

Green Marketing and Innovation as Drivers of Hybrid Vehicle Purchase Decisions: The Mediating Role of Repurchase Intention

Liana Resti¹, Tonny Rachmatullah², Agun Triwanto³, Wiza Desi Fitria⁴, Alfi Syahri Arief⁵

¹Management, Muhammadiyah University of Kalimantan Timur, 2311102435035

²Management, Muhammadiyah University of Kalimantan Timur, 2411102435013

³Management, Muhammadiyah University of Kalimantan Timur, 2411102435024

⁴Management, Muhammadiyah University of Kalimantan Timur, 2411102435015

⁵Management, Muhammadiyah University of Kalimantan Timur, 2211102435003

Abstract

Purpose: This study aims to examine the effects of green marketing and innovation on hybrid vehicle purchase decisions, with repurchase intention serving as a mediating variable among consumers of the Toyota Kijang Innova Zenix Hybrid in Samarinda, Indonesia.

Design/methodology/approach: A quantitative research design was employed using a survey of 174 hybrid vehicle consumers selected through purposive sampling. Data were collected using a structured questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software to assess both the measurement and structural models.

Findings: The findings indicate that green marketing and innovation positively influence purchase decisions and repurchase intention. In addition, repurchase intention mediates the relationships between green marketing and purchase decision as well as between innovation and purchase decision. These results suggest that sustainable marketing practices and continuous product innovation play important roles in strengthening consumers' purchasing behavior toward hybrid vehicles.

Practical implications: The findings provide valuable insights for automotive manufacturers in designing effective marketing strategies that integrate environmental sustainability with continuous technological innovation. Strengthening green marketing initiatives while enhancing product innovation can increase customer loyalty, encourage repeat purchases, and improve consumers' purchase decisions in the hybrid vehicle market.

Originality/value: This study extends the sustainable marketing literature by integrating green marketing, innovation, repurchase intention, and purchase decision into a single research model within the context of hybrid vehicles in an emerging market. It also highlights the mediating role of repurchase intention in explaining how sustainability-oriented marketing strategies and innovation influence consumers' purchasing decisions.

Paper type: Empirical.

Keywords: Green Marketing, Innovation, Purchase Decision, Repurchase Intention. Hybrid Vehicle

1. Introduction

Growing environmental concerns and the global commitment to sustainable development have significantly transformed consumer behavior and business strategies across various industries, including the automotive sector. Increasing awareness of climate change, carbon emissions, and energy efficiency has encouraged consumers to consider environmental aspects when making purchasing decisions. In response, automotive manufacturers have accelerated the development of environmentally friendly vehicles, particularly hybrid vehicles that combine an internal combustion engine with an electric motor to reduce fuel consumption and greenhouse gas emissions (Ong et al., 2023; Zamil et al., 2023).

The hybrid vehicle market has experienced substantial growth over the past decade due to technological advancements, government incentives, and increasing public awareness of environmental sustainability. Compared with conventional vehicles, hybrid cars offer superior fuel efficiency, lower emissions, and enhanced driving performance, making them an attractive alternative for

environmentally conscious consumers (Doeim et al., 2022; Xie et al., 2022). In Indonesia, the government has also demonstrated its commitment to accelerating the adoption of environmentally friendly vehicles through various policies, including the Circular Letter of the Ministry of Home Affairs No. 003.2/2912/SJ of 2022, which encourages the use of electric and hybrid vehicles within government institutions. These developments indicate that the Indonesian automotive market is gradually shifting toward more sustainable transportation solutions.

Purchase decision represents a consumer's evaluation process in selecting a product among several available alternatives. This decision is influenced by multiple internal and external factors, including product quality, price, brand image, perceived value, technological features, and marketing strategies (Khusaini et al., 2024). In the context of environmentally friendly vehicles, purchase decisions are no longer driven solely by functional benefits but are increasingly shaped by consumers' environmental awareness and perceptions of a company's sustainability commitment (Ong et al., 2023; Zamil et al., 2023). Consequently, identifying the determinants of hybrid vehicle purchase decisions has become an important issue for both researchers and practitioners.

