



Green marketing and omnichannel strategies on purchase decisions: The mediating role of disruptive marketing innovation

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ARTICLE INFO

Article history:

Received Feb 12, 2026

Revised Feb 23, 2026

Accepted Mar 13, 2026

Keywords:

Disruptive Marketing Innovation;
Green Marketing;
MSME Batik
Omnichannel;
Purchase Decisions.

ABSTRACT

This study aims to analyze the effect of green marketing and omnichannel on purchasing decisions with disruptive marketing innovation as a mediating variable in environmentally friendly batik MSMEs. This study uses a quantitative approach with a survey method targeting Zie Batik Semarang consumers who have purchased products online and offline. Primary data were collected through a five-point Likert scale questionnaire and analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method. The results show that green marketing does not have a significant effect on purchase decisions. Omnichannel have a significant effect on purchase decision. Green marketing does not have a significant effect on disruptive marketing innovation. Omnichannel have a significant effect on disruptive marketing innovation. Disruptive marketing innovation have a significant effect on purchase decision. Disruptive marketing innovation is unable to mediate the effect of green marketing on purchase decisions. Disruptive marketing innovation is able to mediate the effect of omnichannel on purchase decisions. These findings indicate that the implementation of sustainable marketing strategies integrated with omnichannel systems and adaptive marketing innovations can increase consumer purchasing decisions in environmentally friendly batik SMEs. This study is expected to serve as a reference for SME players in designing relevant marketing strategies in the era of digital disruption.

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1. INTRODUCTION

In recent years, firms have increasingly adopted green marketing and omnichannel strategies as responses to heightened environmental awareness and digitally fragmented consumer journeys. Omnichannel is considered the post-pandemic new normal, both for retailers and consumer behaviours (Hajdas et al., 2026). The discipline of marketing continues to undergo significant evolution by integrating new theories and contemporary business practices to face complex market dynamics (Kumar et al., 2025). Prior studies suggest that environmentally oriented marketing practices and seamless channel integration can positively influence consumer purchase decisions (Widayanto et al., 2023). In addition, modern supply chains offer various sales channels, including online platforms and physical stores, to meet diverse customer preferences (Khorshidvand et al.,

2025). However, despite widespread managerial adoption, empirical findings regarding their effectiveness remain theoretically and empirically unsettled.

On the one hand, several studies report that green marketing initiatives enhance purchase decisions by strengthening perceived value, ethical alignment, and brand trust (Ragatirta & Tiningrum, 2021) (P. M. Putri & Marlien, 2022). Similarly, omnichannel integration has been found to improve customer experience consistency, thereby facilitating purchase intention and decision-making (Jaswita & Dewintasari, 2025). On the other hand, contrasting evidence indicates that green marketing may generate skepticism when perceived as symbolic or opportunistic, while omnichannel complexity can overwhelm consumers and dilute decision clarity (Sidiq Permono Nugroho et al., 2023). These contradictory findings suggest that the direct influence of green marketing and omnichannel strategies on purchase decisions is not universally stable. Research on green marketing strategies has become very crucial in developing countries, where environmental challenges and the emergence of eco-friendly product markets occur simultaneously (Rehman et al., 2025).

This inconsistency points to a deeper unresolved issue in the literature: the lack of attention to the mechanism through which green marketing and omnichannel strategies are translated into actual purchase decisions (Y. A. Putri et al., 2023) (Nadzarina et al., 2025). Many prior studies treat these strategies as direct antecedents, overlooking the role of marketing innovation dynamics that may condition or mediate their effectiveness. In particular, disruptive marketing innovation characterized by novel value propositions, unconventional communication approaches, and digital experimentation has received limited empirical attention as a bridging mechanism between strategic orientation and consumer behavioral outcomes.

Although omnichannel integration is widely promoted as a strategic necessity in the digital era, empirical evidence remains inconsistent regarding its capacity to directly stimulate purchase decisions. In some contexts, channel integration enhances perceived convenience, while in others it introduces cognitive overload and decision fatigue (Lestari & Huda, 2024). The advantage of omnichannel lies in its ability to improve the convenience and speed of product information access for consumers. Disruptive marketing innovation plays a role in minimizing shopping barriers by increasing perceived consumer control. The use of technology in the retail environment has been proven to enhance decision comfort because technology allows consumers to manage their shopping process independently and effectively (Braxton et al., 2026). This makes omnichannel one of the most relevant marketing strategies in today's digital era.

