

# The Effect of Digital Marketing on Purchase Decisions Through Purchase Intention as an Intervening Variable at The Cafe Kopi Kenangan in Samarinda

Ummu Habibah<sup>1</sup>, Istimaroh<sup>1\*</sup>

<sup>1</sup> Faculty Business and Politics, Universitas Muhammadiyah Kalimantan Timur, Samarinda, 75124, Indonesia

\*Corresponding Author: [iis.istimaroh@gmail.com](mailto:iis.istimaroh@gmail.com)

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## Keywords

Digital Marketing, Purchase Intention, Purchase Decision

## Abstract

This study aims to determine the effect of Digital Marketing on Purchasing Decisions through Buying Intention as an intervening variable at Café Kopi Kenangan Samarinda. Through Buying Intention as an intervening variable at Café Kopi Kenangan Samarinda. Population in the study This study is a consumer who has purchased a product at Café Kopi Kenangan Coffee. This research uses descriptive quantitative type. The sample used in this study amounted to 213 respondents which were taken using the probability sampling method using simple random sampling. The data collection technique was carried out using a questionnaire in the form of a Google Form link. Data processing method The data processing method used in this study was IBM SPSS software and SmartPLS software. The results showed that digital marketing has a positive and significant effect on purchasing decisions, digital marketing has a positive and significant impact on purchase intentions, and digital marketing has a positive and significant effect on purchase intentions. Has a positive and significant impact on purchase intention, purchase intention has a positive and significant effect on purchasing decisions, digital marketing has a positive and significant impact on purchasing decisions through purchase intention as an intervening variable. Purchase decision through purchase intention as an intervening variable.

## 1. Introduction

In this period, business growth is very rapid, which requires human resources to be changed as market prices rise to maximize business growth. Companies that aim to maximize profits will also benefit from this business growth which will help them achieve their goals and expand their market share. Appel et al., (2020) The emergence of digital technology marks the 4.0 industrial revolution and the start of a period of disruption, simplifying processes and lowering prices while changing consumer habits. Several factors contribute to the rapid development of digital technology, including the widespread use of the Internet, evolving smartphone technology, the proliferation of online social networks, the rise of online shopping, and the number of people who have access to the Internet. (Nadya, 2016).

At the end of 2021, Cafe Kopi Kenangan, a food and beverage retail start-up, became one of Indonesia's unicorns. The start-up is valued at around \$1 billion, or nearly 15 trillion. In addition, Cafe Kopi Kenangan became the first competition for market share, which affects consumers' purchasing decisions based on their information and preferences. (Arianto & Satrio, 2020).

F7B New Retail Company unicorn in Southeast Asia with a Series C fundraising of US\$ 94 million or IDR 1.44 trillion. Cafe Kopi Kenangan, according to Crunchbase, has raised a total of IDR 5 trillion (US\$333 million) from 17 investors, including Sequoia Capital and Alpha JWC, who each contributed an initial investment of IDR 5 trillion in 2018 (Falerina, 2022). In 2020, Cafe Kopi Kenangan's sales reached a percentage of 39.9%, but this percentage decreased in 2021 by reaching 36.7%, then Cafe Kopi Kenangan experienced an increase in sales again in 2023 by reaching 42.6%. This success made Cafe Kopi Kenangan win Top Brand and beat several of its competitors such as Soul Promise, Kulo, and Fore (Top Brand Awards, 2024).

Furthermore, digital marketing is a marketing strategy companies use to promote their products or services through electronic media on the Internet. Products or services through electronic media on the internet. In digital marketing, companies use various types of electronic media, such as websites, social media, email, and mobile applications, to interact with potential consumers and influence their purchasing decisions (Alma, 2018; Arnes & Toto, 2020). According to Olson et al., (2021), digital marketing can also be defined as the way companies utilize digital technology to create and sell their products to the intended target market. In today's digital era, companies can use various forms of electronic media to reach a wider audience and increase the effectiveness of their marketing campaigns. The strong digital push has changed the way retail sales are conducted. Digital retail sales are now considered an important sales channel for consumers, not just an alternative to traditional shopping.

