International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Effect Of Green Marketing And Brand Image On Purchase Decisions For The Honda Hr-V, With Purchase Intention As A Mediating Variable, Among The Rurv Community

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Abstract

This study aims to analyze the influence of green marketing and brand image on the purchase decision of the Honda HR-V, both directly and indirectly through purchase intention as a mediating variable among members of the RURV Community. The study employs a quantitative approach using a saturation sampling technique involving all 74 community members. Data were collected via an online questionnaire using a Likert scale and analyzed using SPSS version 27 through validity and reliability tests, descriptive statistics, classical assumption tests, multiple linear regression, t-tests, F-tests, the coefficient of determination, and the Sobel test. The results indicate that green marketing (B = 0.309; p = 0.019), brand image (B = 0.377; p = 0.002), and purchase intent (B = 0.578; p < 0.001) have a positive and significant effect on purchase decisions. Furthermore, green marketing and brand image have a positive and significant effect on purchase intention, with the model explaining 66.4% of the variance. The results of the Sobel test confirmed that purchase intention partially mediates the effects of green marketing (z = 2.352; p = 0.019) and brand image (z = 3.275; p = 0.001) on purchase decisions. These findings indicate that environmentally oriented marketing and a positive brand image contribute to purchase decisions, both directly and through the increase in purchase intention. This study provides implications for automotive marketing strategies, particularly regarding the importance of informative environmental communication and brand image reinforcement to drive consumer interest and purchase decisions.

Keywords: Green Marketing, Brand Image, Purchase Interest, Purchase Decision, Honda HR-V

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INTRODUCTION

Competition in Indonesia's automotive industry has become increasingly intense with the arrival of various vehicle brands from Japan, Korea, and China. Consumers consider quality, price, brand image, technology, and environmental impact before making a purchase decision. According to Rayanti (2025), the Honda HR-V recorded sales of 8,546 units from January through October 2025, higher than the Hyundai Creta's 4,748 units and the Mitsubishi Xforce's 3,125 units. However, these high sales figures do not fully explain the factors influencing consumers' decisions to choose the Honda HR-V.

Growing concern for environmental sustainability has prompted companies to adopt *green marketing*—a marketing strategy that integrates environmental aspects into product development, production, distribution, and promotion (Wolok, 2019; Ulfiah, Zainal, and Hakim, 2023). In the automotive industry, information regarding fuel efficiency, eco-friendly vehicle technology, and emissions reduction has the potential to enhance a product's appeal. Additionally, *brand image* reflects consumers' perceptions of a brand's quality, reputation, and characteristics. Perceptions regarding price, maintenance costs, and innovation can also influence consumers' evaluations of the Honda HR-V.

Mehraj and Qureshi (2022) found that green brand positioning and awareness are associated with consumer attitudes that influence purchase intent. Bi *et al.* (2023) demonstrated that green advertising can increase purchase intent for electric vehicles. Putri and Fauzi (2023) examined the role *of brand image* and brand trust in automotive product purchase decisions. Khansa and Sigit (2024) discussed the relationship between *green marketing*, *brand image*, and purchasing decisions. Meanwhile, Agustin *et al.* (2026) found that *green marketing* had no significant effect on purchasing decisions for The Body Shop Indonesia products, whereas *brand image* had a significant positive effect. These differing results highlight the need for further testing on different consumer groups and characteristics.

Based on initial informal interviews with members of the RURV Community, some consumers do not yet understand Honda's implementation of *green marketing* due to limited information regarding the company's environmental programs and commitments. In addition, there are perceptions regarding the relatively high price of the vehicle, maintenance costs, and innovations in eco-friendly vehicles. These conditions indicate the existence of issues that require further research regarding the role of green marketing and brand image in the purchase decision for the Honda HR-V. However, these preliminary findings do not yet represent the entire community.

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Purchase intention is hypothesized to be the mechanism linking *green marketing* and *brand image* to purchase decisions. Based on the *Theory of Planned Behavior* proposed by Ajzen (1991), intention is a factor that precedes behavior. Consumers may hold positive views toward green marketing and brand image, but they may not necessarily make a purchase before considering their needs, benefits, and financial capacity. Therefore, purchase intent is important to examine in order to explain how consumer perceptions develop into a tendency to make a purchase.