One of the strategic approaches widely adopted by companies to enhance consumers' environmental perceptions is green marketing. Green marketing refers to marketing activities that emphasize environmental responsibility through product development, promotion, pricing, and distribution strategies designed to minimize environmental impacts. Beyond strengthening a company's environmental image, green marketing enhances consumers' trust, perceived environmental value, and willingness to purchase environmentally friendly products (Kiyak & Grigoliene, 2023; Vilkaitė-Vaitonė et al., 2022). Previous studies have demonstrated that effective green marketing strategies positively influence consumers' purchase decisions by improving green brand image and reinforcing environmental credibility (Majeed et al., 2022; Tan et al., 2022).

In addition to green marketing, innovation has become another essential factor influencing consumer purchasing behavior. Innovation enables firms to develop products and technologies that better satisfy consumer needs while creating sustainable competitive advantages (Singh & Aggarwal, 2021; Khan et al., 2020). Within the automotive industry, continuous technological innovation has resulted in hybrid vehicles with improved fuel efficiency, advanced safety systems, enhanced driving comfort, and reduced environmental impacts. Such innovations increase consumers' perceived usefulness and value of hybrid vehicles, thereby encouraging purchase decisions (Doeim et al., 2022; Xie et al., 2022).

Although attracting new customers is essential, maintaining existing customers is equally important for long-term business sustainability. Repurchase intention reflects consumers' willingness to purchase the same product again based on their previous consumption experiences and satisfaction. Prior research has shown that customer satisfaction, perceived value, trust, and product quality significantly contribute to repurchase intention (B.-L. Lin et al., 2022; Guo & Li, 2022). Furthermore, green marketing and product innovation have been found to strengthen customer loyalty and encourage repeated purchasing behavior by increasing consumers' confidence in environmentally friendly products (Majeed et al., 2022; Tan et al., 2022).

Previous studies have extensively examined the relationships between green marketing, innovation, purchase decisions, and repurchase intention. Green marketing has consistently been reported to positively influence green purchasing behavior by enhancing consumers' environmental trust, green brand image, and perceived environmental value (Correia et al., 2023; Parker et al., 2022; Wang et al., 2022). Likewise, product innovation positively affects purchase decisions because innovative products provide greater functional benefits, reduce perceived risks, and create stronger competitive advantages (Doeim et al., 2022; Xie et al., 2022). In addition, repurchase intention has been recognized as an important behavioral mechanism linking consumers' previous experiences with their future purchasing decisions (Wei, 2021; B. Kaur et al., 2022). Nevertheless, empirical evidence regarding the simultaneous effects of green marketing and innovation on hybrid vehicle purchase decisions through repurchase intention remains relatively limited, particularly in the Indonesian automotive market.

One of the most prominent hybrid vehicles currently marketed in Indonesia is the Toyota Kijang Innova Zenix Hybrid, which combines advanced technology, fuel efficiency, and environmentally friendly features. Samarinda represents a relevant research setting because public awareness of sustainable transportation has gradually increased alongside government initiatives promoting low-

emission vehicles. However, consumers' decisions to purchase hybrid vehicles are influenced not only by technological superiority but also by how manufacturers communicate environmental values through green marketing strategies and continuously introduce innovations that meet customer expectations (Oto, 2025).

Based on these considerations, this study aims to examine the effects of green marketing and innovation on hybrid vehicle purchase decisions, with repurchase intention serving as a mediating variable. The findings are expected to enrich the understanding of consumer behavior toward environmentally friendly vehicles and provide practical insights for automotive companies in designing marketing strategies that enhance purchase decisions and strengthen long-term customer loyalty.

2. Literature Review and Hypotheses Development

Green Marketing and Purchase Decision

Green marketing has emerged as an important strategic approach for organizations seeking to respond to increasing environmental awareness among consumers. It encompasses various marketing activities aimed at promoting environmentally friendly products while simultaneously communicating a firm's commitment to sustainability. Effective green marketing enables consumers to recognize the environmental benefits of products, strengthens brand credibility, and enhances consumers' trust in environmentally responsible companies (Kiyak & Grigoliene, 2023; Vilkaitė-Vaitonė et al., 2022).