Purchasing decisions involve two or more choices before buying a product or service. Product or service. This means that consumers must have several choices available before they can make the right purchase decision according to their needs and preferences (Kotler & Keller, 2008). When making a purchase, customers often think of a specific goal or desired action. The next step is for customers to decide what actions to take to achieve the goal. (Yoestini & Rahma, 2007). According to Indrawijaya, (2012), it is further stated that the analysis or recognition of desires and ideals, together with post-purchase behavior, constitutes a problem-solving process. Post-purchase behavior is a problem-solving process that is part of the purchase choice.

Then purchase interest is a factor that influences a person's behavior in using or buying something. Something. At this stage, consumers are introduced to various brands or options, and they make purchasing decisions based on their preferences and considerations of the preferred product or service. Purchase decisions based on their preferences and considerations for the preferred product or service. According to Kotler & Keller, (2003) Purchase interest can be defined as the entire consumer experience in studying, sorting, using, and making decisions to buy a product. And making decisions to buy a product. This can also mean that consumer behavior will show the attitude of buying interest rather than the consumer himself. According to Schiffman & Kanuk, (2004) Outlines several elements that can attract consumers to buy a product, including exposure to advertising, knowledge of product features and benefits, and familiarity with product features and benefits. About product features and benefits, product familiarity, and proper assessment of alternatives. When thinking about the cultural and social aspects of marketing, these are also taken into account.

Another reason why this research was conducted was that there was previous research that provided results different; Saputra & Ardani, (2020), stated that digital marketing has a significant and positive effect on purchasing decisions, while Yolanda et al., (2022) Found the opposite. This attracts people's interest researchers to study the impact of digital marketing on consumer behavior. On the other hand, research by Pangkey et al., (2019) Show that digital marketing significantly increases purchase intentions, but this is also In contrast to research conducted by Chaffey et al., (2019) Which shows that digital marketing is not influential. Significant impact on the Purchase Intent of digital marketing design layout.

Based on the explanation above, the research entitled "The Effect of Digital Marketing on Purchasing Decisions through Purchase Intention at Kenangan Merak Coffee Cafe in Samarinda" is interesting to research further. Through Purchase Intention as an Intervening Variable at Kenangan Merak Coffee Cafe in Samarinda" is interesting to study further.

According to research quoted from Fauziyyah, (2020), digital marketing does influence purchasing decisions. Customers. It is also possible to increase sales by promoting products using more digital marketing tactics. Digital marketing tactics. Digital marketing has a beneficial influence on purchasing choices, according to research (Laluyan et al., 2019; Saputra & Ardani, 2020). Previous research corroborates the findings of this study. Jain (2020); Kanapathipillai, (2021); Kleijen, (2020) Found that the implementation of digital marketing strategies facilitates interaction between marketers and consumers, which in turn has an impact on consumer decision-making consumers.

Based on the formulation of the hypothesis above, the conclusions that can be drawn are as follows:

**H1: Digital Marketing has a positive and significant effect on Purchasing Decisions**

The results of various previous studies conducted by Albi, (2020) Claim that online advertising has the power to influence consumer desire to make purchases. Has the power to influence consumers' desire to make purchases. Digital marketing that is run by the company makes customers want to buy more goods. In addition, Saputro, (2018) confirmed the findings of Nawaz & Kaldeen, (2020) And other researchers that digital marketing has a significant effect on consumers' tendency to make purchases. Agha et al., (2021) Reinforced these findings.

Chaudhuri, (2020) Also states that customer trust attitudes and purchase propensity are positively influenced by the implementation of social media marketing tactics. Positively influenced by the implementation of successful social media marketing tactics. This allows a business to achieve the expected results and expected results and be able to convey messages to its consumers which will ultimately increase customer engagement and drive consumer purchase intentions.

