

The Influence of *Sustainable Marketing* and *Brand Image* on *Purchase Decision* on *Brands Sejauh Mata Memandang*

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Abstrack

The increasing development of the fashion industry in Indonesia has a major impact on improving the economy as well as environmental and social issues because it threatens global sustainability. This has encouraged fashion industry players to shift their marketing concept to a more sustainable one to create a positive brand image as well as encourage purchase decisions. This study aims to determine the effect of sustainable marketing and brand image on purchase decisions for the brand Sejauh Mata Memandang. This research was conducted using a quantitative approach and explanatory research design with a sample of 142 respondents. The instrument used is a questionnaire or questionnaire. The test instrument used is the validity test and reliability test. Data analysis used is descriptive analysis, with hypothesis testing using multiple linear regression tests, t tests, f tests, and the coefficient of determination. The results of the study show that (1) sustainable marketing has no significant effect on purchase decision (2) brand image has no significant effect on purchase decision (3) sustainable marketing and brand image have no significant effect on purchase decision. There are several factors that cause the hypothesis in this study to be rejected including the lack of awareness of respondents on sustainable issues, the gap between intentions and actions, product quality, personal style, and the influence of well-known figures. This research is limited because it is only done on fashion brands Sejauh Mata Memandang.

Keywords: *Sustainable Marketing, Brand Image, Purchase Decision*

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INTRODUCTION

The *fashion* industry is one of the business industries that is in great demand by various groups lately. The *fashion* industry has a short *life cycle* because of the rapid changes in product variety and the demand is difficult to predict. *Fashion* has become one of the primary needs of society because the products are used daily. The increasing development of the *fashion* industry has made it the most profitable industry in Indonesia (Putrisuryana, 2021). Based on data from the Indonesian Ministry of Industry (2021), the development and performance of the *fashion* industry that occurred in 2020 was able to reach USD7.04 billion, along with the textile industry which was also able to contribute 6.76% to the GDP of the non-oil and gas processing industry. Based on data from the Central Bureau of Statistics (2021), the textile industry has increased by 4.08% in 2021. Exports of Indonesia's textile and apparel industry in the same year grew by 17.74% to US\$6.9 billion compared to US\$5.85 billion in the previous year. The main market share of Indonesia's textile and apparel exports is the United States with total exports of 56.13% or around US\$3.87 billion.

The high contribution of the *fashion* industry to the Indonesian economy has made this industry one of the creative industries (Ekraf). Ekraf itself is an economic activity driven by human resources through intellectual roles. According to ekraf, the *fashion* industry plays a big role in Gross Domestic Product (GDP), which amounted to Rp180.22 trillion in 2021. In the social scope, this industry is also able to absorb 3.65 million workers or 18.79% of the number of workers in the manufacturing sector. However, the high production of the *fashion* industry in Indonesia, besides having an impact on the economy, also has a major impact on environmental and social issues because it threatens global *sustainability*. According to Forbes, the *fashion* or textile industry is the second most polluting industry in the world after oil and gas. This industry is among the top 10 global industries that use and pollute water. The Boston Consulting Group found that in 2015, 79 billion cubic meters of water were used just for the *fashion* industry, 92 million tons of waste were produced, and 1,715 million tons of carbon dioxide were released (Firdhaussi, 2020). One textile factory is estimated to use around 200 tons of water for the fabric dyeing process, which will certainly pollute the ecosystem due to the toxic chemical waste produced. This has led to global warming and extreme weather changes.

The *fashion* industry consists of *fast fashion* and *sustainable fashion* or *slow fashion*. *Fast fashion* is a business model that produces clothes quickly, with low quality materials, and uses cheap labor to produce *output* at a low price. *Fast fashion* will sell trendy clothes at low prices in just a matter of days. Some companies that use this business model are

H&M and Zara (Hussein, 2019). Based on data from the *Environmental Protection Agency* (EPA), each person discards 31.5 kg of used clothing per year. The discarded clothes will end up as waste that does not decompose and becomes toxic to the environment. The bad habit of discarding clothes is a strong driver of the environmental impact caused by

fast fashion. Based on this, environmental *issues* caused by the waste of the *fast fashion* industry are very important to be considered.

The accumulation of textile industry waste without realizing it will greatly become a serious threat that pollutes the environment. Zero Waste Indonesia found that the majority of waste in East Ancol Beach is textile waste and net waste made of yarn. The estimated percentage of this waste is around 80% of the total waste found (Republika, 2020). The textile waste has been exposed to water, buried in the sand, and is very difficult to be pulled or lifted so that it pollutes the sea and the existing ecosystem.