Previous studies consistently demonstrate that green marketing positively influences consumers' purchasing behavior. Consumers who perceive a company's environmental commitment are more likely to develop favorable attitudes toward its products and ultimately make purchase decisions. Green marketing also enhances consumers' perceptions of product quality and environmental value, thereby increasing the likelihood of purchasing environmentally friendly products (Tan et al., 2022; Majeed et al., 2022). Likewise, Correia et al. (2023), Parker et al. (2022), and Wang et al. (2022) found that green marketing significantly improves green purchase behavior through increased environmental awareness and consumer trust.

In the context of hybrid vehicles, green marketing not only highlights environmental benefits but also communicates economic advantages, such as fuel efficiency and lower emissions. These marketing efforts help consumers perceive hybrid vehicles as both environmentally responsible and economically beneficial, thereby encouraging purchase decisions.

H₁: Green marketing has a positive and significant effect on purchase decisions.

Innovation and Purchase Decision

Innovation represents an organization's capability to develop new products, technologies, and services that provide superior value to customers. In highly competitive industries such as automotive manufacturing, innovation serves as a key determinant of market success by enhancing product performance, improving customer satisfaction, and creating competitive advantages (Singh & Aggarwal, 2021; Khan et al., 2020).

Technological innovation has become one of the primary attractions of hybrid vehicles. Consumers increasingly value advanced features such as improved fuel efficiency, intelligent driving systems, enhanced safety technologies, and lower environmental impacts. These innovations reduce consumers' perceived risks while increasing the perceived usefulness of hybrid vehicles (Doeim et al., 2022; Xie et al., 2022).

Previous empirical studies have consistently reported that product innovation positively influences consumers' purchase decisions because innovative products provide greater functional benefits and create stronger perceptions of product quality and reliability. Consequently, companies that continuously innovate are more likely to attract potential buyers and strengthen their market competitiveness.

H₂: Innovation has a positive and significant effect on purchase decisions.

Green Marketing and Repurchase Intention

Repurchase intention reflects consumers' willingness to purchase the same product again after evaluating previous consumption experiences. It represents one of the most important indicators of customer loyalty because consumers who intend to repurchase generally have positive perceptions toward both the product and the company.

Green marketing contributes to repurchase intention by strengthening consumers' trust in a company's environmental commitment. Consumers who believe that a company genuinely implements environmentally responsible business practices tend to develop stronger emotional attachment and long-term loyalty toward its products. Previous studies have confirmed that green marketing significantly enhances customer satisfaction, trust, and loyalty, which subsequently increase repurchase intention (Tan et al., 2022; Majeed et al., 2022).

Furthermore, environmentally conscious consumers often consider repeat purchases as part of their commitment to sustainable consumption. Therefore, effective green marketing strategies are expected to encourage customers to repeatedly purchase environmentally friendly vehicles.

H₃: Green marketing has a positive and significant effect on repurchase intention.

Innovation and Repurchase Intention

Continuous innovation enables firms to maintain product relevance and satisfy changing consumer needs. Consumers who perceive continuous improvements in product quality and technological advancement are more likely to remain loyal and continue purchasing products from the same company.

Within the hybrid vehicle market, technological innovations improve driving comfort, operational efficiency, safety, and environmental performance. These improvements enhance consumers' overall experiences and strengthen their confidence in the product. Consequently, innovation contributes not only to initial purchase decisions but also to consumers' willingness to repurchase.

Previous studies indicate that innovation positively affects customer satisfaction and loyalty, both of which contribute significantly to repurchase intention (Guo & Li, 2022; B.-L. Lin et al., 2022). Therefore, companies that continuously introduce meaningful innovations are more likely to retain existing customers.

H₄: Innovation has a positive and significant effect on repurchase intention.

Repurchase Intention and Purchase Decision

Repurchase intention represents consumers' behavioral tendency to purchase a product repeatedly based on previous experiences. Consumers with positive purchasing experiences generally develop stronger confidence, lower perceived risks, and higher commitment toward the product or brand.

According to consumer behavior theory, previous experiences significantly influence future purchasing decisions. Positive experiences encourage customers to maintain long-term relationships with the company, while unfavorable experiences reduce the likelihood of future purchases. Wei (2021) and B. Kaur et al. (2022) demonstrated that repurchase intention positively influences consumers' future purchasing behavior because satisfied customers are more willing to continue purchasing products from trusted brands.