Previous studies have reported inconsistent findings regarding the influence of green marketing on purchase decisions. Some studies indicate that green marketing significantly influences consumers' purchasing decisions, while other studies find that its effect is not significant. These inconsistencies highlight the need to re-examine the relationship between green marketing and purchase decisions, particularly in the context of environmentally oriented fashion products.

Moreover, most existing studies are conducted in developed markets and focus on mature omnichannel ecosystems, leaving emerging market contexts underexplored. However, according to Wasiq et al., (2024), channel integration through an omnichannel strategy is an initial step towards a more immersive marketing era. The development of digital technology has disrupted traditional marketing practices and has the potential to transform all marketing activities by offering a deeper experience for consumers. This raises questions regarding the generalizability of existing findings, especially in environments where green marketing awareness and omnichannel maturity are still evolving. Consequently, the literature lacks a clear understanding of whether green marketing and omnichannel strategies can effectively drive purchase decisions without innovative marketing mechanisms that translate sustainability and integration into tangible consumer value.

Addressing these gaps, the present study examines the effects of green marketing and omnichannel strategies on purchase decisions by incorporating disruptive marketing innovation as a mediating mechanism. This study contributes theoretically in three ways. First, it clarifies the inconsistent findings regarding the effectiveness of green marketing in driving purchase decisions. Second, it positions disruptive marketing innovation as an explanatory mechanism rather than treating green and omnichannel strategies as purely direct predictors. In this context, disruptive marketing innovation becomes an important instrument for SMEs to rethink how value is created

and delivered to consumers amid changes in distribution paradigms (Carbonara et al., 2024). Third, it provides contextual validation within MSME-based sustainable fashion in an emerging market setting.

Specifically, in the context of environmentally friendly batik of Zie Batik Semarang, the challenge becomes more complex. While sustainability narratives are increasingly embedded in product positioning, many MSMEs lack the strategic capability to transform green orientation into market-driving innovation. This raises a critical question, does green marketing alone suffice to influence purchase decisions, or must it be translated through innovative marketing mechanisms to generate tangible consumer impact.

2. RESEARCH METHOD

Research Design and Object

This study employs a quantitative explanatory design to examine the structural relationships among green marketing, omnichannel strategy, disruptive marketing innovation, and purchase decisions. The primary objective is not merely to describe these constructs, but to test their interrelationships and to evaluate the mediating role of disruptive marketing innovation within a sustainability-oriented business context. Given this objective, a variance-based structural equation modeling approach (PLS-SEM) was selected as the analytical technique.

The choice of PLS-SEM is based on the models investigate mediating effects and predictive relationships rather than confirming long-standing covariance structures, thus making PLS-SEM suitable for theory extension and exploratory prediction (Sohaib et al., 2025). The model investigates mediation effects and predictive relationships rather than confirming a long-established covariance structure, making PLS-SEM suitable for theory extension and exploratory prediction (Salsabila & Sudiro, 2023). The model includes multiple latent variables measured reflectively, requiring simultaneous assessment of measurement and structural components. The sample size is moderate, and PLS-SEM provides more stable parameter estimation under such conditions compared to covariance-based SEM. The empirical setting focuses on Zie Batik Semarang, an environmentally oriented micro, small, and medium-sized enterprise (MSME) engaged in eco-print batik production using natural dyes. Digitalization is now increasingly seen as a strategic means for companies to generate both competitive advantage and environmental advantage (Bendig et al., 2023). The selection of Zie Batik was not based on accessibility considerations, but on its strategic relevance to the research framework (Kumar et al., 2025). The firm represents a sustainability-driven MSME that integrates green positioning with hybrid channel distribution, combining physical retail presence and digital marketplace platforms (Bendig et al., 2023). Moreover, the company actively adopts marketing innovation practices to differentiate itself in a competitive local market.