Disposal of textile waste will release toxins into the earth, produce methane emissions into the air, and discharge microfibers into waterways (Putra, 2020). The negative environmental and social impacts caused by the *fast fashion* industry encourage *fashion* industry players to switch to *sustainable fashion*, which is clothing that uses biodegradable and environmentally friendly materials. For example, linen made from flax or hemp plants, organic cotton made without chemicals, wool to replace synthetic materials, lyocell material made from wood fibers, and others. Clothing whose production process prioritizes ethics and environmental friendliness is often called *slow fashion*, which was first introduced in 2007 in the UK. The term itself refers to *non-seasonal trends* or *sustainable fashion*. Some ways to support *sustainable fashion* are by donating clothes that are suitable for use to people in need or to organizations that recycle clothes, not buying clothes because of momentary desires or hunger, and others. Currently, public awareness of using environmentally friendly products is increasing, which can be seen from efforts to reduce plastic waste by using non-disposable shopping bags, and using stainless or bamboo straws to replace plastic straws. This is supported by previous research conducted by (Wirdiani & Aria, 2018).

Even so, public awareness of environmentally friendly *fashion* products still tends to be low. Not many people have a high awareness of the importance of using environmentally friendly *fashion* products. This is due to the lack of education about environmentally friendly clothing in Indonesia. On the other hand, to realize the concept of *sustainable fashion*, Sejauh Mata Memandang comes as a local Indonesian *brand* that introduces environmentally friendly clothing.

Sejauh Mata Memandang was established in 2014, inspired by the rich culture of Indonesia, from nature, food, and many other things. The textile materials used are linen, cotton, tencel and using recycled pre and post consumer waste to be processed into new materials. Sejauh Mata Memandang has always been committed to protecting forests, encouraging circulation, as well as not using fur or leather from animals. In this case, the concept of *sustainable marketing* is increasingly becoming a necessity and must be considered in business for *fashion brands* in Indonesia.

Businesses that pay attention to aspects of *sustainability* can not only have a good impact on the environment but also be able to create a positive *brand image* which will encourage consumer *purchase decisions*. This is in line with research conducted by Purwanti (2021), which states that *sustainable marketing* has a significant influence on *purchase decisions*. A positive *brand image* plays an important role in encouraging the formation of purchasing decisions in the community. This statement is supported by research conducted by Ernawati et al., (2021) which states that brand image has a significant effect on purchasing decisions. However, other findings have contradictory research results where Dinho (2020) states that *sustainable marketing* has no effect on purchasing decisions. Consumers in making decisions to make purchases, usually use information obtained in the past as a reference in determining their purchasing decisions. This information will be attached as a *brand image* in their memory, so the company must create a positive *image* in the minds of consumers. *Brand image* itself is a representation of consumer perceptions formed by past information and experiences with the *brand*.

The difference in the results of the research that has been done creates a gap that makes researchers want to reexamine how *sustainable marketing* and *brand image* influence *purchase decisions* on the Sejauh Mata Memandang *brand*. The concept of *sustainable* products itself is still relatively new for a company, so there are few studies that examine how the effectiveness of *sustainable marketing* and *brand image* on *purchase decisions*. This leads to the purpose of this research, which is to find out how *sustainable marketing* and *brand image* can influence and be able to convince consumers to make a *purchase decision*. Based on that, the purpose of this study is to determine the effect of *brand image*, *sustainable marketing* on *purchase decisions* on the Sejauh Mata Memandang *brand*.

LITERATURE REVIEW A. Theoretical Foundation

The *grand theory* used in this research is marketing management. According to Kotler & Keller (2012), marketing management is a combination of art and science about selecting target markets and building mutually beneficial relationships. This research uses the topic of consumer behavior in the *purchase decision* process of a consumer. Consumer behavior is the study of how an individual, group, and organization can choose, give, and use a good or service to satisfy needs and desires. This research will analyze how the *purchase decision* process is influenced by *sustainable marketing* and *brand image*. Based on its scope, the theory that forms the basis for this study is consumer behavior.

1. Marketing

According to Kotler & Armstrong (2018) in (Ernawati et al., 2021) *marketing* or marketing is a process by which a company involves a customer to form a strong relationship and create value for customers in return. *Marketing* is the activity of a company in carrying out its business activities, especially in increasingly fierce market competition and is required to always be able to fulfill the desires and needs of consumers (Ernawati et al., 2021). *Marketing* in another sense is a process that involves all activities to find and convince potential customers so that they want to buy products and affect company profits. The *marketing* process will usually involve activities that can make consumers want to buy products, sign a contract and also exchange benefits for what is offered to each other (Syahrizal & Setiawan, 2019). In contrast to research from Rahman (2017), it states that *marketing* is an entire system of various business activities aimed at planning, pricing, promoting, and distributing goods and services so as to satisfy the needs of existing and potential consumers. In a company, marketing has a very important role to realize plans and achieve business success.