In the context of hybrid vehicles, consumers who are satisfied with vehicle performance, fuel efficiency, and environmental benefits are more likely to make subsequent purchasing decisions involving hybrid vehicles.

H₅: Repurchase intention has a positive and significant effect on purchase decisions.

The Mediating Role of Repurchase Intention

Repurchase intention may function as an important psychological mechanism linking green marketing and innovation with purchase decisions. Effective green marketing enhances consumers' environmental trust and satisfaction, which subsequently strengthen their intention to repurchase environmentally friendly products. Likewise, continuous innovation improves consumers' perceptions of product quality and technological superiority, encouraging stronger repurchase intentions that eventually influence future purchase decisions.

Previous studies have suggested that repurchase intention frequently mediates the relationship between marketing strategies and purchasing behavior because it reflects consumers' long-term commitment toward a product or brand (Guo & Li, 2022; Tan et al., 2022; Majeed et al., 2022). Therefore, the indirect effects of green marketing and innovation on purchase decisions through repurchase intention deserve further empirical investigation within the context of hybrid vehicles.

Based on the preceding discussion, the following mediation hypotheses are proposed:

H₆: Repurchase intention mediates the relationship between green marketing and purchase decisions.

H₇: Repurchase intention mediates the relationship between innovation and purchase decisions..

3. Research Method

This study employed a quantitative research design to examine the relationships among green marketing, innovation, repurchase intention, and purchase decision in the context of hybrid vehicle consumers. A quantitative approach was considered appropriate because the primary objective of this study was to test the proposed hypotheses and evaluate the structural relationships among the research variables using Partial Least Squares Structural Equation Modeling (PLS-SEM). The study was conducted in Samarinda, East Kalimantan, Indonesia, focusing on consumers of the Toyota Kijang Innova Zenix Hybrid, one of the most popular hybrid vehicles in the Indonesian automotive market.

The population consisted of consumers who had purchased and used the Toyota Kijang Innova Zenix Hybrid in Samarinda. Since the exact number of hybrid vehicle users was unavailable, this study employed a non-probability sampling technique using purposive sampling. Respondents were selected based on the following criteria: (1) at least 18 years of age, (2) having purchased a Toyota Kijang Innova Zenix Hybrid, (3) having used the vehicle for a minimum of six months, and (4) being willing to participate voluntarily in the survey. A total of 174 valid questionnaires were collected and used for data analysis. This sample size is considered adequate for PLS-SEM analysis because the method is suitable for prediction-oriented studies involving complex structural models with relatively small to medium sample sizes.

Primary data were collected using a structured questionnaire distributed both directly and online to respondents who met the sampling criteria. The questionnaire consisted of two sections. The first section gathered respondents' demographic information, including gender, age, educational background, and occupation. The second section measured the research constructs using indicators adapted from previous studies to ensure content validity. All items were measured using a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree").

The study examined four latent constructs: Green Marketing, Innovation, Repurchase Intention, and Purchase Decision. Green Marketing and Innovation were treated as exogenous variables, Purchase Decision served as the endogenous variable, and Repurchase Intention was specified as the mediating variable. The measurement items for each construct were adapted from established literature to ensure the validity and reliability of the research instrument.

Data analysis was performed using SmartPLS software through the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The analysis consisted of two stages. First, the measurement model (outer model) was evaluated by examining indicator reliability, internal consistency reliability, convergent validity, and discriminant validity using outer loadings, Cronbach's Alpha, Composite Reliability (CR), Average Variance Extracted (AVE), cross-loadings, and the Fornell–Larcker criterion. Second, the structural model (inner model) was assessed by evaluating the coefficient of determination (R^2), predictive relevance (Q^2), effect size (f^2), and path coefficients. Hypothesis testing was conducted using the bootstrapping procedure, where a hypothesis was considered supported if the t-statistic exceeded 1.96 and the p-value was less than 0.05. The mediating role of Repurchase Intention was also examined through bootstrapping by assessing the significance of the indirect effects between Green Marketing and Purchase Decision, as well as between Innovation and Purchase Decision.

4. Result and Discussion

Characteristics of the respondents

A total of 174 valid responses were included in the analysis. The respondents consisted of consumers who had purchased and used the Toyota Kijang Innova Zenix Hybrid in Samarinda. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The analysis was conducted in two stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model).