A research gap exists regarding the need to test the influence of *green marketing* and *brand image* on the purchase decision for the Honda HR-V, with purchase intention serving as a mediating variable within the RURV Community. This study analyzes the direct effects of both independent variables on the purchase decision as well as their indirect effects through purchase intention. Thus, this study is expected to provide insight into the consumer decision-making process when purchasing vehicles amid automotive competition and growing concern for environmental sustainability.

Based on the above description, this study aims to analyze the influence of *green marketing* and *brand image* on the purchase decision for the Honda HR-V through purchase intention as a mediating variable within the RURV Community. The results of this study are expected to enrich the study of consumer behavior and serve as a basis for automotive companies in developing marketing strategies, strengthening brand image, and increasing consumer purchase intention.

METHOD

This study employs a quantitative approach to analyze the relationships among variables and test hypotheses. According to Sugiyono (2019), a quantitative approach tests theories through data measurement, data collection using instruments, and statistical analysis. This study is classified as explanatory because it explains the influence of Green Marketing (X1) and Brand Image (X2) on Purchase Decision (Y), both directly and through Purchase Interest (Z) as a mediating variable. The operationalization of variables defines the type, indicators, and measurement scale to facilitate hypothesis testing. Green Marketing and Brand Image are independent variables; Purchase Interest explains the mechanism of influence of the two variables; and Purchase Decision serves as the dependent variable. All indicators are measured using a five-point Likert scale, ranging from “Strongly Disagree” to “Strongly Agree.”

This study utilized quantitative data as well as primary and secondary data. Primary data was obtained directly from respondents via a questionnaire, while secondary data was sourced from books, literature, journals, websites, and other readings. The study population consisted of 74 members of the RURV Community. A saturation sampling technique was used, involving all 74 members who owned a Honda

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HR-V as the response . The research objective is to examine the influence of Green Marketing and Brand Image on the Purchase Decision of the Honda HR-V through Purchase Intention. Data collection was conducted through a literature review and the distribution of questionnaires using Google Forms. The validity of the instruments was tested using Pearson's correlation coefficient, with an item deemed valid if the calculated r value was greater than the table r value. Reliability was tested using Cronbach's alpha, with a minimum value of 0.5.

Data analysis included descriptive analysis, tests of classical assumptions, multiple linear regression, and the coefficient of determination (R^2). Path analysis used two equations to test the effects of Green Marketing and Brand Image on Purchase Interest, as well as the combined effect of both on Purchase Interest and, in turn, on the Purchase Decision. The significance of the coefficients was tested using t-tests and F-tests at the 5 percent level. Mediation testing was conducted using the Sobel test. Purchase Interest was deemed to mediate if the calculated z-value was greater than 1.96. Mediation was considered partial if the direct effect remained significant, and full if the direct effect was not significant.

RESULTS AND DISCUSSION

Classical Assumption Tests

Data Normality Test

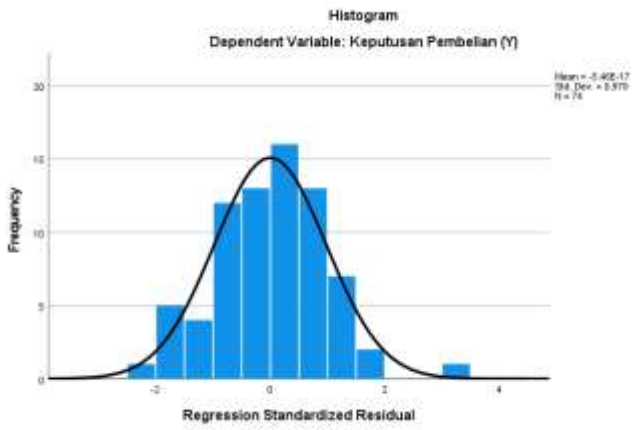


Figure 1: Histogram

Source: Data processed using SPSS 27 (2026)

From the histogram in Figure 1, it can be seen that the curve forms a graphical pattern, and the distribution of the data forms a graph with its highest point at the vertical zero line. The results of the test using SPSS 27 indicate that the regression model is normally distributed, so the next test can proceed.

