

Submission

The screenshot shows a Gmail interface with a submission acknowledgement email. The email is from Dr. Etty Puji Lestari, S.E., M.Si. to Agus Wahyudi Salasa Gama. The subject is "[jom] Submission Acknowledgement". The email content includes a thank you message, a submission URL, and contact information.

[jom] Submission Acknowledgement Eksternal Kotak Masuk x

Dr. Etty Puji Lestari, S.E., M.Si. <ettypl@ecampus.ut.ac.id> Berhenti berlangganan kepada saya

Min, 13 Feb 17:20

Inggris > Indonesia Terjemahkan pesan Nonaktifkan untuk: Inggris x

Agus Wahyudi Salasa Gama:

Thank you for submitting the manuscript, "IMPROVING REPURCHASE INTENTION ON GREEN MARKETING STRATEGY" to Jurnal Organisasi dan Manajemen. With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Submission URL: <http://jurnal.ut.ac.id/index.php/jom/authorDashboard/submission/2880>
Username: salasagama

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Dr. Etty Puji Lestari, S.E., M.Si.

Proses Review

The screenshot shows the journal submission portal interface. The main content is a message from the editor, Editor JOM (editorjom), to Agus Wahyudi Salasa Gama (salasagama). The message is dated 2022-05-30 09:38 AM. The message content includes a request for revisions and a list of four items to be submitted.

Participants

Editor JOM (editorjom)
Agus Wahyudi Salasa Gama (salasagama)

Messages

Note	From
Dear Author, Mohon untuk perbaiki tulisan melalui catatan koreksi dari tim reviewer kami dan sesuaikan format tulisan dengan jurnal template (file terlampir). Jika proses perbaikan telah selesai mohon untuk melampirkan 4 file berikut ini: 1. File naskah awal ketika submit. 2. File naskah perbaikan yang ditandai dengan tracking changes dan comment. 3. File naskah perbaikan yang telah diproofreadkan melalui lembaga proofread (kami tidak menerima hasil proofread dari grammarly dan sejenisnya). Kami dapat merekomendasikan jasa lembaga proofread jika memang dibutuhkan. 4. File sertifikat proofreading.	editorjom 2022-05-30 09:38 AM

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jika memang dibutuhkan.
4. File sertifikat proofreading.

Kami tunggu kelengkapan file dari anda, jika ada pertanyaan bisa menghubungi nomor berikut 08999626158.

Terimakasih,

Salam.

- editorjom, 2880-Reviewer 1-Article Text.docx
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- editorjom, 2880-Reviewer 2-Article Text.docx
- editorjom, 2880-Reviewer 2-Assessment Form.doc
- editorjom, JOM Template..docx

Dear Author, editorjom
2022-06-16 09:17 AM

Mohon untuk segera perbaiki tulisan, agar setelahnya bisa mengikuti proses revisi dan masuk ke tahap layout artikel di edisi 18(1) Juni 2022.

Terimakasih.

Yth. editor JOM salasagama

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Terimakasih.

Yth. editor JOM salasagama
2022-06-18 11:50 AM

Berikut kami lampirkan file naskah awal submit dan hasil revisi atas masukan dari reviewer. Mohon maaf atas kelambatan respon dari kami. Untuk poin nomor 3 dan 4 akan kami susulkan setelah artikel dikoreksi dan diterima oleh tim editor, terima kasih

- salasagama, artikel JOM-awal submit.docx
- salasagama, artikel JOM-revisi.docx

Dear Author, editorjom
2022-06-21 04:07 PM

Terimakasih telah mengirimkan perbaikan tulisan. Sebagai info tambahan, mohon untuk perbaiki tulisan pada bagian **abstrak** dan **penggunaan kapital** pada judul artikel. Silahkan akses template kami melalui link berikut untuk melihat contohnya ([JOM-template](#)). Kami tunggu perbaikan tulisan dan hasil proofread segera agar setelahnya dapat publish untuk edisi 18(1) 2022.

Terimakasih.