Table 1. Characteristics of the respondents

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Male	93	53.4
	Female	81	46.6

Characteristic	Category	Frequency (n)	Percentage (%)
Age (years)	30–35	38	21.8
	36–40	47	27.0
	41–45	39	22.4
	>45	50	28.7
Occupation	Government employee	59	33.9
	Private employee	57	32.8
	Entrepreneur	58	33.3
Monthly Income (IDR)	13–15 million	39	22.4
	16–20 million	44	25.3
	21–25 million	49	28.2
	More than 25 million	42	24.1
Total		174	100.0

Source(s): Authors' own creation

Table 1 presents the demographic profile of the respondents. Of the 174 respondents, 93 (53.4%) were male and 81 (46.6%) were female. Most respondents were over 45 years old (28.7%), followed by those aged 36–40 years (27.0%), 41–45 years (22.4%), and 30–35 years (21.8%). Regarding occupation, the respondents were relatively evenly distributed among government employees (33.9%), entrepreneurs (33.3%), and private employees (32.8%). In terms of monthly income, the largest proportion earned IDR 21–25 million (28.2%), followed by IDR 16–20 million (25.3%), more than IDR 25 million (24.1%), and IDR 13–15 million (22.4%).

Outer Model

The research model is analyzed using the Structural Equation Modeling (SEM) method to confirm or test the model, which is a measurement model formulated based on theory. Thus, it can be said that SEM has two areas of focus, namely whether the indicators conceptualized unidimensionally are accurate, consistent, and which indicators predominantly form the construct being studied using SmartPls 3.9 software.

The outer model analysis is conducted to ensure that the measurements used are suitable for being used as measurements (valid and reliable). In this model analysis, the relationship between latent variables and their indicators is specified. The outer model analysis can be seen from several indicators:

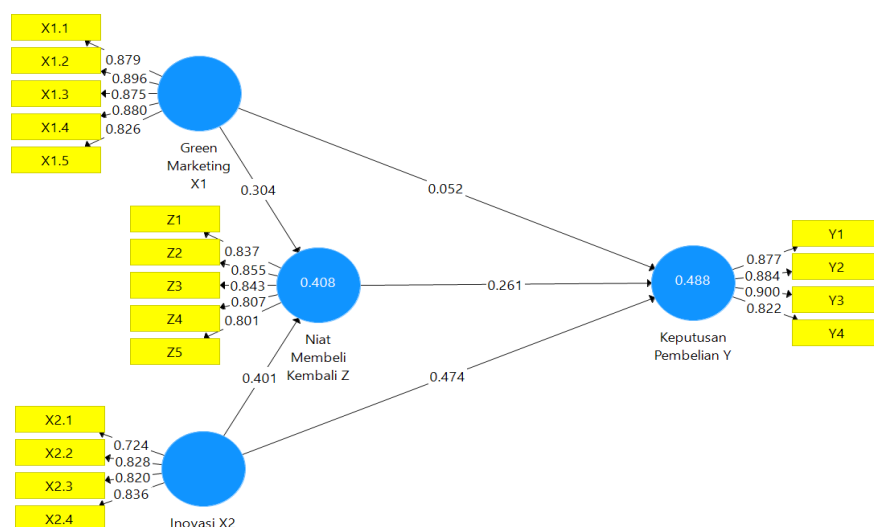


Figure 1. Outer Model
Source(s): Authors' own creation

Measurement Model Assessment

The measurement model was evaluated by examining indicator reliability, internal consistency reliability, and convergent validity. As shown in Table 2, all indicator outer loadings exceeded the recommended threshold of 0.70, ranging from 0.724 to 0.900, indicating that each measurement item adequately represented its corresponding construct. The highest loading was observed for indicator Y3 (0.900), while the lowest loading was recorded for X2.1 (0.724); however, both values remained above the minimum acceptable level recommended by Hair et al. (2022).

