

The Role of Study on Green Marketing Practices as a Moderation Variable in the Relationship of Service Quality and Store Atmosphere to Purchase Decisions in Management Students: A Structural Equation Modelling Study

Fadillah^{1*}, Achmad Husen², Suparno³, Adi Martono⁴

^{1,4}Universitas Pamulang

^{2,3}Universitas Negeri Jakarta

Corresponding Author: Fadillah dosen02197@unpam.ac.id

ARTICLE INFO

Keywords: Green Marketing Practices, Service Quality, Store Atmosphere, Purchasing Decisions

Received : 7, December

Revised : 23, December

Accepted: 28, January

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ABSTRACT

Green marketing focuses on sustainability and environmental protection to meet consumer concerns about the environment. This study examines the relationship between Green Marketing Practices, Service Quality, Store Atmosphere, and Purchase Decisions among 384 management students using SEM-PLS analysis. Results show that Service Quality and Store Atmosphere significantly influence Purchase Decisions, but Green Marketing Practices do not act as a moderating variable. Practical elements like Service Quality and Store Atmosphere play a more critical role in driving Purchase Decisions than academic understanding of Green Marketing Practices. Store managers should prioritize these practical factors to enhance purchase outcomes.

INTRODUCTION

In the era of globalization and increasingly intense business competition, companies are required to adapt and innovate in their marketing strategies. One crucial aspect influencing consumer purchase decisions is the quality of service provided by the company. High-quality service not only enhances customer satisfaction but also fosters loyalty and drives positive purchase decisions (Tobroni, 2022).

The growing competition in the retail sector and the demand for more personalized shopping experiences have driven businesses to seek innovative strategies to attract consumers. Key factors determining business success in attracting and retaining customers include service quality and store atmosphere. Service quality encompasses various aspects, ranging from staff friendliness to service speed, while store atmosphere includes physical elements such as lighting, layout, and scents that influence consumer comfort during shopping. Additionally, store atmosphere plays a vital role in capturing consumer attention and creating an enjoyable shopping experience (Zhong & Moon, 2020).

Green marketing practices play a significant role in influencing purchase decisions among management students, who are increasingly aware of sustainability issues. As the younger generation, students tend to support brands that demonstrate environmental responsibility through initiatives such as eco-friendly packaging, eco-labels, and sustainability promotions. These practices not only enhance brand value but also build consumer trust and satisfaction toward the products or services offered. A study by Sharma (2021) found that green marketing strategies increase purchase intention by aligning environmental values with consumer preferences, a phenomenon particularly relevant among students who are often the target market for sustainable products (Madhunimasha & Pathmini, 2021; Nekomahmud & Fekete-Farkas, 2020; Sharma, 2021).

Moreover, in the context of management students, studying green marketing can strengthen the impact of these practices on purchase decisions. Their knowledge of green marketing theories and strategies enables them to critically evaluate products leveraging eco-friendly strategies (Rimenda & Mirati, 2021). Trust and satisfaction toward green brands significantly enhance purchase intention (Nekomahmud & Fekete-Farkas, 2020; Tsai et al., 2020). Thus, integrating green marketing into business strategies not only directly influences purchase decisions but also encourages a consumer mindset that prioritizes sustainability (Genoveva & Samukti, 2020; Priti, 2021; Sharma, 2021).

LITERATURE REVIEW

Service Quality and Purchase Decisions

Service quality plays a significant role in influencing consumers' purchase decisions. When the service provided meets or even exceeds customer expectations, it creates a positive experience that enhances trust and loyalty toward a brand or product (Alam & Noor, 2020; Demir et al., 2021; Rizqiningsih & Widodo, 2021). Dimensions of service quality, such as reliability, responsiveness, assurance, empathy, and tangible evidence, are the primary

indicators evaluated by consumers (Dhisasmito & Kumar, 2020). For example, prompt responses from customer service or a friendly attitude from employees can leave a positive impression, encouraging consumers to make a purchase (Aulia et al., 2023; Rita et al., 2019). Conversely, poor or unsatisfactory service can hinder purchase decisions and damage a company's reputation in the eyes of consumers.