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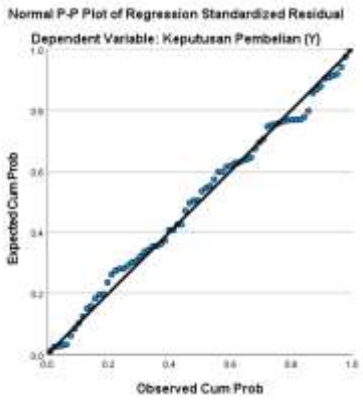


Figure 2: *Normal Probability Plot*

Source: Data processed using SPSS 27 (2026)

Based on Figure 2, the data distribution can be considered normal if the dispersion pattern follows the diagonal line and the curve shows a tendency to approach a normal distribution pattern. Thus, the graph indicates that the residual data has a distribution pattern that is close to normal and can therefore be used for further analysis in this study. To confirm the results of the normality test, a follow-up test was conducted on the residual values using the *Kolmogorov-Smirnov Z* test. The residual data are considered normally distributed if the significance value *(Asymp. Sig. (2-tailed))* is greater than 0.05. The results of the normality test using the *Kolmogorov-Smirnov Z* test are presented as follows.

Table 1 Results of the Normality Test (*Kolmogorov-Smirnov*)

			Unstandardized Residual
N			74
Normal Parameters [a, b]	Mean		.0000000
	Standard Deviation		3.76474050
Most Extreme Differences	Absolute		.067
	Positive		.067
	Negative		-.055
Test Statistic			.067
Asymptotic Significance (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.547
	99% Confidence Interval	Lower Bound	.534
		Upper Bound	.559

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a. The test distribution is normal. b. Calculated from the data. c. Lilliefors significance correction.
d. This is a lower bound of the true significance. e. Lilliefors' method based on 10,000 Monte Carlo samples with a starting seed of 957002199.
Source: Data processed using SPSS 27 (2026)
Based on Table 1, the *Asymp. Sig. (2-tailed)* value is 0.200 > 0.05, which means that the research data used is normally distributed.

Multicollinearity Test

Table 2 Results of the Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	Green Marketing (X1)	.345	2.895
	Brand Image (X2)	.285	3.506
	Purchase Intention (Z)	.336	2.975

a. Dependent Variable: Purchase Decision (Y)
Source: Data processed using SPSS 27 (2026)

Based on Table 2, it can be seen that all three independent variables have a *Variance Inflation Factor* (VIF) of no more than 10 and a *Tolerance* value of no less than 0.1; therefore, the regression model can be considered free of multicollinearity.

Heteroscedasticity Test

Table 3: Results of the Heteroscedasticity Test (Glejser Test)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.825	1,710		3,406	.001
	Green Marketing (X1)	.013	.077	.034	.171	.865
	Brand Image (X2)	.007	.070	.020	.093	.926
	Buying Interest (Z)	-.105	.080	-.265	-1,318	.192

a. Dependent Variable: ABS_RES
Source: Data processed using SPSS 27 (2026)
Based on Table 3, the significance values for all independent variables are greater than 0.05, namely 0.865 for *Green Marketing*, 0.926 for *Brand Image*, and 0.192 for Purchase

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Intention. Thus, it can be concluded that the regression model does not exhibit heteroscedasticity.

Multiple Linear Regression Analysis

Table 4 Results of the Regression Analysis of X1 and X2 on Z

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.454	2,463		2,215	.030
	Green Marketing (X1)	.304	.109	.310	2,785	.007
	Brand Image (X2)	.444	.090	.549	4.936	.000

a. Dependent Variable: Purchase Intention (Z)
Source: Data processed using SPSS 27 (2026)

Based on Table 4, the multiple linear regression equation obtained is as follows.

$$Z = 5.454 + 0.304X_1 + 0.444X_2 + e$$

a. The constant term is 5.454. This means that if all independent variables—namely, *Green Marketing* (X_1) and *Brand Image* (X_2)—are zero (0) or remain unchanged, then the value of Purchase Intention (Z) is 5.454.
b. The regression coefficient for *Green Marketing* (X_1) is 0.304, meaning that if the *Green Marketing* variable increases by one unit—assuming all other variables remain constant—it will increase Purchase Intention (Z) by 0.304.
c. The regression coefficient for *Brand Image* (X_2) is 0.444, meaning that if the *Brand Image* variable increases by one unit—assuming all other variables remain constant—it will increase Purchase Intention (Z) by 0.444.