Table 2. Measurement Model Assessment

Construct	Items	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Green Marketing	X1.1–X1.5	0.826–0.896	0.921	0.940	0.759
Innovation	X2.1–X2.4	0.724–0.836	0.817	0.879	0.645
Purchase Decision	Y1–Y4	0.822–0.900	0.894	0.926	0.759
Repurchase Intention	Z1–Z5	0.801–0.855	0.886	0.916	0.687

Source(s): Authors' own creation

The results also demonstrated satisfactory internal consistency reliability. Cronbach's Alpha values ranged from 0.817 to 0.921, exceeding the recommended minimum value of 0.70. Similarly, Composite Reliability (CR) values ranged from 0.879 to 0.940, indicating strong construct reliability. Furthermore, the Average Variance Extracted (AVE) values ranged from 0.645 to 0.759, all surpassing the recommended threshold of 0.50. These findings confirm that all constructs exhibit adequate convergent validity and reliability, indicating that the measurement model is appropriate for subsequent structural model analysis.

Structural model assessment

The structural model was evaluated by examining the coefficient of determination (R^2) and the significance of the proposed hypotheses using the bootstrapping procedure in SmartPLS. The coefficient of determination (R^2) was used to assess the predictive accuracy of the structural model by measuring the proportion of variance in the endogenous constructs explained by the exogenous variables.

The results indicate that the R^2 value for Purchase Decision is 0.488, meaning that Green Marketing, Innovation, and Repurchase Intention jointly explain 48.8% of the variance in Purchase Decision, while the remaining 51.2% is explained by other variables outside the proposed research model. Meanwhile, the R^2 value for Repurchase Intention is 0.408, indicating that Green Marketing and Innovation explain 40.8% of the variance in Repurchase Intention, whereas the remaining 59.2% is attributable to other factors not included in this study. According to Hair et al. (2022), these findings indicate that the structural model possesses a moderate level of explanatory power.

The significance of the proposed hypotheses was subsequently assessed using the bootstrapping procedure. The evaluation was based on the path coefficient (β), t-statistic, and p-value for each structural relationship. Following the recommendation of Hair et al. (2022), a hypothesis was considered supported when the t-statistic exceeded 1.96 and the corresponding p-value was below 0.05, indicating a statistically significant relationship between the constructs. The detailed results of the hypothesis testing are presented in the following subsection.

Hypothesis Testing

The analysis of the influence of the variables examined in this study are Green Marketing (X1), innovation (X2), and purchase decision (Y1) on repurchase intention (Z). The analysis is also used to test the research hypothesis. The magnitude of the influence of these variables is displayed in the following table 3.

Table 3. Direct effect

Hipotesis	Hubungan antar variabel	Original Sample (O)	T Statistics (O/STDEV)	P Values
H1	Green Marketing (X1) -> Keputusan Pembelian (Y)	0.052	0.433	0.665
H2	Inovasi (X2) -> Keputusan Pembelian (Y)	0.474	5.740	0.000
H3	Niat Membeli Kembali (Z) -> Keputusan Pembelian (Y)	0.261	3.623	0.000
H4	Green Marketing (X1) -> Niat Membeli Kembali (Z)	0.304	3.234	0.001
H5	Inovasi (X2) -> Niat Membeli Kembali (Z)	0.401	4.469	0.000

Source(s): Authors' own creation

H1: Green Marketing does not have a significant effect on Purchase Decisions.

Green Marketing does not affect Purchase Decisions with an Original Sample value of +0.052. The first hypothesis shows the influence of Green Marketing on Purchase Decisions. The t-statistic value of the influence of Green Marketing on Purchase Decisions is smaller than the t-table value of 1.974, which is 0.433, and the obtained p-value is 0.665, greater than 0.05. Therefore, it can be concluded that H1 is rejected, and it can be concluded that Green Marketing does not have a significant effect on Purchase Decisions.

H2: Innovation has a significant positive effect on Purchase Decisions.

Innovation has a significant positive effect on Purchase Decisions with an Original sample of +0.474, which means that Innovation and Purchase Decisions have a direct relationship. When Innovation increases by one unit, it will cause Purchase Decisions to increase by +0.474. The second hypothesis shows the relationship between the effect of Innovation on Purchase Decisions. The t-statistic value of the effect of Innovation on Purchase Decisions is greater than the t-table value of 1.974, which is 5.740, and the obtained p-value is 0.000, which is less than 0.05. Therefore, it can be concluded that H2 is accepted, and it can be concluded that Innovation has a significant effect on Purchase Decisions.

H3: The Intention to Repurchase has a significant positive effect on Purchase Decisions.