Purchase decisions are also influenced by consumers' perceptions of the overall service quality they receive (Aulia et al., 2023; Kurniawan & Prijati, 2022). Consumers tend to choose products or services from companies that offer high-quality service, as it is perceived to provide greater value (Demir et al., 2021). In many cases, service quality can be a key differentiator in a competitive market where similar products are available from various providers (Alam & Noor, 2020; Dhisasmito & Kumar, 2020). Factors such as ease of transactions, clarity of information, and a company's ability to understand customer needs are critical in driving purchase decisions (Rizqiningsih & Widodo, 2021; Yandra et al., 2024). Therefore, companies that focus on improving service quality have a greater opportunity to attract and retain customers.

Store Atmosphere and Purchase Decisions

Store atmosphere is a crucial factor influencing consumer purchase decisions, especially in the context of retail or location-based businesses (Perkasa et al., 2021). Elements such as store layout, lighting, aroma, music, and color play a role in creating an appealing and comfortable environment for customers (Zhong & Moon, 2020). A pleasant atmosphere can extend customers' time in the store, increase their interaction with products, and encourage impulsive purchase decisions (Sutrisni et al., 2024; Wasul & Lestari, 2024). Conversely, an unpleasant or poorly organized store atmosphere can diminish customer comfort and make them less inclined to shop for an extended period.

Consumer purchase decisions are also influenced by how the store atmosphere affects their emotions (Sutrisni et al., 2024). A well-designed atmosphere can create a positive shopping experience, build an emotional connection with customers, and increase the likelihood of a purchase (Wasul & Lestari, 2024; Zhong & Moon, 2020). For instance, warm lighting and soothing scents can foster a relaxed ambiance, encouraging customers to explore products further. Therefore, for business owners, investing in creating an attractive store atmosphere not only enhances aesthetics but also serves as an effective strategy to influence consumer behavior and boost sales.

The Study of Green Marketing Practices Influences Service Quality and Store Atmosphere

The study of green marketing practices provides insights into how environmentally friendly strategies can influence the quality of services offered by companies. By integrating sustainability principles into services, businesses can enhance the perceived value for customers (Al-Murad, 2022; Dinar Pramadhani & Rusdi Hidayat Nugroho, 2024; Kaur et al., 2022). For example,

the use of recycled materials in packaging or the provision of digital services to reduce the carbon footprint not only reflects a commitment to environmental preservation but also strengthens customers' perception of service quality (Nekmahmud & Fekete-Farkas, 2020). Consumers tend to value companies that care not only about their needs but also about social and environmental impacts, thereby fostering loyalty and customer satisfaction (Kaur et al., 2022). In addition, green marketing also plays a role in creating a store atmosphere that supports a positive shopping experience. Eco-friendly elements such as layouts with energy-efficient lighting, the use of natural materials in interior design, and environmental education within the store contribute to a fresh, comfortable, and modern ambiance (Genoveva & Samukti, 2020). This approach not only reflects a brand identity that values the environment but also builds a strong emotional experience for customers (Madhunimasha & Pathmini, 2021). By creating a store atmosphere aligned with sustainability values, businesses can attract environmentally conscious consumer segments while strengthening their competitive advantage in the market (Jain et al., 2024; Mulya & Kusumawardhani, 2023).

METHODOLOGY

The aim of this study is to examine the impact of Service Quality and Store Atmosphere on Purchase Decisions, moderated by the Study of Green Marketing Practices. Management students learn about various management concepts, including marketing management. A quantitative research method was used in this study as it is more suitable for testing various hypotheses and employing quantitative techniques.

A survey-based quantitative research method (questionnaire) was applied, where a questionnaire is defined as "a method for collecting information from a number of people" (Sugiyono, 2022). Specifically, survey research provides a more accessible, quicker, cheaper, and more accurate way to gather relevant information (Sugiyono, 2020).

In this context, the survey was used to analyze the role of the Study of Green Marketing Practices as a moderating variable in the relationship between service quality and store atmosphere on purchase decisions. The survey was conducted on a sample consisting of 384 students from the Management study program. The sample size was determined using the Lemeshow formula (Fitrizal et al., 2021).

Respondents were asked to provide their opinions in assessing the data obtained using Smart PLS 4 on a Likert scale (1-5), ranging from "Strongly Disagree" to "Strongly Agree." The Structural Equation Modeling (SEM) with the Partial Least Squares (PLS-SEM) method was used to test the theory. PLS-SEM has advantages over conventional statistical methods in various aspects, including no sample size limitations, efficiency in statistical modeling, and prediction (Al-Murad, 2022).