Testing the Coefficient of Determination

Table 5: Coefficient of Determination Analysis

Model	R	R-Square	Adjusted R-Square	Standard Error of the Estimate
1	.815[a]	.664	.654	3.45309

a. Predictors: (Constant), Brand Image (X2), Green Marketing (X1)
Source: Data processed using SPSS 27 (2026)

Based on the *Model Summary* table, it can be seen that the *R-squared* value is 0.664. This indicates that the variables *Green Marketing* (X_1) and *Brand Image* (X_2) together account for or influence the Purchase Intention (Z) variable by 66.4%.

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Meanwhile, the remaining 33.6% is influenced by other variables outside the scope of this study that were not included in the regression model, such as price, product quality, promotions, consumer reviews, and other factors that may influence the Purchase Intention for the Honda HR-V within the RURV Community.

Partial Hypothesis Testing (t-Test)

Table 6: t-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.568	2,835		2,317	.023
	Green Marketing (X1)	.309	.128	.223	2,411	.019
	Brand Image (X2)	.377	.116	.331	3.248	.002
	Buying Interest (Z)	.578	.132	.410	4,373	.000

a. Dependent Variable: Purchase Decision (Y)
Source: Data processed using SPSS 27 (2026)

1. The Effect of *Green Marketing* (X_1) on Purchase Decision (Y)

Based on the t-test results, the *Green Marketing* variable yielded a calculated t-value of 2.411 with a significance level of 0.019. Since the calculated t-value (2.411) > the critical t-value (1.994) and the significance level (0.019) < 0.05, H_1 is accepted. This means that *Green Marketing* has a positive and significant effect on the decision to purchase a Honda HR-V within the RURV Community. Thus, the higher the level of *Green Marketing* perceived by consumers, the greater their tendency to make a purchase decision regarding the Honda HR-V within the RURV Community.

2. The Effect of *Brand Image* (X_2) on Purchase Decision (Y)

Based on the t-test results, the *Brand Image* variable yielded a calculated t-value of 3.248 with a significance level of 0.002. Since the calculated t-value (3.248) > the critical t-value (1.994) and the significance level (0.002) < 0.05, H_2 is accepted. This means that *Brand Image* has a positive and significant effect on the decision to purchase a Honda HR-V within the RURV Community. Thus, the better Honda's *Brand Image* is, the higher the likelihood of purchasing a Honda HR-V within the RURV Community.

3. The Effect of Purchase Interest (Z) on Purchase Decision (Y)

Based on the results of the t-test, the Purchase Intention variable yielded a calculated t-value of 4.373 with a significance level of 0.000. Since the calculated t-value (4.373) is

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greater than the critical t-value (1.994) and the significance level (0.000) is less than 0.05, H_3 is accepted. This means that Purchase Interest has a positive and significant effect on the decision to purchase a Honda HR-V within the RURV Community. Thus, the higher the consumers' Purchase Interest, the higher their decision to purchase a Honda HR-V within the RURV Community.

4. Simultaneous Test (F-Test)

The simultaneous test, or F-test, is used to examine the combined effect of the three independent variables on the dependent variable. A positive result of the F-test is indicated by a calculated F-value > table F-value or a significance level < 0.05. The table F-value is determined as follows.