2. Sustainable Marketing

Increasing consumer awareness of the importance of protecting the environment due to the impact caused in the *clothing line* production process is a new demand that must be met by companies. The number of parties who are starting to realize the importance of maintaining the existence of the company and environmental sustainability makes the company inevitably begin to be involved in the process of protecting the environment both directly and indirectly. Companies have to shift their production concepts to a more *sustainable* direction because customers and marketers will eventually realize and start to be sensitive about the need for environmentally friendly products and services.

Companies that use the concept of *sustainable marketing* indicate that the company has considered environmental aspects in all its marketing activities. Currently, the concept of *sustainable marketing* is not new. Wolok (2019) states that the marketing concept has been misplaced because it is only aimed at satisfying consumer desires and instead ignores the interests of society and the surrounding environment in the long term. *Sustainable marketing* itself is a concept in marketing strategy that prioritizes social and environmental aspects so that the needs of consumers and companies can be met, and at the same time can also maintain and improve the ability of the next generation (Setyaningrum, 2015).

Wella (2020) states that *sustainable marketing* does not only focus on environmentally friendly products and sales, but is also a form of system approach that is overall more strategic and has a long-term orientation so that the company is expected to be able to maintain its existence properly. Companies that apply this concept must consider the impact not only from the economic side such as company profitability but also in terms of social impact. This also makes the community more appreciative of companies that have begun to favor environmental sustainability because usually companies that protect the environment will have a more appropriate vision and mission for running their business (Jeevan, 2016).

Baldassarre & Campo (2016), explain that the difference between companies that carry out *sustainable initiatives* commitments and companies that are trying to communicate *sustainable initiatives* to *their* stakeholders can be described as in the figure below:

		Transparent Companies	Transparent Companies
		High Commitment	Low Commitment
Being Sincere	High Commitment	Sustainability is difficult realized, but is not exploited as a marketing opportunity. Sincerity toward sustainable issues is demonstrated by definite actions, but the company is not completely aware of the strategic importance of communication. There is a gap between the sustainable performance and the perception of customers. "We should communicate better what we are. We are doing the hard work—why not celebrate it?"	Sustainability is an important topic of the overall corporate strategy. Consequently, the marketing and communication approach to sustainable initiatives is consistent with what the company actually does. Sustainable value is made up of definite activities, well-communicated to stakeholders, and the reputation of the company is supported by facts and figures. Sustainability is a competitive advantage. "We communicate what we are"
	Low Commitment	Dark Companies Companies are not at all aware of the relevance of sustainability as a strategic topic. There is no company culture on sustainability and no possibility for stakeholders to learn anything about the organization's mission, values, etc. Sustainability is not a concern. "What are you talking about?"	Opaque Companies Sustainability is used as opportunistic leverage. Management overpromises and underdelivers on sustainability, and this could put the company's reputation at risk. To appear more important than to be, the marketing and communication strategy regarding sustainable initiatives is emphasized, but is inconsistent with what the company actually does. "We are (or pretend to be) what we communicate"
		Low-profile Communication	High-profile Communication
		Appearing sustainable	

Image 1. A Self-Assessment Tool for Sustainable Initiative Transparency

(Source: Baldassarre & Campo, (2016))

3. Brand

According to Kusuma et al., (2020) a *brand* or brand is a name, design, provision, symbol, or anything that can identify a product, both goods and services, which can also be a differentiator between one seller and another. Usually the naming of a *brand* cannot be separated from a unique and important moment for its founder so that it has its own

philosophical values attached to it. Kotler and Keller (2008) in (Miati, 2020), explain that a *brand* is a name, sign, term, symbol, design, or a combination of all with the aim of identifying goods or services and to differentiate these goods or services from competitors' goods or services, while according to Miati (2020), states that a *brand* is one of the ways that companies give names and symbols to the goods and services they produce so that consumers can recognize and remember the products they produce.

Brand is not just a symbol but can imply the benefits of the product or service. Psychologically and socially, for a consumer, a *brand* will be more prominent in self-existence, differentiating between one consumer and another in their social environment, being able to represent the character of its users, as well as determining the impression of social literature in their daily environment (Kusuma et al., 2020).