This positioning makes Zie Batik a relevant contextual case for examining whether sustainability-oriented marketing and omnichannel integration are sufficient to influence purchase decisions directly, or whether their impact operates through marketing innovation mechanisms. While the study is situated within a single organizational context, the analytical focus lies on consumer perceptions and behavioral responses. Therefore, the intended contribution is analytical generalization rather than statistical generalization to all MSMEs. Technological advancements on social trading platforms have facilitated the process from searching to purchasing, creating greater transaction opportunities through channel advantages in the form of convenience and efficiency for users (Azad et al., 2024). The findings aim to refine theoretical understanding of how green and omnichannel strategies function within emerging market sustainability contexts.

Research Population and Sample

The unit of analysis consists of consumers who have purchased Zie Batik products through either offline or online channels. A purposive sampling approach was applied to ensure that respondents possessed adequate experiential knowledge of the brand's sustainability communication and channel integration (Diyah & Anik, 2023). To meet this criterion, respondents were required to have made at least one purchase within the past twelve months and to have been exposed to the brand's marketing activities across different channels.

A total of 97 valid responses were collected and included in the analysis. This sample size satisfies the minimum threshold requirements for PLS-SEM based on the structural model

complexity and the number of predictors directed at the endogenous construct. Although the sample remains modest, bootstrapping procedures were applied to enhance the robustness and stability of parameter estimation (Hair et al., 2017).

Measurement items for all constructs were adapted from established empirical studies in green marketing, omnichannel integration, disruptive marketing innovation, and purchase decision literature. The items were contextually refined to align with the eco-batik MSME setting while preserving their conceptual integrity. All constructs were measured using a five-point Likert scale ranging from strongly disagree to strongly agree.

Data analysis was conducted using a two-stage procedure. The first stage evaluated the measurement model to assess internal consistency reliability, convergent validity, and discriminant validity. The second stage assessed the structural model, including path coefficients, coefficient of determination (R^2), effect sizes, and mediation effects. Bootstrapping with 5,000 resamples was employed to determine the statistical significance and stability of the structural relationships. Through this methodological design, the study aims to provide empirically grounded insights into the structural dynamics linking sustainability orientation, channel integration, and marketing innovation in shaping consumer purchase decisions within an emerging market MSME context.

Data Collection Techniques

This study uses primary and secondary data. Primary data were collected through closed-ended questionnaires distributed online. The questionnaire items were developed based on indicators from previous studies on green marketing, omnichannel, disruptive marketing innovation, and purchase decisions (Sidiq Permono Nugroho et al., 2023). All items were measured using a five-point Likert scale ranging from strongly disagree to strongly agree. The Likert scale is widely used in marketing research to measure perceptions and attitudes because it provides consistent and quantifiable responses (Ferdiana Fasha et al., 2022). Secondary data were obtained from company documents, sales records, and relevant academic literature to strengthen the theoretical foundation and contextual understanding of the research.

Data Analysis Techniques

The collected data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software. PLS-SEM is suitable for predictive research models and complex relationships involving mediating variables (Ariestania & Adriyanto, 2024). Additionally, PLS-SEM is appropriate for studies with relatively small sample sizes and non-normal data distributions (Gosal et al., 2025).

The analysis was conducted in two stages. First, the measurement model (outer model) was evaluated to assess convergent validity, discriminant validity, and reliability. Second, the structural model (inner model) was tested to examine the relationships between latent variables and the mediating effects. Hypothesis testing was conducted using the bootstrapping procedure to obtain t-statistics and p-values as the basis for determining significance.

3. RESULTS AND DISCUSSIONS

Measurement Model Analysis (Outer Model)

Convergent validity testing was conducted to determine the ability of indicators to represent the measured construct. Convergent validity was assessed based on the outer loading value of each indicator.

a. Convergent Validity

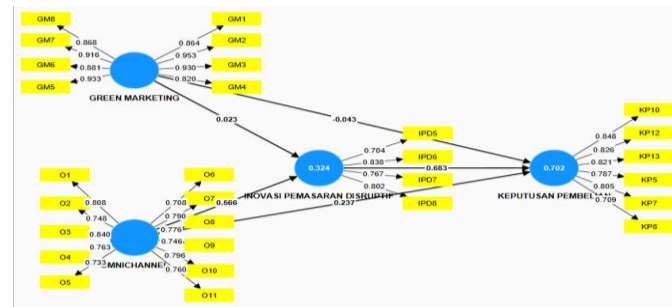


Figure 1. Outer analysis

Convergent validity testing was conducted to ensure that each indicator was able to adequately represent the construct being measured. Convergent validity was assessed based on the outer loading value of each indicator on the green marketing and omnichannel variables. The outer loading test results are presented in Figure 1 and detailed in the following table.