$df_1 = k = 3$; $df_2 = n - k - 1 = 74 - 3 - 1 = 70$

Table F value (0.05; 3; 70) = 2.74

Note: n = sample size; k = number of independent variables

Table 7 Results of the F-Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3966.986	3	1,322.329	89.463	.000[b]
	Residual	1,034,649	70	14,781		
	Total	5,001.635	73			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Purchase Interest (Z), Green Marketing (X1), Brand Image (X2)

Source: Data processed using SPSS 27 (2026)

Based on the results of the F-test, the calculated F-value was 89.463 with a significance level of 0.000. Since the calculated F-value (89.463) > the table F-value (2.74) and the significance level (0.000) < 0.05, the regression model is deemed statistically significant simultaneously. This indicates that *Green Marketing*, *Brand Image*, and Purchase Interest simultaneously have a positive and significant effect on the decision to purchase a Honda HR-V within the RURV community.

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Sobel Test

The Effect of *Green Marketing* (X_1) on Purchase Decision (Y) through Purchase Interest (Z)

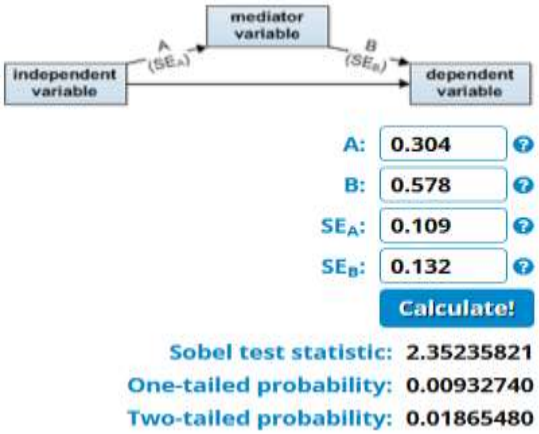


Figure 3 Results of *the Sobel Test for* $X_1 \rightarrow Z \rightarrow Y$

Source: Data processed by the researcher (2026)

Based on the results *of the Sobel Test*, the *Sobel test statistic* value was 2.352 with a *two-tailed probability* value of 0.01865480. Since the *Sobel test statistic* value (2.352) > the z-table value (1.96) and the *two-tailed probability* value (0.01865480) < 0.05, the hypothesis is accepted. This indicates that Purchase Interest (Z) mediates the effect of *Green Marketing* (X_1) on the Purchase Decision (Y) for the Honda HR-V within the RURV Community. Thus, *Green Marketing* influences the Purchase Decision through Purchase Interest as a mediating variable. Consequently, H_4 is accepted.

The Effect of *Brand Image* (X_2) on Purchase Decision (Y) through Purchase Interest (Z)

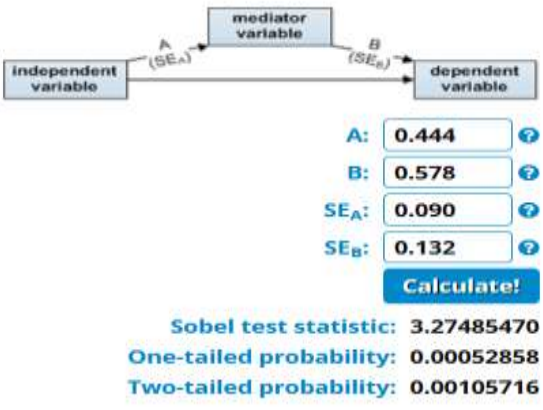


Figure 4 Results of *the Sobel Test for* $X_2 \rightarrow Z \rightarrow Y$

Source: Data processed by the researcher (2026)

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Based on the results *of the Sobel test*, *the Sobel test statistic* was found to be 3.275 with a *two-tailed probability* of 0.00105716. Since *the Sobel test statistic* (3.275) is greater than the z-table value (1.96) and *the two-tailed probability* (0.00105716) is less than 0.05, the hypothesis is accepted. This indicates that Purchase Interest (Z) mediates the effect of *Brand Image* (X_2) on the Purchase Decision (Y) for the Honda HR-V within the RURV Community. Thus, *Brand Image* influences the Purchase Decision through Purchase Interest as a mediating variable. Consequently, H_5 is accepted.