4. *Brand Image*

According to Chalil et al., (2020) in (Ernawati et al., 2021) states that *brand image* is a form of representation of all consumer perceptions of a brand formed from information and past experiences with the brand. This *brand image* is related to beliefs, preferences and attitudes about a particular brand. Ernawati et al., (2021) say that *brand image* is a form of consumer perception of a particular brand which includes whether the brand is good or bad. A brand that has a positive image for consumers will certainly encourage a consumer to make a purchase on that brand. The results of Miati's research (2020) state that *brand image* is a thought that exists in the minds of consumers regarding a good or service that they have known and consumed, where they will remember the advantages and disadvantages of the goods or services they have consumed.

Brands are able to create strong associations in the minds of customers if the *brand* is unique and attractive. A strong *brand* will be able to attract consumers to use it as a determinant in the purchasing decision selection process. The greater the uniqueness of a *brand*, the greater the opportunity for consumers to choose that *brand*.

5. *Purchase Decision*

According to Firmansyah (2019) in (Ernawati et al., 2021) *purchase decision* or purchase decision is a problem-solving activity carried out by an individual when selecting an appropriate alternative behavior and is considered the most appropriate action in the purchasing process by going through the decision-making stage first. Based on the results of Yusuf's research (2021) in (Ernawati et al., 2021) states that *purchase decision* is an individual's thinking in evaluating various existing choices and making choices on certain products from these many choices.

Users are family members whose role is to use or consume a product.

The framework can be described as follows.

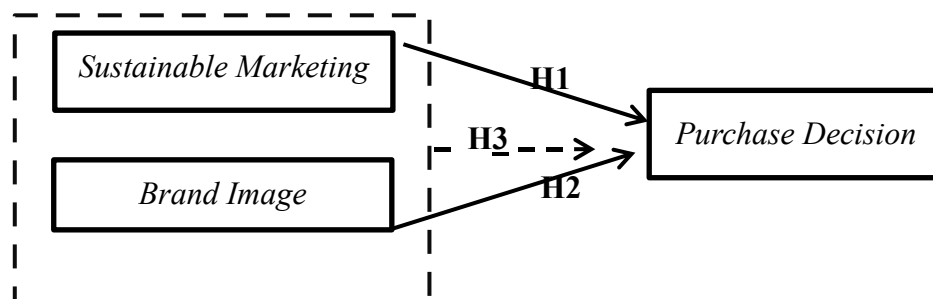
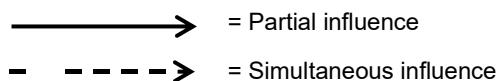


Figure 2. Framework Description:



B. *Research Hypothesis*

Based on the previous framework, the following hypothesis can be formulated:

1. *Sustainable marketing and purchase decision (Hypothesis 1)*

H_{01} : *Sustainable marketing* partially has no effect on *purchase decision*.

H_{a1} : *Sustainable marketing* partially affects the *purchase decision*.

2. *Brand image and purchase decision (Hypothesis 2)*

H_{02} : *Brand image* partially has no effect on *purchase decision*.

H_{a2} : *Brand image* partially affects the *purchase decision*.

3. Sustainable marketing, brand image, and purchase decision (Hypothesis 3)

H₀₃ : Sustainable marketing and brand image simultaneously have no effect on purchase decisions.

H_{a3} : Sustainable marketing and brand image simultaneously affect the purchase decision.

Research Methods

This research uses a type of quantitative research where the calculation process in the analysis activities to find the results of the research uses numbers. Quantitative research will generally explain how the relationship between the independent and dependent variables using certain measuring instruments and is very mathematical in nature because it depends on the amount of data used. According to Arikunto (2010) in (Veronica et al., 2022) quantitative research is an approach in which the research is in the form of numbers, starting from data collection, interpreting data, to the stage of presenting the results of the data used in the study. The reason researchers choose this type of research is to test and find out how the influence of *sustainable marketing* and *brand image* on *purchasing decisions* on the Sejahuh Mata Memandang brand.

This study adopts an explanatory research design with the aim of revealing and explaining the relationship between two independent variables, namely sustainable marketing (X1) and brand image (X2), on the dependent variable, namely purchase decision (Y), in the context of the Sejahuh Mata Memandang brand. This research method was chosen to test the proposed hypothesis, with a focus on understanding the influence of the independent variable on the dependent variable.

This research will take place for three months, from April to July 2023, in Jakarta with an emphasis on the Shopee Mall marketplace page that displays products from the Sejahuh Mata Memandang brand. The sample in this study are consumers who have purchased products from the brand on Shopee, and provided reviews or ratings of the products they purchased.