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IMPROVING REPURCHASE INTENTION ON GREEN MARKETING STRATEGY

<p>Article Info</p> <p>Keywords: Green Marketing; Brand Image; Brand Trust; Brand Attachment</p> <p>JEL Classification: M31, Q50</p> <p>DOI:</p>	<p>Abstract</p> <p>Green marketing carried out by companies is a form of marketing that pays attention to the environment. The green marketing concept is expected to provide positive benefits for customers and can also improve business performance. A green marketing strategy will encourage customers to always make repeat purchases from companies that produce environmentally friendly products and services. This study shows a framework to find the effect of green brand image with green repurchase intention with green trust and green brand attachment as a mediator. The sample in this study were users of cosmetic products and herbal oils who applied green products in Bali. Data was collected by distributing questionnaires to 149 respondents. This study helps PLS to analyze the results of the questionnaire aimed at testing the established hypothesis. The results showed that green brand image can positively affect green trust, green brand attachment, and green repurchase intention. This study also found that the effect of green brand image on green repurchase intention is mediated by green trust and green brand attachment. The</p>	<p>Acer Swift Abstract contains only (purpose, methodology, findings, and originality)</p>
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improve business performance (Papadas et al., 2017) because it is able to offer environmentally friendly products which will certainly attract more customers. Customers who are aware of the environment will choose to consume environmentally friendly products so that purchases of green products will tend to increase.

The growing awareness of the problem of global warming, has made many customers aware to engage in "green consumption" (Whitmarsh, 2009). Repurchase of companies that offer products with a green concept can increase, with awareness of environmental issues. Research (Qomariah & Prabawani, 2020) shows that products that have a green brand image will be able to increase product repurchase. However, this study also found that green brand image when interacted with environmental concerns did not affect green repurchase intention. The green marketing concept is a concept that emphasizes attention to the environment, but research (Qomariah & Prabawani, 2020) it is precisely that environmental concern cannot moderate the effect of green brand image on green repurchase intention. Based on this research, it is still a question of how the green marketing framework actually generates repurchase, because environmental problems do not strengthen this effect. This study further re-examines the effect of green brand image on green repurchase intention by emphasizing indicators related to the environment in each variable to match the green marketing concept. This study also inserts two mediating variables, namely green attachment and green trust. The goal is to find the right point of view and evaluate the application of the green marketing concept in generating green repurchase intention.

The Effect of Green Brand Image on Green Repurchase Intention

Brand image is a brand image in the minds of customers related to everything attached to the brand (Chen et al., 2018). Building a positive image on the brand is an important effort in marketing strategy (Farida & Ardyan, 2015). In green marketing, companies offering green products directly will give an environmentally friendly image to the green product brand. Companies that have a commitment to environmental sustainability in producing products will create a green brand image in the minds of customers. Green brand image is a customer's

Acer Swift
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2012). Companies that are not able to maintain trust will be punished by their customers. Customers who have high confidence in a product will have an impact on their interest in the product in the future (Farida & Ardyan, 2015). Credibility is one of the important keys in green marketing. Credibility is very important in order to influence customer confidence in the brand, thereby increasing customer buying interest (Lam et al., 2016). Brand trust is closely related to customer attitudes and behavior on their loyalty to the brand, brand trust has a positive impact on the interest to repurchase a trusted brand (Ferdinand & Selamat, 2020).

H6: Green trust is positively associated with green repurchase intention.

2. Research Method

Respondents in this study were determined by customers who had used cosmetic products and herbal oils that had applied the Green concept. All respondents are customers in Bali. Data was collected by survey method by distributing questionnaires. There were 149 respondents who participated in filling out the questionnaire.

The analytical technique applied in this research is Partial Least Square (PLS). PLS is used to test the model that has been determined in accordance with the literature review that has been carried out. Tests carried out in this study include testing the validity and reliability, testing the outer and inner models.

Acer Swift
Give reasons why use PLS? Is it because the sample size is small, the data is not normal, are there formative variables?

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Table 2. Loading Factor Value

Construct	Indicator	Loading Factor
Green Brand Image	GBI 1	0.820904
	GBI 2	0.822165
	GBI 3	0.856266
	GBI 4	0.728041
	GBI 5	0.786663
Green Brand Attachment	GBA 1	0.777839
	GBA 2	0.866009
	GBA 3	0.788770
	GBA 4	0.865098
Green Trust	GT 1	0.851288
	GT 2	0.877517
	GT 3	0.854420
	GT 4	0.863863
	GT 5	0.803763
Green Repurchase Intention	GRI 1	0.851359
	GRI 2	0.891032
	GRI 3	0.906156
	GRI 4	0.886676
	GRI 5	0.870245

Acer Swift
use three digits after the comma

Based on the summary of the results in table 2, the factor loading value of each indicator shows a number above 0.5. These results indicate that the variables in this study have met the requirements of convergent validity.