DISCUSSION

The Effect of *Green Marketing* on the Purchase Decision of the Honda HR-V Among Members of the RURV Community

The test results show that a positive evaluation of Green Marketing has a positive and significant effect on the Purchase Decision for the Honda HR-V among members of the RURV Community. This is indicated by a regression coefficient of 0.309, a t-value of 2.411, and a significance- of 0.019, which is less than 0.05. A positive coefficient indicates that the better the respondents' evaluation of Green Marketing, the higher the Purchase Decision score.

Green Marketing was measured through product characteristics, price, promotion, and distribution. Descriptive results show an average of 4.03, which falls into the "good" category. The ease of obtaining a Honda HR-V through authorized dealers received the highest score, at 4.41. Promotions regarding environmental awareness received the lowest score, at 3.77, but still fell into the "good" category. This means that product accessibility was rated higher than the communication of environmental messages.

These findings indicate that positive evaluations of environmentally conscious marketing are linked to purchasing decisions. Environmental communication must be clearly conveyed, supported by verifiable information, and linked to relevant benefits for consumers. Thus, Green Marketing has a positive and significant influence on the decision to purchase a Honda HR-V among members of the RURV Community.

The Influence of *Brand Image* on the Purchase Decision for the Honda HR-V Among Members of the RURV Community

The test results show that brand image has a positive and significant effect on the decision to purchase a Honda HR-V among members of the RURV Community. This is indicated by a regression coefficient of 0.377, a t-value of 3.248, and a p-value of 0.002, which is less than 0.05. A positive coefficient indicates that the better the brand image perceived by respondents, the higher the Purchase Decision score.

Brand image encompasses perceptions regarding quality, technology, innovation, brand identity, and the product's suitability for needs. Descriptive results show an average

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Brand Image score of 4.18, categorized as “good.” Statements regarding satisfaction and enjoyment in using the Honda HR-V received the highest score, at 4.41. The “ ” assessment of design, features, and performance scored 4.28, while trust in Honda’s quality, technology, and innovation scored 4.22.

Usage satisfaction reflects perceptions formed after using the vehicle, not evidence that all perceptions were formed prior to purchase. Honda needs to maintain brand image consistency through product quality, dealer service, and consistent communication. Thus, brand image has a positive and significant influence on the decision to purchase a Honda HR-V among members of the RURV Community.

The Effect of Purchase Interest on the Honda HR-V Purchase Decision Among Members of the RURV Community

The analysis shows that Purchase Interest has a positive and significant effect on the decision to purchase a Honda HR-V among members of the RURV Community. This is indicated by a regression coefficient of 0.578, a t-value of 4.373, and a significance level of 0.000 in the statistical output, or $p < 0.001$. A positive coefficient indicates that the higher the respondents’ interest in the Honda HR-V, the higher the Purchase Decision score, assuming Green Marketing and Brand Image remain constant.

Purchase Interest describes the level of attraction, the desire to own, and the seriousness of considering the product. Descriptive results show an average Purchase Interest score of 4.27, which falls into the “very high” category. The Honda HR-V’s alignment with needs and desires prior to purchase received the highest score, at 4.42. In the model, the standardized coefficient for Purchase Interest was 0.410, higher than those for Brand Image (0.331) and Green Marketing (0.223). This means that Purchase Interest has the strongest relationship with the Purchase Decision among the predictors. Marketing efforts need to highlight how the product’s benefits align with consumer needs. Thus, Purchase Interest has a positive and significant effect on the Purchase Decision for the Honda HR-V among members of the RURV Community.

The Role of Purchase Interest in Mediating the Effect of *Green Marketing* on the Purchase Decision for the Honda HR-V Among Members of the RURV Community

The Sobel test results show a statistic of 2.352 and a probability of 0.01865480, which is less than 0.05. Thus, the indirect effect of Green Marketing on Purchase Decisions through Purchase Intention is significant. Green Marketing has a coefficient of 0.304 on Purchase Interest with a significance level of 0.007. Purchase Interest has a coefficient of 0.578 on Purchase Decisions with $p < 0.001$. Multiplying these two coefficients yields an estimated indirect effect of 0.176.