The variables at the center of attention include two independent variables, namely sustainable marketing (X1) and brand image (X2), and one dependent variable, namely purchase decision (Y). Sustainable marketing refers to marketing efforts that are sustainable and responsible for environmental and social aspects. Brand image includes consumer perceptions of brand image that can influence their purchasing decisions. Meanwhile, purchase decision is the dependent variable that is expected to be influenced by the two independent variables.

The population of this study consists of all consumers who have purchased brand products through Shopee, and have provided reviews or ratings on their purchases. From a population of 1,900 consumers, samples were taken using probability sampling techniques, specifically simple random sampling. The sample was taken by observing the criteria, namely consumers who have made purchases within the last three months and provided reviews or ratings after purchase. With an error rate of 5%, the number of samples taken was 142 consumers.

In this overall study, the researcher seeks to describe and explain the relationship that may exist between sustainable marketing and brand image on purchasing decisions on the Sejahuh Mata Memandang brand. The results of this study are expected to provide further understanding of the factors that influence consumer purchasing decisions in the context of specific products and brands. Thus, this research has the potential to provide valuable insights for marketing practitioners and business decision makers in an effort to improve marketing performance and brand image.

Variable Operationalization:

- **Sustainable Marketing (X1):** This variable is measured through several indicators adapted from Purwanti et al.'s research (2021). These indicators include Customer Solution, Customer Cost, Convenience, and Communication. The scale used is an ordinal scale with the categories Strongly Agree (SS), Agree (S), Disagree (TS), and Strongly Disagree (STS).
- **Brand Image (X2):** This variable is measured through several indicators adapted from Miati's research (2020). These indicators include Brand Association Advantage, Brand Association Strength, and Brand Association Uniqueness. The scale used is the same as before, namely an ordinal scale with SS, S, TS, and STS categories.
- **Purchase Decision (Y):** This variable is measured through several indicators adapted from Kotler & Keller's research (2017). These indicators include Product Choice, Brand Choice, Distributor Choice, Purchase Amount, and Payment Method. The scale used remains an ordinal scale with the same categories.

Research Instruments

In this study, researchers used a questionnaire as a data collection instrument. The questionnaire is used to ask questions or written statements to respondents, and respondents will choose answers according to the Likert scale guide provided. This Likert scale guide includes categories of Strongly Agree (SS), Agree (S), Disagree (TS), and Strongly Disagree (STS).

Questionnaires were designed for each research variable by adapting the previously mentioned indicators. For example, the questionnaire for sustainable marketing (X1) contains statements related to Customer Solution, Customer Cost, Convenience, and Communication. Respondents will provide answers based on a Likert scale guide.

It is important to note that all of these questionnaires will be implemented in the form of Google Forms that will be distributed to respondents. This will facilitate electronic data collection and processing.

By using a questionnaire as a data collection instrument and a Likert scale as a guide for respondents' answers, this research has a systematic and structured approach in collecting the information needed to analyze the relationship between the variables of sustainable marketing (X1), brand image (X2), and purchase decision (Y) on the brand Sejauh Mata Memandang.

Instrument quality testing includes validity and reliability tests. The validity test is carried out through correlation calculations using Pearson Correlation in the SPSS program. The results will ensure whether or not each statement in the instrument is valid. The reliability test was carried out using the Cronbach Alpha method to ensure the consistency of respondents' answers.

Primary data was collected through the distribution of digital questionnaires using Google Form to consumers who have purchased brand products. Secondary data was obtained from literature sources such as books, journals, and company data on product sales on the Shopee platform.

Data analysis began with descriptive analysis techniques, which helped summarize and visualize the data through Likert scales. Classical assumption tests, including normality test, multicollinearity test, and heteroscedasticity test, were conducted to ensure the viability of the regression analysis.

Multiple linear regression analysis was used to examine the influence of the independent variables (sustainable marketing and brand image) on the dependent variable (purchase decision). The F test (simultaneous) was used to assess the significance of the joint effect, while the T test (partial) was used to measure the effect of each independent variable separately.

The coefficient of determination (R^2) is used to measure how much influence the independent variable has on the dependent variable. The higher the R^2 value, the greater the influence of the independent variable.

Overall, this research methodology provides a systematic and structured framework for collecting, analyzing, and interpreting data. With careful steps, this research is expected to provide accurate and meaningful results related to the influence of sustainable marketing and brand image on purchase decisions on the Sejauh Mata Memandang brand.