Table 1. Outer loading

Variable	Indicator	Outer Loading	Result
Green Marketing (X1)	GM1	0,864	Valid
	GM2	0,953	Valid
	GM3	0,930	Valid
	GM4	0,820	Valid
	GM5	0,933	Valid
	GM6	0,881	Valid
	GM7	0,916	Valid
	GM8	0,868	Valid
	O1	0,808	Valid
	O2	0,748	Valid
	O3	0,840	Valid
Omnichannel (X2)	O4	0,763	Valid
	O5	0,733	Valid
	O6	0,708	Valid
	O7	0,790	Valid
	O8	0,776	Valid
	O9	0,746	Valid
	O10	0,796	Valid
	O11	0,760	Valid
Disruptive Marketing Innovation (Z)	IPD1	0,704	Valid
	IPD2	0,838	Valid
	IPD3	0,767	Valid
	IPD4	0,802	Valid
Purchase Decision (Y)	KP1	0,848	Valid
	KP2	0,826	Valid
	KP3	0,821	Valid
	KP4	0,787	Valid
	KP5	0,805	Valid
	KP6	0,709	Valid

All indicators in each variable have outer loading values that meet the minimum required limit. This shows that the indicators are able to validly represent the constructs of green marketing, omnichannel, disruptive marketing innovation, and purchasing decisions.

- b. Discriminant Validity, test is seen from the cross loading values. A model shows strong discriminant validity when the cross loading value of each indicator is greater than the indicators of other variables. Here are the cross loading factor values in this study:

Table 2. Discriminant validity

Indicator	Green Marketing	Omnichannel	Disruptive Marketing Innovation	Buying Decision
GM1	0,864	0,141	0,016	0,021
GM2	0,953	0,071	0,088	0,032
GM3	0,930	0,091	0,064	0,030

GM4	0,820	0,145	-0,001	-0,004
GM5	0,933	0,044	0,075	0,011
GM6	0,881	0,087	0,030	0,014
GM7	0,916	0,102	0,055	0,024
GM8	0,868	0,026	0,049	0,005
O1	0,042	0,808	0,402	0,387
O2	0,094	0,748	0,337	0,374
O3	0,088	0,840	0,567	0,603
O4	0,071	0,763	0,417	0,449
O5	0,053	0,733	0,400	0,397
O6	0,099	0,708	0,433	0,502
O7	0,074	0,790	0,344	0,437
O8	0,035	0,776	0,519	0,559
O9	0,066	0,746	0,414	0,436
O10	0,015	0,796	0,015	0,551
O11	0,050	0,760	0,396	0,408
IPD1	0,012	0,391	0,704	0,493
IPD2	0,032	0,508	0,838	0,719
IPD3	0,157	0,438	0,767	0,664
IPD4	0,006	0,424	0,802	0,637
KP1	0,009	0,570	0,752	0,848
KP2	0,022	0,460	0,675	0,826
KP3	-0,018	0,544	0,620	0,821
KP4	0,005	0,476	0,596	0,787
KP5	0,008	0,451	0,649	0,805
KP6	0,087	0,474	0,636	0,709

Based on Table, the cross loading values for each indicator have the highest value on the construct being measured compared to other constructs. Therefore, it can be concluded that all indicators in this study have met the discriminant validity criteria.

- c. HTMT Value, to further assess discriminant validity, the Heterotrait–Monotrait Ratio (HTMT) was examined. HTMT is considered a more stringent criterion for evaluating discriminant validity in PLS-SEM. According to Hair et al., (2017), HTMT values should be below 0.90 to confirm that constructs are empirically distinct. The results of the HTMT analysis are presented in the table below.