RESEARCH RESULT

Validity and Reliability

To address the research problem, the researcher used SEM PLS as an analytical tool to evaluate the dataset collected. In this study, the researcher integrated several conceptual frameworks, namely service quality, store atmosphere, purchase decisions, with the variable of green marketing practice study as a moderating variable. Several stages in PLS analysis include the measurement model, structural model, and hypothesis testing (Hair & Alamer, 2022). In the measurement model analysis, the researcher evaluates reliability through outer loading and CR (Composite Reliability). Meanwhile, validity evaluation is conducted through CA (Cronbach's Alpha) and AVE (Average Variance Extracted). Subsequently, structural model testing is performed by evaluating R square, f square, path coefficients, and Q square. Hypothesis evaluation is conducted by comparing the predetermined error levels with the PLS output, i.e., the p-value.

Table 1. Results of Cronbach Alpha, Composite Reliability, and Average Variance Extracted (AVE)

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Purchase Decision	0,951	0,951	0,959	0,745
Service Quality	0,927	0,930	0,943	0,734
Study on Green Marketing Practices	0,663	0,673	0,855	0,747
Store Atmosphere	0,782	0,782	0,873	0,697

Source: Data processing results

Based on Table 1, it can be concluded that the variables of Purchase Decision, Service Quality, and Store Atmosphere have Cronbach Alpha and Composite Reliability values > 0.7 , indicating that all items measuring these variables are reliable. Additionally, the Average Variance Extracted (AVE) values > 0.5 , making them considered reliable. On the other hand, the Study of Green Marketing Practices is not considered reliable because its Cronbach Alpha and Composite Reliability values are < 0.7 , and its Average Variance Extracted (AVE) value is < 0.5 .

Table 2. Convergent Validity Results

	Purchase Decision	Service Quality	Study on Green Marketing Practices	Store Atmosphere
X1.1		0,872		
X1.2		0,845		
X1.3		0,875		

X1.4		0,882		
X1.5		0,827		
X1.6		0,837		
X2.3				0,847
X2.4				0,806
X2.5				0,850
Y.1	0,864			
Y.2	0,887			
Y.3	0,874			
Y.4	0,812			
Y.5	0,869			
Y.6	0,873			
Y.7	0,859			
Y.8	0,864			
Z.1			0,886	
Z.2			0,842	

Source: Data processing results

Based on the evaluation of the loading factor presented in the table above, it can be seen that the variable indicators have loading factor values that meet the criteria for Convergent Validity (> 0.7).

Structural Model

The purpose of testing the structural model is to determine how well the model developed by the researcher provides a good framework. Table 3 below shows the R² and Adjusted R Square values to illustrate the impact of the constructed model framework (Hair & Alamer, 2022).

Table 3. Results of R Square and Adjusted R Square Values

	R-square	R-square adjusted	Note
Purchase Decision	0,605	0,602	Moderate
Study on Green Marketing Practices	0,576	0,574	Moderate

Source: Data processing results

Hypothesis Testing

To determine whether a hypothesis is accepted or rejected, we can observe the significance values between constructs, t-statistics, and p-values. In the bootstrapping method used in this study, the hypothesis will be accepted if the t-statistic value > 1.96 and/or the p-value < 0.05.

Table 4. Path Coefficient Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Note
Service Quality -> Purchase Decision	0,571	0,571	0,048	11,872	0,000	Positive and significant

						influence
Service Quality -> Study on Green Marketing Practices	-0,104	-0,103	0,055	1,876	0,061	No significant effect
Study on Green Marketing Practices -> Purchase Decision	-0,061	-0,059	0,046	1,344	0,179	No significant effect
Store Atmosphere - > Purchase Decision	-0,219	-0,221	0,057	3,843	0,000	Negative and significant influence
Store Atmosphere - > Study on Green Marketing Practices	0,686	0,688	0,060	11,500	0,000	Positive and significant influence

Source: data processing results

From Table 4 above, several points can be observed : First, the variable of Service Quality towards Purchase Decision has a t-statistic value of 11.872 > 1.96 and a p-value of 0.000 < 0.05, with a positive original sample value (0.571). It can be concluded that there is a positive and significant effect of Service Quality on Purchase Decision. According to Paulo Rita in his research, he mentions that Service Quality influences consumers' Purchase Decisions.