Results & Discussion A. Research Results Overview of the *Brand Sejauh Mata Memandang*

Sejauh Mata Memandang is an Indonesian *fashion brand* that has been established since 2014. Sejauh Mata Memandang carries the concept of *sustainable fashion* that is integrated from various cultural richness in Indonesia, from nature to food. Sejauh Mata Memandang uses textile materials from cotton, linen, tencel, and recycled textiles from consumer waste that are processed into new materials to encourage circularity and protect endangered forests. Sejauh Mata Memandang invites the public to be more concerned with textile waste. Sejauh Mata Memandang often organizes events that provide dropboxes for the community to distribute textile waste to plastic waste. Sejauh Mata Memandang carries out *sustainability marketing* practices by referring to *environmental* aspects such as by supporting the plastic-free movement and has donated 2,400 tree trunks for the restoration of the corridor area in East Aceh. Sejauh Mata Memandang is also active in organizing *events* or *exhibitions* with the theme of saving the earth, such as the event that was held entitled Bumi Rumah Kita, where drop boxes are provided to put recyclable waste, so that visitors can be recycled. can put or channel textile to plastic waste, the collected waste will be processed into products.

1. Hypothesis Testing a. Multiple Linear Regression

Table 1. Multiple Linear Regression *Output* XI & X2 Against Y

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	41.254	2.987		13.810	.000
	X1	.038	.166	.020	.231	.817
	X2	-.174	.126	-.117	-1.386	.168
a. Dependent Variable: Y						

Source: SPSS *Output* Version 25, 2023

Based on table 1, multiple linear regression analysis of X1 (*sustainable marketing*) and X2 (*brand image*) on Y (*purchase decision*) can be done with the formula $\hat{Y} = a + b_1x_1 + b_2x_2 + e$, so that the equation $\hat{Y} = 41.254 + (0.038x_1) + (0.174x_2) + 2.987$ is obtained. The value of the equation shows the effect of *sustainable marketing* and *brand image* on *purchase decision*, with the following conclusions:

- 1) The regression coefficient value on variable X1 or *sustainable marketing* is 0.038 which shows a positive direction. The more positive this value is, the stronger the respondents' perception of *sustainable marketing*, so that the *purchase decision* on the Sejauh Mata Memandang *brand* will increase. This means that every one increase in the *sustainable marketing* variable will increase the *purchase decision* on the Sejauh Mata Memandang *brand* by 0.038.
- 2) The regression coefficient value on variable X2 or *brand image* is -0.174 which shows a negative direction. The more negative this value is, the weaker the respondents' perception of the *brand image*, so that the *brand image* of the Sejauh Mata Memandang *brand* will decrease. This means that every one increase in the *brand image* variable will reduce the *brand image* of the Sejauh Mata Memandang *brand* by -0.174.

b. T test

The T test or partial hypothesis test is used to determine how the independent variable affects the dependent variable partially or separately. This test is used to determine the significance of the influence of the independent variables, namely *sustainable marketing* and *brand image* on the dependent variable, namely the *purchase decision* partially. The provisions used are if $t_{count} \geq t_{table}$, or $sig < \alpha$, then H_0 is rejected and H_a is accepted, which means that the independent variable has a significant effect on the dependent variable, and vice versa. The error rate used in this study is 5% or 0.05.

T table = $t(\alpha/2; n-k-1)$

= $t(0,05/2; 142-3-1)$

= 0,025; 138

T table = 1.977

Table 2. X1 T Test Output on Y

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	38.300	2.015		19.006	.000
	Sustainable Marketing	.022	.165	.011	.134	.894
a. Dependent Variable: Purchase Decision						

Source: SPSS Output Version 25, 2023

Based on table 2, it is shown that the significance value of the effect of *sustainable marketing* (X1) on *purchase decision* (Y) is $0.894 > 0.05$ and the t_{count} value is $0.134 < t_{table} 1.977$, it can be concluded that H_0 is accepted and H_a is rejected, which means that there is no partial significant effect between the *sustainable marketing* variable (X1) on *purchase decision* (Y).

Table 3. X2 T Test Output Against Y

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	41.696	2.288		18.226	.000
	Brand Image	-.174	.125	-.117	-1.386	.168
a. Dependent Variable: Purchase Decision						

Source: SPSS Output Version 25, 2023

Based on table 3, it is shown that the significance value of the effect of *brand image* (X2) on *purchase decision* (Y) is $0.168 > 0.05$ and the t_{count} value is $-1.386 < t_{table} 1.977$, it can be concluded that H_0 is accepted and H_a is rejected, which means that there is no partial significant effect between the *brand image* variable (X2) on *purchase decision* (Y). c. **F test**

The F test or simultaneous hypothesis test is used to determine how the independent variables simultaneously or together affect the dependent variable. The independent variables in this study are *sustainable marketing* and *brand image*, while the dependent variable is the *purchase decision* with the object of research, namely the Sejahu Mata Memandang *brand*. The significance value used is 5% or 0.05 with the condition that if $F_{count} \geq F_{table}$ then H_0 is rejected and H_a is accepted (significant) and vice versa.