Table 3. HTMT value

	Green Marketing	Disruptive Marketing Innovation	Buying Decision	Omnichannel
Green Marketing				
Disruptive Marketing Innovation	0,093			
Buying Decision	0,047	0,965		
Omnichannel	0,107	0,648	0,668	

Based on Table 4, most HTMT values are below the recommended threshold of 0.90, indicating adequate discriminant validity among the constructs. Although the HTMT value between Disruptive Marketing Innovation and Purchase Decision (0.965) exceeds the conservative cutoff, this strong association is theoretically justifiable, as marketing innovation is conceptually expected to have a direct and substantial influence on purchasing decisions within the proposed structural model.

- d. Fornell Lacker Criterion, the outer model test was also evaluated using the Fornell–Larcker criterion. This method requires that the square root of the AVE of each construct is greater than its correlation with other constructs. The Fornell–Larcker results are shown in the table below.

Table 4. Fornell lacker criterion

	Green marketing	Disruptive Marketing Innovation	Buying Decision	Omnichannel
Green Marketing	0,897			
Disruptive Marketing Innovation	0,069	0,779		
Buying Decision	0,023	0,815	0,801	

Omnichannel	0,080	0,568	0,621	0,770
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As shown in Table 5, the square root of the AVE for each construct (Green Marketing = 0.897. Disruptive Marketing Innovation = 0.779; Purchase Decision = 0.801; Omnichannel = 0.770) is greater than the correlations with other constructs. This result confirms that each construct shares more variance with its own indicators than with other constructs, thereby satisfying the Fornell–Larcker criterion and supporting discriminant validity.

- e. Reliability testing was conducted to ensure that each research construct had an adequate level of internal consistency. Construct reliability was evaluated using Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) values. A construct was declared reliable if the Cronbach's Alpha and Composite Reliability values met the minimum requirements, and the AVE value indicated the construct's ability to explain the variance of its indicators. The reliability test results are presented in Table 2 below.

Table 5. Reliability test

Variabel	Cronbach's Alpha	Composite reliability	Average Variance Extracted (AVE)
Green Marketing	0,968	0,970	0,804
Omnichannel	0,931	0,860	0,594
Disruptive Marketing Innovation	0,784	0,914	0,607
Purchase Decision	0,887	0,941	0,641

Reliability testing was conducted to assess the internal consistency of each construct using Cronbach's Alpha and Composite Reliability. According to Hair et al., (2017), a construct is considered reliable if both Cronbach's Alpha and Composite Reliability values exceed the minimum threshold of 0.70. The results show that the Composite Reliability values range from 0.860 to 0.970, while Cronbach's Alpha values range from 0.784 to 0.968. All values exceed the recommended cutoff, indicating satisfactory internal consistency reliability. These findings confirm that the measurement model demonstrates strong reliability, meaning that the indicators consistently measure their respective constructs.

Structural Model Analysis (Inner Model)

Structural model analysis was conducted to evaluate model feasibility and test the relationship between latent variables in accordance with the research hypothesis. The model feasibility evaluation is presented in Figure 2.

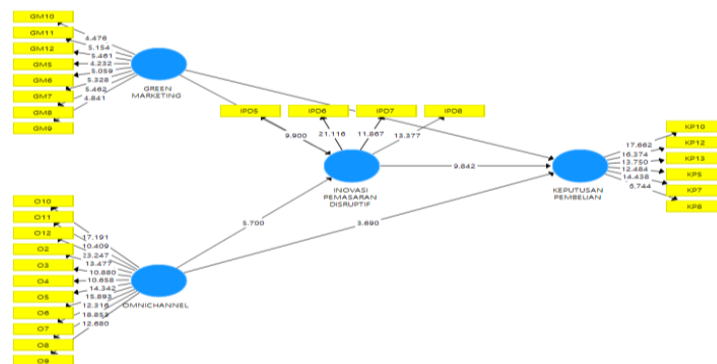


Figure 2. Inner analysis

- a. Model Fit, the overall model fit was assessed using SRMR, NFI, and discrepancy measures (d_ULS and d_G). In PLS-SEM, SRMR values below 0.08 indicate acceptable model fit.

Table 6. Results of model fit testing

	Saturated Model	Estimated Model
SRMR	0,069	0,069
d_ULS	2,073	2,073

	Saturated Model	Estimated Model
d_G	2,827	2,827
Chi-square	1458,697	1458,697
NFI	0,649	0,649

Based on the results, the SRMR value of 0.069 indicates an acceptable level of approximate fit. However, the NFI value of 0.649 does not meet the recommended threshold of 0.90, suggesting that the overall model fit remains relatively weak. Although the model is statistically estimable, its global fit should therefore be interpreted with caution. Although the NFI value is relatively low, PLS-SEM primarily emphasizes predictive ability rather than the global fit index. Therefore, the structural model assessment continues with the evaluation of R^2 , effect size (f^2), and path coefficients.