The Intention to Repurchase has a significant positive effect on Purchase Decisions with an Original sample of +0.261, which means that the Intention to Repurchase and Purchase Decisions have a direct relationship. When the Intention to Repurchase increases by one unit, it will cause Purchase Decisions to increase by +0.261. The third hypothesis shows the relationship between the Intention to Repurchase and Purchase Decisions. The t-statistic value of the effect of the Intention to Repurchase on Purchase Decisions is greater than the t-table value of 1.974, which is 3.623, and the obtained p-value is 0.000, which is less than 0.05. Therefore, it can be concluded that H3 is accepted, and it can be concluded that the Intention to Repurchase has a significant effect on Purchase Decisions.

H4: Green Marketing has a significant positive effect on Repurchase Intention.

Green Marketing has a significant positive effect on Repurchase Intention with an Original sample of +0.304, which means that Green Marketing and Repurchase Intention have a direct relationship. When Green Marketing increases by one unit, it will cause Repurchase Intention to increase by +0.304. The fourth hypothesis shows the relationship between the influence of Green Marketing and the Repurchase Intention. The t-statistic value of the influence of Green Marketing on Repurchase Intention is greater than the t-table value of 1.974, which is 3.234, and the obtained p-value is 0.001, less than 0.05. Therefore, it can be concluded that H4 is accepted, and it can be concluded that Green Marketing has a significant positive influence on Repurchase Intention.

H5: Innovation has a significant positive effect on Repurchase Intention.

Innovation has a significant positive effect on Repurchase Intention with an Original sample of +0.401, which means that Innovation and Repurchase Intention have a unidirectional relationship. When Innovation increases by one unit, it will cause Repurchase Intention to increase by +0.401. The

fifth hypothesis shows the influence of Innovation on Repurchase Intention. The t-statistic value of the influence of Innovation on Repurchase Intention is greater than the t-table value of 1.974, which is 4.649, and the obtained p-value is 0.000, which is less than 0.05. Therefore, it can be concluded that H5 is accepted, and it can be concluded that Innovation has a significant positive effect on Repurchase Intention.

The indirect influence analyzed in this study is Green Marketing (X1) and innovation (X2) thru purchase decisions (Y) on repurchase intention (Z). The magnitude of the indirect influence of variable X on Y thru Z is presented in the following table 4:

Table 4. Indirect effect

Hipotesis	Hubungan antar variabel	Original Sample (O)	T Statistics (O/STDEV)	P Values
H6	Green Marketing (X1) -> Niat Membeli Kembali (Z) -> Keputusan Pembelian (Y)	0.079	2.069	0.039
H7	Inovasi (X2) -> Niat Membeli Kembali (Z) -> Keputusan Pembelian (Y)	0.104	3.069	0.002

Source(s): Authors' own creation

H6: Green Marketing thru Repurchase Intention has a significant positive effect on Purchase Decision.

The sixth hypothesis shows the influence of Green Marketing thru Repurchase Intention on Purchase Decision. The t-statistic value of Green Marketing on Repurchase Intention mediated by Purchase Decision is greater than the t-table value of 1.974, which is 2.069, and the obtained p-value is 0.039, less than 0.05. Therefore, it can be concluded that H6 is accepted, and it can be concluded that Green Marketing has a mediating effect between Repurchase Intention and Purchase Decision.

H7: Innovation thru Repurchase Intention has a significant positive effect on Purchase Decision.

The seventh hypothesis shows the influence of Innovation thru Repurchase Intention on Purchase Decision. The t-statistic value of Green Marketing on Repurchase Intention mediated by Purchase Decision is greater than the t-table value of 1.974, which is 3.069, and the obtained p-value is 0.002, less than 0.05. Therefore, it can be concluded that H7 is accepted, and it can be concluded that Innovation has a mediating effect between Repurchase Intention and Purchase Decision.

Discussion

The findings of this study demonstrate that green marketing, innovation, and repurchase intention play important roles in shaping consumers' purchasing behavior toward hybrid vehicles. Overall, the proposed research model confirms that both marketing strategies and technological capabilities contribute to consumers' decisions, either directly or indirectly through the development of repurchase intention. These findings provide additional evidence that consumers increasingly consider environmental values and product innovation when evaluating environmentally friendly vehicles.