Table 4 Output Table of F Test X1 and X2 Against Y

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	57.500	2	28.750	.980	.378 ^b
	Residuals	4046.642	138	29.323		
	Total	4104.142	140			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Brand Image, Sustainable Marketing						

Source: SPSS Output Version 25, 2023

Based on table 4, it can be seen that the significance value for the effect of *sustainable marketing* (X1) and *brand image* (X2) on *purchase decision* (Y) is $0.378 > 0.05$ and $f_{count} 0.980 < f_{table} 3.06$, so it can be concluded that there is no significant effect simultaneously between the *sustainable marketing* and *brand image* variables on the *purchase decision of the Sejahu Mata Memandang brand*.

d. Coefficient of Determination (R)²

Table 5 Coefficient of Determination (R)²

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.118 ^a	.014	.000	5.415
a. Predictors: (Constant), Sustainable Marketing, Brand Image				

Source: SPSS Output Version 25, 2023

Based on table 5, it can be seen that the value of the R coefficient² is 0.014 or 1.4%, so it can be concluded that the influence of *sustainable marketing* variables and *brand image* on *purchase decisions* is 1.4%.

B. Discussion, Implications, and Limitations 1. Discussion

a. The Influence of *Sustainable Marketing* on *Purchase Decision of the Sejahu Mata Memandang brand*

Sustainable marketing is a concept in marketing strategy that prioritizes social and environmental aspects so that the needs of consumers and companies can be met, and at the same time can also maintain and improve the ability of the next generation (Setyaningrum, 2015) or not only focuses on environmentally friendly products and sales, but also a form of system approach that is overall more strategic and has a long-term orientation. Companies that use the concept of *sustainable marketing* indicate that the company has considered environmental aspects in all its marketing activities.

Based on the test results on the selected sample, namely consumers who have purchased products Sejahu Mata Memandang through the Shopee *marketplace* within the last 3 months, it shows that there is no significant partial influence between the *sustainable marketing* variable (X1) on the *purchase decision* (Y). The results of this study show a contradiction from the results of research by Purwanti, et al. (2021) which states that *sustainable marketing has an effect on purchasing decisions*. On the other hand, this study supports research conducted by Dinho A (2020) whose research results show that *sustainable marketing* has no effect on purchasing decisions.

The lack of influence of *sustainable marketing* on *purchasing decisions* on the Sejahu Mata Memandang *brand* is caused by several factors, including the respondents' lack of awareness or understanding of sustainable issues and their impact on the environment and society. Some respondents have understood the sustainable values of Sejahu Mata Memandang products, but apparently this is not the only reason for making purchasing decisions, because they only reach the appreciation stage and have not reached the stage where *sustainable marketing* becomes a strong impetus for making purchasing decisions. Another factor that causes *sustainable marketing* to have no effect on

purchase decisions is the consideration of product quality by respondents when making purchasing decisions, where the product quality factor becomes a need and the main reference for respondents in buying an item. So that in this study, the issue of *sustainable marketing* is not a top priority for respondents in making purchasing decisions.

b. The Influence of *Brand Image* on *Purchase Decision brand* Sejauh Mata Memandang

Ernawati et al., (2021) say that *brand image* is a form of consumer perception of a particular brand which includes whether the brand is good or bad. A brand that has a positive image for consumers will certainly encourage a consumer to make a purchase on that brand. Based on the test results on the selected sample, namely consumers who have purchased products Sejauh Mata Memandang through the Shopee *marketplace* within the last 3 months, it shows that there is no significant partial influence between the *brand image* variable (X2) on *purchase decision* (Y).

The results of this study indicate a contradiction from the results of research by Miati I (2020) which states that *brand image* has a significant effect on purchasing decisions for Deenay headscarves. And the results of research from Yasmeri (2021) which state that *brand image* has a significant influence on purchasing decisions. On the other hand, this study supports research conducted by Istiyanto, et al. (2017) which states that *brand image* has no significant effect on purchasing decisions.