The results of discriminant validity are known by comparing the roots of AVE and the correlation between variables. The AVE value for the Green Brand Image variable is 0.646, Green Brand Attachment is 0.681, Green Trust is 0.723, and Green Repurchase Intention is 0.777. The results of the correlation between variables are shown in Table 3 below.

Table 3. Correlation between Variables

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Variable	Green Brand Attachment	Green Brand Image	Green Repurchase Intention	Green Trust
Green Brand Attachment	1.000000			
Green Brand Image	0.700729	1.000000		
Green Repurchase Intention	0.627997	0.432915	1.000000	
Green Trust	0.750178	0.736858	0.599335	1.000000

The AVE root obtained shows a number that is greater than the correlation value of the latent variable so that these results indicate that the model has met the discriminant validity requirements.

Table 4. Composite Reliability

Variable	Composite Reliability
Green Brand Attachment	0.895102
Green Brand Image	0.901043
Green Repurchase Intention	0.945597
Green Trust	0.928907

Composite reliability testing can be seen in Table 4. In the table composite reliability shows a good number because it is worth above 07. This value shows that all the variables used in this study have met the composite reliability requirements.

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0.70

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Figure 2. The Result of PLS Analysis

The test does not only look at the direct effect that occurs between variables but also examines the indirect effect. The indirect effect shown by the role of mediating variables. On this study there are two mediating variables that are green brand attachment and green trust. These results are presented in Table 6 below.

Table 6. Indirect Effect Test

Proposed Hypothesis	T Statistics	Result
Green Brand Image→Green Brand Attachment→Green Repurchase Intention	2.365	Significant
Green Brand Image→Green Trust→Green Repurchase Intention	2.641	Significant
Green Brand Trust→Green Brand Attachment→Green Repurchase Intention	2.943	Significant

Testing the indirect effect using the Sobel test showed significant results. Green brand image can have an indirect effect on green repurchase intention through green brand attachment and green trust as indicated by each T statistic value 2.365 and 2.641 are greater than 1.96. Based on this result the green trust and green brand attachment have mediating role on the relation of

Acer Swift
The mediation test on variance-based SEM is not appropriate using Sobel, it is more suitable to use Variance accounting for (VAF)

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201: users of cosmetic products and herbal oils who applied green products in Bali. Data was collected by distributing questionnaires to 149 respondents. This study helps PLS to analyze the results of the questionnaire aimed at testing the established hypothesis. The results showed that green brand image can positively affect green trust, green brand attachment, and green repurchase intention. This study also found that the effect of green brand image on green repurchase intention is mediated by green trust and green brand attachment. The findings of this study indicate that investment of resources to enhance green brand image is helpful for increasing green trust, green brand attachment, and green purchase intention.

202: **DOI:**

203: **1. Introduction**

204: The current industrial development has had a tremendous impact on the provision of goods and services and has also helped improve a country's economy. The development of industries, especially manufacturing, on the one hand has made a positive contribution to the economy and the fulfillment of community needs, but on the other hand there are also negative impacts. The negative impact is related to the pollution caused which contributes to global warming (Chen et al., 2017; Lin et al., 2011; Situmorang et al., 2021). The issue of the environment today is very crucial, because environmental damage can endanger human life in general (Situmorang et al., 2021). Attention to the environment began to change business operations leading to the provision of green products and services (Mahmoud, 2018)

205: Many companies in developing business strategies have adopted the concept of green marketing to be able to produce better performance (Papadas et al., 2017). Companies with an interest in protecting the environment, customer health, and society are very appropriate to apply the green concept in their business (Mahmoud, 2018). Green marketing is not something new, this concept was introduced by Hennion and Kinnear in 1976. Green marketing is related to all

206: **DELL**
Add research gap between green brand image and green repurchase intention to justify mediating variables

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207: company profits in the context of green marketing (Dangelico & Vocalelli, 2017). There are five reasons why a company adopts green marketing in its business, including: enhancing corporate images, compliance with environmental trends, taking advantage of green opportunities, obtaining competitive advantage, and increasing product value (Chen & Chang, 2012, 2013). Green Marketing, apart from being an important tool in maintaining business continuity, can also improve business performance (Papadas et al., 2017) because it is able to offer environmentally friendly products which will certainly attract more customers. Customers who are aware of the environment will choose to consume environmentally friendly products so that purchases of green products will tend to increase.