The findings indicate that green marketing positively influences purchase decisions. This suggests that consumers are more likely to purchase hybrid vehicles when they perceive that the manufacturer genuinely demonstrates environmental responsibility through its marketing activities. Green marketing not only enhances awareness of environmental issues but also strengthens consumers' trust in the company's commitment to sustainability. As environmental concerns continue to increase, consumers tend to evaluate products not only based on their functional performance but also on their contribution to environmental preservation. This finding is consistent with previous studies by Tan et al. (2022), Majeed et al. (2022), Correia et al. (2023), Parker et al. (2022), and Wang et al. (2022), which reported that green marketing positively affects consumers' purchasing behavior by strengthening environmental awareness, trust, and perceived value.

Innovation was also found to contribute positively to purchase decisions. Consumers perceive technological innovation as an important source of product value because it enhances functionality, improves efficiency, and increases product reliability. In the context of hybrid vehicles, innovations such as fuel-saving technology, advanced safety features, and environmentally friendly performance encourage consumers to view hybrid vehicles as superior alternatives to conventional automobiles. This result supports the arguments of Singh and Aggarwal (2021), Khan et al. (2020), Doeim et al. (2022),

and Xie et al. (2022), who emphasized that continuous innovation enhances product attractiveness and encourages consumers to make purchasing decisions.

The results further indicate that green marketing contributes to the development of repurchase intention. Consumers who perceive a company's environmental commitment are more likely to develop long-term relationships with the brand and demonstrate stronger intentions to purchase its products again. Effective green marketing creates positive experiences and reinforces consumers' confidence that their purchasing decisions contribute to environmental sustainability. This finding is in line with the studies of Tan et al. (2022) and Majeed et al. (2022), which found that environmentally responsible marketing strategies strengthen customer loyalty and encourage repeat purchasing behavior.

Similarly, innovation positively influences repurchase intention. Consumers tend to remain loyal to products that continuously evolve and provide better performance over time. Continuous technological improvements increase customer satisfaction and confidence, making consumers more willing to maintain long-term relationships with the brand. These findings support previous research by Guo and Li (2022) as well as Lin et al. (2022), who argued that product innovation is an important determinant of customer loyalty and repurchase intention.

The findings also suggest that repurchase intention plays an important role in influencing purchase decisions. Consumers who have positive experiences with hybrid vehicles are more likely to continue purchasing similar products because previous satisfaction reduces uncertainty and strengthens confidence in future purchasing decisions. This result supports consumer behavior theory, which proposes that favorable past experiences influence future behavioral intentions. The finding is also consistent with Wei (2021) and Kaur et al. (2022), who reported that repurchase intention serves as an important predictor of future purchasing behavior.

Finally, the findings indicate that repurchase intention functions as an important mechanism through which green marketing and innovation influence purchase decisions. Consumers who appreciate environmentally responsible marketing activities and perceive continuous technological innovation tend to develop stronger intentions to repurchase, which subsequently reinforces their purchasing decisions. This finding highlights the importance of maintaining long-term customer relationships rather than focusing solely on attracting first-time buyers. For automotive companies, particularly those operating in the hybrid vehicle market, integrating sustainability-oriented marketing strategies with continuous product innovation can strengthen customer loyalty and improve long-term purchasing behavior. These findings also enrich the literature on sustainable consumer behavior by demonstrating that repurchase intention serves as an important behavioral pathway linking corporate marketing strategies and technological innovation with consumers' purchasing decisions.

5. Conclusion

This study concludes that innovation and repurchase intention have a positive and significant effect on purchase decisions, while green marketing does not have a significant direct effect. Green marketing and innovation significantly increase repurchase intention, which subsequently mediates their effects on purchase decisions. These findings imply that automotive manufacturers should focus on continuous product innovation while strengthening credible green marketing strategies and customer relationships to encourage repurchase intention. However, this study is limited to 174 Toyota Kijang Innova Zenix Hybrid consumers in Samarinda and examines only three main factors, leaving other potential determinants of purchase decisions unexplored. Future research is therefore recommended to involve broader geographic areas, larger and more diverse samples, different hybrid vehicle brands, and additional variables such as customer satisfaction, perceived value, brand image, price perception, and environmental awareness.

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