The lack of effect of *brand image* on *purchase decision* in this study is due to several factors, including the complexity of purchasing decisions in a *fashion* product, where respondents in this case made purchases on the Sejauh Mata Memandang *brand* based on personal style factors and the influence of recommendations from famous figures on social media rather than the Sejauh Mata Memandang *brand image* itself. Thus, although *brand image* can play an important role, there are other factors that have a stronger impact on purchasing decisions on the Sejauh Mata Memandang *brand*, which makes *brand image* one of the many considerations made by respondents.

c. The Effect of *Sustainable Marketing* and *Brand Image* on *Purchase Decision of the* Sejauh Mata Memandang *brand*

Based on the test results on the selected sample, namely consumers who have purchased products Sejauh Mata Memandang through the Shopee *marketplace* within the last 3 months, it shows that there is no simultaneous significant influence between the *sustainable marketing* (X1) and *brand image* (X2) variables on the *purchase decision* (Y). The results of this study show a contradiction from the results of Yasmeri's research (2021) which states that simultaneously *green marketing* and *brand image* have a significant influence on purchasing decisions.

The lack of influence of *sustainable marketing* and *brand image* in this study is due to several factors, namely the respondents' lack of awareness of sustainable issues and the gap between intention and action, where even though respondents have good intentions to support *brands* that are committed to *sustainable* practices, in reality their purchasing decisions are still influenced by other factors such as product quality, personal style, and the influence of famous figures. So in this study, the intention to support sustainability is not always implemented in the act of purchasing decisions.

Summary

Based on the research on "The Effect of *Sustainable Marketing* and *Brand Image* on *Purchase Decision* on the Sejauh Mata Memandang" *brand* that has been conducted, the researcher can draw the following conclusions:

1. The study shows the results that *sustainable marketing* has no effect and is not significant to the *purchase decision* on the Sejauh Mata Memandang *brand*. These results are seen based on data analysis with the acquisition of a significance value of $0.894 > 0.05$ and a t_{count} value of $0.134 < t_{label} 1.977$. This means that the *sustainable marketing* variable has no effect and is not significant on the *purchase decision*, so H_0 is accepted and H_a is rejected.
2. The study shows the results that *brand image* has no effect and is not significant to the *purchase decision* on the Sejauh Mata Memandang *brand*. These results are seen based on data analysis with the acquisition of a significance value of $0.168 > 0.05$ and a t_{count} value of $-1.386 < t_{label} 1.977$. This means that the *brand image* variable has no effect and is not significant on the *purchase decision*, so H_0 is accepted and H_a is rejected.
3. The study shows the results that *sustainable marketing* and *brand image* have no effect and are not significant to the *purchase decision* on the Sejauh Mata Memandang *brand*. These results are seen based on data analysis with the acquisition of a significance value of $0.378 > 0.05$ and a significance value of $0.378 > 0.05$.

$f_{count} 0.980 < f_{label} 3.06$. This means that there is no significant influence between the variables of *sustainable marketing* and *brand image* on the *purchase decision of the* Sejauh Mata Memandang *brand*.

A. Advice

1. Theoretical Suggestions

- a. It is hoped that future researchers can review the theoretical framework, perhaps by adding variables that can significantly influence *purchase decisions*, such as *perceived value* or others.

- b. It is hoped that future researchers can consider this research to be retested using a more diverse and broad sample to obtain research results that are more consistent and can represent the population more broadly, because in this study the number and variety of samples is quite limited.
- c. Future researchers can compare the results of this study with previous studies to see whether the results of further research are consistent or different so that the causal factors can be identified more deeply.
- d. Future researchers can use qualitative research methods by conducting more in-depth interviews or *focus group discussions* in order to better understand consumer views and preferences. This can greatly explain the cause of the absence of a significant effect in this study.

2. Practical Advice

It is expected for Sejahuh Mata Memandang to continue to be committed to *sustainable marketing* on its products because even though the results of the study show no significant effect, this does not mean that *sustainable marketing* and *brand image* are irrelevant to use. Moreover, nowadays many modern consumers have begun to be *aware of* sustainable products so it is possible that in the future they will be more likely to make purchasing decisions on *sustainable* products.

With the results of the study showing that *sustainable marketing* and *brand image* have no significant effect on *purchase decisions*, it will be very important for Sejahuh Mata Memandang to continue to maintain, improve and focus on the quality of products and services because good quality will certainly encourage consumers to make purchasing decisions. The results of this study also show that the concepts of *sustainable marketing* and *brand image* are not relevant to all existing market segments so that Sejahuh Mata Memandang can focus more on consumers who are sensitive to sustainable issues. This allows for the concept of *sustainable marketing* and *brand image* to be a more targeted or segmented marketing strategy.

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