Based on the formulation of the hypothesis above, it can be concluded that:

**H2: Digital Marketing has a positive and significant effect on Purchase Intention**

Previous studies covering similar topics have found a favorable or statistically significant correlation between purchase intention and purchase decision. Wicaksono & Mudiantono, (2017) Found that consumer purchase intentions have a significant influence on actual purchasing behavior (purchase decisions). Purchase decision). In addition, Manongko, (2011) Found something similar in his research, namely purchase intention has a significant effect on purchasing choices. Significant on purchasing choices. The research conducted by Kharisma & Hutasuhut, (2019) and Adriana & Ngatno, (2020) Found that purchase intention affects purchasing decisions.

Based on the formulation of the hypothesis above, it can be concluded that:

**H3: Purchase Intention has a significant effect on Purchasing Decisions**

Furthermore, since social media is a component of digital marketing and a reference variable, the researcher used it to formulate this hypothesis. Used it to formulate this hypothesis. Kurniasari & Budiarmo, (2018) Cite the work of other researchers who found that consumers' purchase intentions mediate the relationship between social media marketing and their actual purchases. Social media marketing and their actual purchases. In addition, Rahman, (2019) Research shows that purchase intention mediates the influence of favorable and substantial marketing materials on purchase choices. On purchasing choices. The results of Setyawati et al., (2022) Reinforce these findings, showing that digital marketing influences purchase choices through purchase intentions. Digital marketing is a determinant of consumer purchasing decisions.

Based on the formulation of the hypothesis above, it can be concluded that:

**H4: Digital Marketing has a positive and significant influence on Purchasing Decisions mediated by Purchase Intention**

## 2. Research Methodology

The research begins with planning, data collection, data processing, data analysis, and article writing. This research is quantitative research, namely to determine and analyze the effect of exogenous variables on endogenous variables through intervening variables. Exogenous variables include Digital Marketing (X), endogenous variables are purchasing decisions (Y), and intervening variables are purchase intentions (Z). The indicators of each variable are, namely, indicators of digital marketing variables (X): ease of finding information, interesting content, and content that is easy to understand. Then the indicators of the purchase decision variable (Y): are product choice, brand choice, purchase time, and payment method. Then the purchase intention variable indicator (Z): store quality and service. In this study, researchers did not have definite information regarding the number of populations to be studied, therefore to determine the sample size needed in the study, the formula used was the Lemeshow formula (Lemeshow et al., 1997).

## 3. Result and Discussion

### 3.1 Data on Respondent Characteristics

**Table 1** Characteristics of Respondents

Characteristic	Frequency	Percentage (%)
Gender		
Male	21	21
Female	79	79
<b>Total</b>	<b>100</b>	<b>100</b>
Age		
18-20 Years Old	12	12
21-23 Years Old	72	72
24-26 Years Old	16	16
<b>Total</b>	<b>100</b>	<b>100</b>
Domicile in Karawang		
Yes	100	100

No	0	0
<b>Total</b>	<b>100</b>	<b>100</b>
Job		
Students	38	38
Government Employees	0	0
Private Sector Employees	40	40
Businessman	4	4
Etc	18	18
<b>Total</b>	<b>100</b>	<b>100</b>
Monthly Income		
< Rp 1,000,000	24	24
Rp 1,000,000-Rp2,500,000	17	17
Rp 2,500,000- Rp 4,500,000	20	20
Rp 4,500,000- Rp 6,500,000	24	24
Rp 6,500,000- Rp 8,500,000	8	8
> Rp 8,500,000	7	7
<b>Total</b>	<b>100</b>	<b>100</b>
Long As BCA Customer		
< 1 Years	22	22
1-3 Years	45	45
3-5 Years	21	21
> 5 Years	12	12
<b>Total</b>	<b>100</b>	<b>100</b>

Based on the respondent characteristics data listed in table 1 above, it can be seen that 100 respondents (100%) are people living in Karawang who use BCA Bank. Based on gender, it shows that 21 respondents (21%) are men and 79 respondents (79%) are women. This implies that the majority of respondents are women. As for the highest age, namely 21-23 years old, there are 72 people (72%). Meanwhile, the majority of respondents' jobs are private sector employees, namely 40 people (40%) with income earned from 4.5 million to 6.5 million and less than 1 million with balanced survey results, namely 24 people (24%) respectively. The majority of respondents, 45 people (45%), have been BCA Bank customers for approximately 1 to 3 years.