Next, the variable of Service Quality towards the Study of Green Marketing Practices has a t-statistic value of 1.876 < 1.96 and a p-value of 0.061 > 0.05, with a negative original sample value (-0.104). It can be concluded that there is no significant effect of Service Quality on the Study of Green Marketing Practices.

Next, the variable of the Study of Green Marketing Practices towards Purchase Decision has a t-statistic value of 1.344 < 1.96 and a p-value of 0.179 > 0.05, with a negative original sample value (-0.061). It can be concluded that there is no significant effect of the Study of Green Marketing Practices on Purchase Decision.

Next, the variable of Store Atmosphere towards Purchase Decision has a t-statistic value of 3.843 > 1.96 and a p-value of 0.000 < 0.05, with a negative original sample value (-0.219). It can be concluded that there is a positive and significant effect of Store Atmosphere on Purchase Decision.

Finally, the variable of Store Atmosphere towards the Study of Green Marketing Practices has a t-statistic value of 11.500 > 1.96 and a p-value of 0.000 < 0.05, with a positive original sample value (0.686). It can be concluded that there is a positive and significant effect of Store Atmosphere on the Study of Green Marketing Practices.

Table 5. Results of Indirect Effect Values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Note
Service Quality -> Study of Green Marketing Practices -> Purchase Decision	0,006	0,007	0,007	0,898	0,369	No significant effect
Store Atmosphere -> Study of Green Marketing Practices -> Purchase Decision	-0,042	-0,039	0,031	1,376	0,169	No significant effect

From the table above, it is known that the Service Quality variable towards the Study of Green Marketing Practices and Purchase Decisions shows a t-statistic value of $0.898 < 1.96$, a p-value of $0.369 > 0.05$, and an original sample value of 0.006 (positive). It can be concluded that the relationship between Service Quality and Purchase Decisions, mediated by the Study of Green Marketing Practices, does not have a significant effect.

Furthermore, for the Store Atmosphere variable towards the Study of Green Marketing Practices and Purchase Decisions, the t-statistic value is $1.367 < 1.96$, the p-value is $0.169 > 0.05$, and the original sample value is -0.042 (negative). It can be concluded that the relationship between Store Atmosphere and Purchase Decisions, mediated by the Study of Green Marketing Practices, does not have a significant effect.

DISCUSSION

Based on the hypothesis testing results: The impact of Service Quality on Purchase Decisions: There is a significant positive influence of Service Quality on Purchase Decisions. Good service quality, including website design, security/privacy, and fulfillment, can enhance customer satisfaction, which in turn drives repurchase intent and word of mouth recommendations (Rita et al., 2019; Wasul & Lestari, 2024).

The impact of Service Quality on Green Marketing Practices: The hypothesis test shows no significant effect of Service Quality on Green Marketing Practices. This contrasts with previous research suggesting that Service Quality has a significant impact on education. According to recent studies, aspects such as reliability, responsiveness, assurance, empathy, and tangible factors in service quality can significantly enhance the learning experience of students. When services are well-managed, such as adequate learning facilities or efficient administrative services, students feel more satisfied and motivated to be more active in academic activities. This impacts the development of better marketing management competencies as students receive optimal support during the learning process (Kustiari et al., 2024; Nopiyanti et al., 2024).

The impact of Green Marketing Practices on Purchase Decisions: The results show no significant effect of Green Marketing Practices on Purchase Decisions. Ideally, Green Marketing Practices would influence Purchase Decisions by increasing consumer understanding of green products, green brands, and green marketing strategies. With better knowledge, consumers can

make more rational decisions. Studies indicate that good education on green products and services helps reduce perception risks and encourages consumers to choose eco-friendly products that best meet their needs. Additionally, educated consumers tend to be more critical of information and advertisements, thus affecting their preferences and loyalty (Alam & Noor, 2020; Dhisasmito & Kumar, 2020)..

The impact of Store Atmosphere on Purchase Decisions: There is a significant positive influence of Store Atmosphere on Purchase Decisions. Elements like lighting, color, music, aroma, and store layout contribute to creating a comfortable and pleasant atmosphere for customers. When consumers feel comfortable and enjoy the store environment, they tend to spend more time in the store, which can increase the chances of impulsive and planned purchases (Ramadhani, 2024; Tobroni, 2022).