- b. Collinearity Assessment (VIF), to ensure that the structural model is free from multicollinearity issues, collinearity was assessed using the Variance Inflation Factor (VIF). According to (Hair et al., 2017), VIF values should be below 5.00 (preferably below 3.00) to indicate the absence of collinearity problems. The results of the VIF assessment are presented in the table below.

Table 7. Results of model fit testing

	VIF
Green Marketing -> Disruptive Marketing Innovation	1,006
Green Marketing -> Purchase Decision	1,007
Disruptive Marketing Innovation -> Purchase Decision	1,478
Omnichannel -> Disruptive Marketing Innovation	1,006
Omnichannel -> Purchase Decision	1,481

The results show that all VIF values are below the recommended threshold of 5.00, indicating that multicollinearity is not a concern in this model. Therefore, the structural relationships can be interpreted reliably, and the high effect size found in the model is not caused by collinearity among predictor constructs.

- c. R-Square, determination coefficient (R-Square) testing was conducted to measure the extent to which independent variables explain dependent variables in the research model. The R-Square value shows the proportion of endogenous variable variation that can be explained by exogenous variables in the structural model. The R-Square test results are presented in the following table.

Table 8. Result r-square test

	R-Square	R-Square Adjusted
Disruptive Marketing Innovation	0,324	0,313
Purchase Decision	0,702	0,695

The coefficient of determination (R^2) was assessed to evaluate the explanatory power of the structural model. According to Hair et al., (2017), R^2 values of 0.75, 0.50, and 0.25 can be categorized as substantial, moderate, and weak, respectively. The R^2 value for Disruptive Marketing Innovation is 0.324, with an adjusted R^2 of 0.313. This value falls within the moderate category, indicating that Green Marketing and Omnichannel jointly explain 32.4% of the variance in Disruptive Marketing Innovation. Although the explanatory power is moderate, a substantial portion of variance (approximately 67.6%) is influenced by other factors not included in the model, suggesting that marketing innovation may also be shaped by additional strategic or organizational variables beyond the scope of this study.

Meanwhile, the R^2 value for Purchase Decision is 0.702, with an adjusted R^2 of 0.695. This value approaches the substantial category and indicates strong explanatory power, meaning that 70.2% of the variance in Purchase Decision is explained by Green Marketing, Omnichannel, and Disruptive Marketing Innovation. The higher R^2 value for Purchase Decision compared to Disruptive Marketing Innovation suggests that the model provides stronger predictive capability for consumer purchasing behavior than for innovation perception. However, despite this strong explanatory power, further evaluation using effect size (f^2) and predictive relevance (Q^2) is necessary to confirm the overall robustness of the structural model.

- d. F-Square, effect size testing (F-Square) was conducted to measure the magnitude of the influence of each exogenous variable on the endogenous variable in the structural model. The F-Square value indicates the extent to which an independent variable contributes to increasing the R-Square value of the dependent variable. The results of the F-Square test are presented in the following table.

Table.9. Result f-square test

	<i>Green Marketing</i>	<i>Omnichannel</i>	Disruptive Marketing Innovation	Purchase Decision
<i>Green Marketing</i>			0,001	0,006
<i>Omnichannel</i>			0,471	0,127
Disruptive Marketing Innovation				1,060
Purchase Decision				

The effect size (f^2) is assessed to determine the contribution of each construct to the endogenous variable, where values of 0.02, 0.15, and 0.35 represent small, medium, and large effects (Hair et al., 2017). Green Marketing shows a very small effect on Disruptive Marketing Innovation of 0.001 and on Purchase Decision of 0.006. Omnichannel has a large effect on Disruptive Marketing Innovation of 0.471 but only has a small effect on Purchase Decision of 0.127. Meanwhile, Disruptive Marketing Innovation shows a very large effect on Purchase Decision of 1.060, indicating that it is the main determinant of purchase decision in the model and contributes substantially to the model's explanatory strength. Considering that values above 1.0 rarely occur, VIF was checked to ensure that this effect was not caused by multicollinearity. The VIF results confirmed that collinearity was not an issue. Overall, Disruptive Marketing Innovation plays the most dominant role in explaining Purchase Decisions, while Omnichannel mainly contributes indirectly through its influence on Disruptive Marketing Innovation