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Green Marketing can support consumer interest in the Honda HR-V. Environmental information can be a factor consumers consider when evaluating the products offered. This interest is reflected in the desire to own the product and the seriousness with which consumers consider it, and thus relates to the purchase decision.

The direct effect of Green Marketing on the Purchase Decision remains positive and significant after Purchase Interest is included, with a coefficient of 0.309 and a significance level of 0.019. Since both the direct and indirect effects are significant and in the same direction, the research results indicate partial mediation. Thus, Purchase Interest significantly mediates the effect of Green Marketing on the purchase decision for the Honda HR-V among members of the RURV Community.

The Role of Purchase Interest in Mediating the Effect of *Brand Image* on the Purchase Decision for the Honda HR-V Among Members of the RURV Community

The results of the Sobel test showed a statistic of 3.275 and a two-tailed probability of 0.00105716, which is less than 0.05. Thus, the indirect effect of Brand Image on Purchase Decisions through Purchase Intention is significant. Brand Image has a coefficient of 0.444 on Purchase Interest with $p < 0.001$. Purchase Interest has a coefficient of 0.578 on Purchase Decisions with $p < 0.001$. Multiplying these two coefficients yields an estimated indirect effect of 0.257. The positive direction indicates that a better brand image is associated with both Purchase Interest and Purchase Decisions.

Positive perceptions of quality, technology, design, and brand reputation encourage consumers to seek information and consider the product.

The direct effect of Brand Image remains positive and significant after Purchase Interest is included, with a coefficient of 0.377 and a significance level of 0.002. This pattern indicates partial mediation. Consistency in quality, service, information on product advantages, and test-drive experiences can help transform interest into a purchase consideration. Thus, Purchase Interest mediates the effect of Brand Image on the Purchase Decision for the Honda HR-V among members of the RURV Community.

CONCLUSION

Green Marketing has a positive and significant effect on the Honda HR-V Purchase Decision among members of the RURV Community ($\beta = 0.309$; $p = 0.019$). The average score of 4.03 (good category) indicates that green marketing communications and practices are perceived as credible by consumers, with the ease of acquiring the vehicle through authorized dealers being the highest-rated indicator. These findings imply that green values in automotive products are more effective when supported by tangible ease of access and availability, rather than mere campaign claims.

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Brand Image also has a positive and significant effect on Purchase Decision (β = 0.377; p = 0.002), with an average score of 4.18 (good category). Satisfaction and enjoyment of using the Honda HR-V were the highest indicators, suggesting that brand image among consumers who already own the vehicle is primarily shaped by their usage experience. A higher coefficient than that for Green Marketing indicates that, for high-value products, reputation and user satisfaction serve as a stronger basis for decision-making than environmental claims.

Purchase Intention is the strongest determinant of the Purchase Decision (β = 0.578; p < 0.001) with an average score of 4.27 (very good category). The vehicle's suitability to respondents' needs and desires received the highest rating, meaning that purchase decisions depend on functional and personal fit, not just marketing stimuli. This reaffirms the role of intention as a bridge between perception and purchasing behavior; thus, marketing strategies should focus on building interest before driving the final decision.

Purchase Interest significantly mediates the effect of Green Marketing on Purchase Decisions (Sobel = 2.352; p = 0.019) with a unidirectional partial mediation pattern. This means that Green Marketing influences decisions both directly and through the formation of purchase intent. Consequently, green marketing programs should be designed to foster purchase interest—for example, by educating consumers about environmental benefits linked to their needs—to maximize their impact on purchasing decisions.

Purchase Interest also significantly mediates the effect of Brand Image on Purchase Decisions (Sobel = 3.275; p = 0.001) through a unidirectional partial mediation, with a stronger indirect effect than that of Green Marketing. Overall, all three factors are positively and significantly associated with Purchase Decisions; therefore, manufacturers and dealers are advised to integrate brand image strengthening, green communication, and purchase intent management—including leveraging user communities as advocacy channels. However, these findings are limited to members of the RURV Community, who tend to have high brand attachment; therefore, generalizations to all Honda HR-V consumers should be made with caution, and further research is recommended to involve a more diverse population as well as additional variables such as brand trust, environmental awareness, and price.

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