The impact of Store Atmosphere on Green Marketing Practices: There is a significant positive influence of Store Atmosphere on Green Marketing Practices, especially in the context of practical learning and consumer experience. A store environment designed with visual elements, energy-efficient lighting, music, aroma, and eco-friendly features can create a more tangible learning experience for marketing students. Students can understand how an eco-friendly store atmosphere affects consumer perceptions and purchase decisions. Additionally, elements like layout, building design, and space quality allow students to learn the importance of creating a comfortable, attractive, and environmentally friendly shopping experience, which ultimately increases consumer purchase interest (Arianto & Rahayu, 2022; Sutrisni et al., 2024).

The mediation effect of Green Marketing Practices on Service Quality and Purchase Decisions: The relationship between Service Quality and Purchase Decisions, mediated by Green Marketing Practices, does not show a significant effect. Service Quality significantly affects Purchase Decisions, and this influence can be mediated by Green Marketing Practices understood by students. Good Service Quality creates a positive experience for customers, encouraging them to make purchases. Green Marketing Practices act as a mediator by enhancing students' understanding of factors influencing consumer decisions, such as the need for consistent quality service and eco-friendly practices. Students with knowledge of green marketing tend to be more sensitive to service quality aspects and more critical in making purchase decisions based on the service they receive (Kurniawan & Prijati, 2022; Lianita & Widodasih, 2023).

The mediation effect of Green Marketing Practices on Store Atmosphere and Purchase Decisions: The relationship between Store Atmosphere and Purchase Decisions, mediated by Green Marketing Practices, does not show a significant effect. Store Atmosphere can influence Purchase Decisions mediated by Green Marketing Practices, particularly among students. An attractive, comfortable, and eco-friendly store environment can enhance product appeal and create a positive shopping experience. This encourages consumers to make impulsive or planned purchases. Green Marketing Practices strengthen

students' understanding of the importance of store atmosphere elements, such as lighting, layout, and music, which influence consumer perceptions. Research indicates that the combination of green marketing knowledge and consumer experience in stores significantly impacts purchase decisions (Sutrisni et al., 2024).

CONCLUSIONS AND RECOMMENDATIONS

Based on the analysis of the research findings, several conclusions can be drawn:

First, the impact of Service Quality and Store Atmosphere: Both Service Quality and Store Atmosphere have a significant impact on purchase decisions. Good service quality and an attractive store atmosphere can enhance the consumer shopping experience, encouraging them to make purchases.

Second, the role of Green Marketing Practices: Although Green Marketing practices are considered important in the context of sustainable marketing, this study shows that these practices do not function as a significant moderating variable between Service Quality and Store Atmosphere on Purchase Decisions. This indicates that practical elements, such as the in-store experience, have a greater influence than theoretical understanding of Green Marketing.

Third, implications for marketing practitioners: Store managers and business owners are advised to focus more on improving Service Quality and creating an appealing Store Atmosphere to encourage Purchase Decisions. Education and understanding of Green Marketing practices remain important but are not sufficient to moderate the relationship between these factors.

Recommendations for future research: This study opens opportunities for further investigation into the impact of Green Marketing practices in a broader context, as well as how other elements in marketing strategies may interact to influence consumer Purchase Decisions.

Thus, this research provides valuable insights for academics and practitioners in understanding the dynamics of purchase decisions among consumers, particularly in the context of Marketing Management students.

ADVANCED RESEARCH

Based on the findings and conclusions of this study, several directions for future research can be proposed as follows:

First, exploration of other moderating variables: Future research could explore other moderating variables that may influence the relationship between service quality, store atmosphere, and purchase decisions. For example, factors such as brand loyalty, customer satisfaction, or perceived value could be studied to understand how they interact in the context of purchase decisions.

Second, market segmentation analysis: Further research could be conducted by analyzing different market segments, such as differences between students from various majors or demographic backgrounds. This could provide deeper insights into how these factors influence purchase decisions across various consumer groups.

Third, integration of technology in Green Marketing: Given the importance of technology in modern marketing, research could focus on how

digital elements, such as e-commerce and the use of smart technology, can impact purchase decisions within the context of green marketing practices. This research could explore how the integration of technology enhances a more personalized and interactive shopping experience.

By expanding research in these areas, it is expected to contribute more significantly to the understanding of the dynamics of purchase decisions and effective marketing strategies in an ever-evolving context.

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