- e. Path Analysis, was conducted to test the direct and indirect relationships between variables in the research model. Hypothesis testing was performed by examining the path coefficient values (original sample), T-statistics values, and P-values to determine the significance of the relationships between variables. The results of the path analysis testing are presented in the following table.

Table 10. Hypothesis Test Results Using Path Coefficient Bootstrapping Technique

Hypothesis	Original Sample	Sample Mean	STDEV	T Statistics	P Values
<i>Green Marketing</i> -> Purchase Decision	-0,043	-0,036	0,048	0,893	0,372
<i>Omnichannel</i> -> Purchase Decision	0,237	0,244	0,064	3,690	0,000
<i>Green Marketing</i> -> Disruptive Marketing Innovation	0,023	0,013	0,086	0,272	0,785
<i>Omnichannel</i> -> Disruptive Marketing Innovation	0,566	0,573	0,099	5,700	0,000
Disruptive Marketing Innovation -> Purchase Decision	0,683	0,672	0,069	9,842	0,000
<i>Green Marketing</i> => Disruptive Marketing Innovation	0,016	0,009	0,059	0,272	0,785
<i>Omnichannel</i> -> Disruptive Marketing Innovation -> Purchase Decision	0,387	0,382	0,066	5,882	0,000

Based on the results of hypothesis testing, the path analysis results indicate that Green Marketing does not have a significant effect on either Disruptive Marketing Innovation or Purchase Decision. This suggests that environmentally oriented marketing alone may not strongly influence consumer purchasing decisions in this context, as consumers may prioritize convenience and innovative marketing experiences. In contrast, Omnichannel has a significant positive effect on both Disruptive Marketing Innovation and Purchase Decision. Disruptive Marketing Innovation also shows a strong positive effect on Purchase Decision, indicating its important role in shaping consumer behavior. Furthermore, the mediation analysis reveals that Disruptive Marketing Innovation partially mediates the relationship between Omnichannel and Purchase Decision, as both the direct and indirect effects are significant. Overall, the findings highlight that purchasing decisions are more strongly influenced by innovative marketing strategies and integrated omnichannel experiences than by green marketing alone.

The success of omnichannel in this study shows that the integration of various channels provides hedonic satisfaction for Zie Batik consumers. In contrast, the green marketing carried out may still be informative-rational in nature and has not been able to touch on the emotional aspects of consumers. As explained by (Yong et al., 2025), in the digital marketing environment, emotional factors often have a greater influence on purchasing decisions compared to purely rational considerations.

4. CONCLUSION

This research examines the influence of green marketing and omnichannel strategy on purchasing decisions with disruptive marketing innovation as a mediating variable. The results show that environmentally friendly marketing does not have a significant influence on purchasing decisions. Disruptive marketing innovations show that environmental positioning alone is not yet a primary consideration for consumers. In contrast, omnichannel shows a positive and significant influence on disruptive marketing innovation and purchasing decisions, indicating that the integration of online and offline channels increases convenience and drives consumer purchasing behavior. Additionally, disruptive marketing innovations have a significant positive influence on purchasing decisions, highlighting the importance of innovative marketing strategies in shaping consumer behavior. Mediation analysis reveals that disruptive marketing innovation does not mediate the relationship between green marketing and purchasing decisions, but partially mediates the influence of omnichannel on purchasing decisions. These findings emphasize that integrated marketing channels and innovative marketing approaches play a more important role in influencing consumer purchasing decisions than environmental marketing strategies alone. From a theoretical perspective, this study contributes to the development of sustainable marketing by showing that environmental marketing strategies need to be supported by innovative and digitally integrated marketing approaches to effectively influence consumer behavior in the era of digital disruption. Future research is encouraged to explore potential moderating variables such as environmental concern and perceived value in order to better understand under what conditions green marketing strategies can more effectively influence consumer purchasing decisions.

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