208: The growing awareness of the problem of global warming, has made many customers aware to engage in "green consumption" (Whitmarsh, 2009). Repurchase of companies that offer products with a green concept can increase, with awareness of environmental issues. Research (Qomariah & Prabawani, 2020) shows that products that have a green brand image will be able to increase product repurchase. However, this study also found that green brand image when interacted with environmental concerns did not affect green repurchase intention. The green marketing concept is a concept that emphasizes attention to the environment, but research (Qomariah & Prabawani, 2020) it is precisely that environmental concern cannot moderate the effect of green brand image on green repurchase intention. Based on this research, it is still a question of how the green marketing framework actually generates repurchase, because environmental problems do not strengthen this effect. This study further re-examines the effect of green brand image on green repurchase intention by emphasizing indicators related to the environment in each variable to match the green marketing concept. This study also inserts two mediating variables, namely green attachment and green trust. The goal is to find the right point of view and evaluate the application of the green marketing concept in generating green repurchase intention.

209: **The Effect of Green Brand Image on Green Repurchase Intention**

210: Brand image is a brand image in the minds of customers related to something attached to

211: **DELL**
Why?

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Please justify!

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Testing the indirect effect using the Sobel test showed significant results. Green brand

Abdul Razak Munir
There are 9 hypotheses

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green brand image and green repurchase intention. Another test for indirect effect of green brand trust to green repurchase intention mediating by green brand attachment show significant result, it is known by the T statistic value is 2.943 greater than 1.96. It is mean green brand attachment has a mediation role on the relation of green brand trust and green repurchase intention.

The Effect of Green Brand Image on Green Repurchase Intention

The results of this study found that green brand image cannot directly affect a customer's buying interest in a green product. This result inconsistent with the previous study (Alamsyah et al., 2020; Chen et al., 2018), green brand image has no positive effect toward green repurchase intention. But on the other hand, green brand image has an indirect effect on green repurchase intention if there is an attachment or trust in green products. Image alone is not enough for customers to be interested in repurchasing a green product, it can be mediate by other variables.

A brand in addition to building an image must also be able to build an attachment to customers. Attachment will produce a feeling of being connected to the product so that customers feel comfortable in using a green product. Customers who feel comfortable will have a strong relationship with the brand. A strong relationship will foster a sense of loyalty from customers towards the product, thereby increasing their interest in buying back the green product.

Green brand image can only affect green repurchase intention through green trust. Green brand image must be built in such a way as to create a trust. Brands must really be able to provide confidence that the green brand image shown to customers is actually manifested in the product. The image created is not a fake image that only fulfills market needs for green products, but an image that is built in earnest. The sincerity of the brand will lead to customer confidence in the company's green products. Increased customer confidence in green brands will increase their

DELL Is there any previous study which in line with your findings?

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company's green products. Increased customer confidence in green brands will increase their interest in buying back products produced by green brands. Trust is very important to maintain.

The Effect of Green Brand Image on Green Brand Attachment

This study found green brand image has positive effect on green brand attachment. Concern for the environment has become a concern in the modern period, and customers that care about the environment will be loyal. A customer's perception of a brand can be formed through the use of a green brand image. Customer connections to the brand will be strengthened as a result of this understanding. To generate positive customer impressions of the green brand image that is being built, brand engagement with customers is required. It is impossible to overestimate the importance of brand communication in a contact. Brands must be able to consistently communicate green image qualities to customers such that they are remembered. A green brand image is a set of perceptions about green management commitments, promises, and responsibilities. Brands with a positive green brand image will increase customer attachment to the brands. This finding is consistent with previous research (Barreda et al., 2020), the green brand image create a positive bond on the brand. When the brand consistently creates their green brand image it is will improve the emotional attachment to the brand.

Effect of Green Brand Image on Green Trust

The positive green brand image can also increase customer trust for the brand as the result of this study. The development of a green brand image is essential in order to provide customers with confidence in the company's green marketing initiatives. The green image that the brand creates in the minds of customers, as well as the promises given to them, are reflected in the green brand image. Companies must create a positive corporate image that allows customers to grasp what the company has to offer. Customers will build an image of a firm that is committed to keeping commitments, and this image will become evidence of the organization's credibility. This

DELL is there any previous study which not in line with your findings?

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[jom] Editor Decision

2022-06-30 10:40 AM

Ni Wayan Eka Mitariani, Agus Wahyudi Salasa Gama, I Gusti Ayu Imbayani:

The editing of your submission, "Improving Repurchase Intention on Green Marketing Strategy," is complete. We are now sending it to production.

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Editor JOM
jom-ut@ecampus.ut.ac.id

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