for explaining the dependent variable.

The adjusted R-square value of 0.666 indicated that 66.6% of the variation in green purchase intention could be explained by green marketing and environmental concern, while the remaining 33.4% was influenced by other factors outside the research model, such as price, product quality, and brand image.

These results indicated that green marketing was the most dominant factor influencing green purchase intention, while environmental concern served as a supporting factor that could strengthen or weaken purchase intention depending on consumers' perceptions of the credibility of the company's environmentally friendly practices. Therefore, companies needed not only to increase consumer environmental awareness but also to ensure that the implemented green marketing strategies met consumer expectations in a tangible and consistent manner.

CONCLUSION

Based on the results of the study on the influence of green marketing and environmental concern on green purchase intention among EB Batik consumers, it can be concluded that green marketing had a positive and significant effect on green purchase

intention, as indicated by a significance value of 0.000 < 0.05. This finding showed that the implementation of effective environmentally friendly marketing strategies, such as the use of sustainable materials, environmentally responsible production processes, and promotional activities emphasizing environmental concern, could increase consumers' intention to purchase EB Batik products.

Meanwhile, environmental concern was found to have a negative and significant effect on green purchase intention, with a significance value of 0.011 < 0.05. This indicated that a high level of consumer environmental concern was not always followed by an increase in purchase intention. Simultaneously, green marketing and environmental concern had a significant effect on green purchase intention, with an adjusted R-square value of 0.666, indicating that both variables explained 66.6% of the variation in green purchase intention.

REFERENCES

Ahmed, R. R., Streimikiene, D., Qadir, H., & Streimikis, J. (2023). Effect of green marketing mix, green customer value, and attitude on green purchase intention: Evidence from the USA. *Environmental Science and Pollution Research, 30*(5), 11473–11495.

Alamsyah, A., & Artanti, Y. (2023). *The influence of environmental concern and perceived environmental knowledge on green purchase intentions through environmental attitude as a mediating variable*.

Ali, A., & Ahmad, I. (2016). Environment friendly products: Factors that influence the green purchase intentions of Pakistani consumers. *Pakistan Journal of Engineering, Technology & Science, 2*(1).

Diash, A. F., & Syarifah, D. (2021). *The influence of environmental knowledge and environmental concern on green purchase intention in the millennial generation*.

Khan, N. L., & Qureshi, I. H. (2025). Impact of environmental concern on green purchase intention: A mediation model using green trust. *Asian Journal of Economics, Business and Accounting, 25*(3), 538–550. https://doi.org/10.9734/ajeba/2025/v25i31729

Krisnawati, N., Perangin-angin, L. L. K., Zainal, M., & Suardi, I. (2016). Brand equity analysis and its impact on the loyal customer of local batik to develop its competitiveness (An empirical study of Batik Banten in South Tangerang). *Journal of Administrative and Business Studies, 2*(4), 189–207.

Liao, Y.-K., Wu, W.-Y., & Pham, T.-T. (2020). Examining the moderating effects of green marketing and green psychological benefits on customers' green attitude, value and purchase intention. *Sustainability, 12*(18), 7461.

Madjidan, N. L., & Sulistyowati, R. (2022). The influence of green marketing and green products on green purchase intention at Alang Alang Zero Waste Shop. *Ecogen Journal, 5*(2), 297. https://doi.org/10.24036/jmpe.v5i2.13068

Mohd Suki, N. (2016). Green product purchase intention: Impact of green brands, attitude, and knowledge. *British Food Journal, 118*(12), 2893–2910.

Naalchi Kashi, A. (2020). Green purchase intention: A conceptual model of factors influencing green purchase of Iranian consumers. *Journal of Islamic Marketing, 11*(6), 1389–1403.

Nyamekye, M. B., Martey, E. M., Agbemabiese, G. C., Preko, A. K., Gyepi-Garbrah, T., & Appah, E. (2024). Green marketing strategy, technology implementation and corporate

performance: The role of green creative behaviour and institutional isomorphism. *Journal of Contemporary Marketing Science, 7*(1), 84–109.

Papadaki, E. (2024). Promoting green tourism synergies with cultural and creative industries: A case study of Greece. *Sustainability, 16*(2), 633.

Puspitasari, A. D., & Alversia, Y. (2023). Barrier factors that affect consumer purchase intention on green cosmetics product: Applying innovation resistance theory. *Journal of Business and Management Applications, 9*(3), 728. https://doi.org/10.17358/jabm.9.3.728

Ratriyana, I. N. (2020). The struggle is real: Strategic marketing communication and the survivability of Indonesian local fashion brands. *Communication and Media in Asia Pacific, 3*(2), 73–95.

Riyanto, R., & Pangaribuan, C. H. (2025). The effect of environmental concern on green purchase intention mediated by attitude towards green product, and subjective norm in Sensatia Botanicals Gen Z cosmetic users in Indonesia. *Journal of Management, Economics and Finance, 3*(3).

Sharon, S., & Sanapang, G. M. (2025). Green marketing drives sustainability via innovation in heritage enterprises. *Al-Kharaj: Journal of Islamic Economic and Business, 7*(3).

Shevia, S., Christiarini, R., & Qadri, R. A. (2023). Green marketing & environmental concern: Generation Z's buying interest in personal care products. *Journal of Business & Banking, 13*(1), 99–120. https://doi.org/10.14414/jbb.v13i1.3976

White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing, 83*(3), 22–49.

Wijekoon, R., & Sabri, M. F. (2021). Determinants that influence green product purchase intention and behavior: A literature review and guiding framework. *Sustainability, 13*(11), 6219.

Zameer, H., & Yasmeen, H. (2022). Green innovation and environmental awareness driven green purchase intentions. *Marketing Intelligence & Planning, 40*(5), 624–638.