### 3.2 Descriptive Analysis of Perception, Literacy and Green Banking Variables

As stated in Nugraha (2019) to carry out descriptive analysis of measurements, can use a range of scales and interpretation categories for each variable which can be seen from the class intervals. The results of the descriptive analysis are known as in the following table:

**Table 2 Variable Descriptive Statistics**

Variable	Indicator	Mean	Category
<b>Perception (X1)</b>	Customer Understanding	3.84	Good
	Customer Assessment	4.12	Good
	Response or Response	4.02	Good
	Customer Trust	3.94	Good
<b>Total Average</b>		<b>3.98</b>	<b>Good</b>
<b>Literacy (X2)</b>	Customer Knowledge	3.91	Good
	Customer Capabilities	4.17	Good
	Customer Attitudes and Behavior	4.25	Very good
<b>Total Average</b>		<b>4.11</b>	<b>Good</b>
<b>Green Banking(Y)</b>	Paperless	4.15	Good
	Green Rewards	4.04	Good
	Environmental Awareness	3.79	Good
	Training and Education	3.79	Good
	Green Strategic Planning	3.84	Good
	Green Buildings	3.96	Good
<b>Total Average</b>		<b>3.95</b>	<b>Good</b>

Based on the results of descriptive analysis as in table 2, it shows that the average respondent's assessment of customer perceptions is 3.98. This shows that the perception of BCA bank customers is of good value in terms of understanding, assessment, responses, as well as customer trust, which will influence the implementation of BCA Green Banking. The average respondent score for customer literacy was 4.11 and this variable had the highest score among the other variables. Therefore, customer literacy is good in terms of knowledge, abilities as well as customer attitudes and behavior which has been assessed as good so that it will greatly influence the implementation of BCA Green Banking. And for the implementation of Green Banking, BCA showed that the average score of respondents was 3.95, which means it was considered good in terms of the implementation of paperless, green rewards, environmental awareness training and education, green strategic planning, and green building.

### 3.3 Convergent Validity Test

Based on Mashuri & Generous (2022), Convergent validity is determined by examining the loading factor value, where each indicator must have a minimum value of 0.70 for the construct. From the data presented in Figure 1, all values show numbers greater than 0.70. Thus, it can be concluded that the measurement has met the established convergent validity criteria.

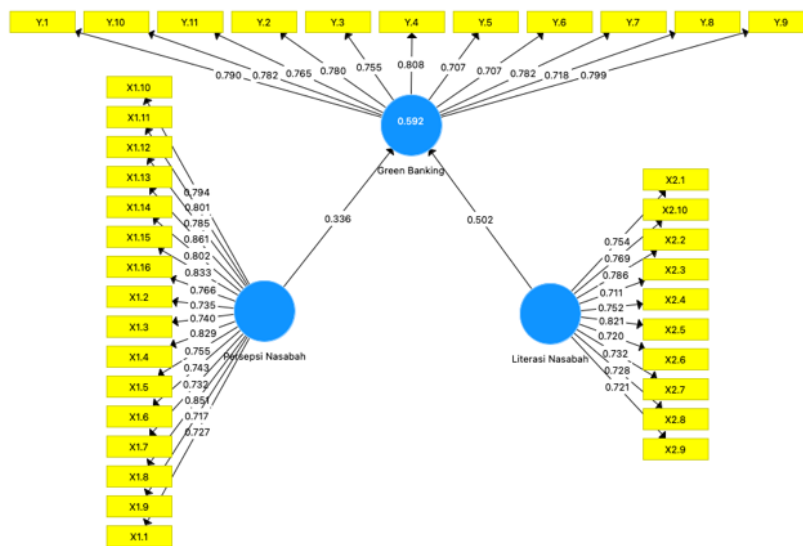


Fig. 1 Output Loading Factor Modeling

In this case, an indicator is considered valid as a suitable measuring instrument if the Outer Loading value is > 0.70. The outer loading results of convergent validity between indicators and variables are known through the following table:

Table 3 Output Result for Outer Loading

Perception (X <sub>1</sub> )		Literacy (X <sub>2</sub> )		Green Banking (Y)	
Indicator	Outer Loading	Indicator	Outer Loading	Indicator	Outer Loading
X1.1	0.727	X2.1	0.754	Y1	0.79
X1.2	0.735	X2.2	0.786	Y2	0.78
X1.3	0.74	X2.3	0.711	Y3	0.755
X1.4	0.829	X2.4	0.752	Y4	0.808
X1.5	0.755	X2.5	0.821	Y5	0.707
X1.6	0.743	X2.6	0.72	Y6	0.707
X1.7	0.732	X2.7	0.732	Y7	0.782
X1.8	0.851	X2.8	0.728	Y8	0.718
X1.9	0.717	X2.9	0.721	Y9	0.799
X1.10	0.794	X2.10	0.769	Y10	0.782
X1.11	0.801			Y11	0.765
X1.12	0.785				
X1.13	0.861				
X1.14	0.802				
X1.15	0.833				
X1.16	0.766				

Based on table 3, it shows that all indicator values show results > 0.70, which indicates that the measurement has met convergent validity standards or the indicators above are declared valid and suitable for use for research.

### 3.4 Discriminant Validity Test

Refer to Kurniati (2020), to assess discriminant validity, it can be seen through the square root of average variance extracted (AVE) value, where the recommended value must be > 0.50. The results of the discriminant validity test based on the AVE value can be found in the table below:

**Table 4** *Discriminant Validity Test through AVE (Average Variance Extracted) values*

Variable	Average Variance Extracted (AVE)
Perception	0.610
Literacy	0.563
Green Banking	0.583

Based on table 4, the AVE value for all variables exceeds 0.50. Perception has an AVE value of 0.610, Literacy has an AVE value of 0.563, and Green Banking has an AVE value of 0.583. Therefore, it can be concluded that all Perception, Literacy and Green Banking variables have AVE values exceeding > 0.50. Thus, this means that all construct variables have been proven valid or it can be said that the construct is able to explain the variation in the items.

### 3.5 Reliability Test

According to Sarwono and Narimawati in Wibisono et al (2020) states that a variable can be said to have good reliability if the Composite Reliability value and Cronbach's Alpha value are > 0.7 each.

**Table 5** *Composite Reliability and Cronbach's Alpha values*

Variable	Cronbach's Alpha	Composite Reliability	Description
Perception	0.957	0.961	Reliable
Literacy	0.914	0.928	Reliable
Green Banking	0.928	0.939	Reliable

Table 5 reveals satisfactory results regarding Cronbach's Alpha values, where Perception is 0.957, Literacy reaches 0.914, and Green Banking is at 0.928. Meanwhile, the Composite Reliability value recorded for Perception was 0.961, Literacy 0.928, and Green Banking 0.939. The conclusion from these results confirms that each variable in the study has a good level of reliability, with Cronbach's Alpha and Composite Reliability values all exceeding the threshold of 0.7. This indicates that these variables have a good level of reliability.

### 3.6 R-Square Results (Inner Model)

The accuracy of the model is checked through a series of tests. The first test involves evaluating the R-square value, which is based on Ghozali & Latan Dalam Mashuri & Generous (2022), a value of 0.75 indicates a strong model, a value of 0.50 indicates a fairly moderate model, and a value of 0.25 indicates that the model is weak.

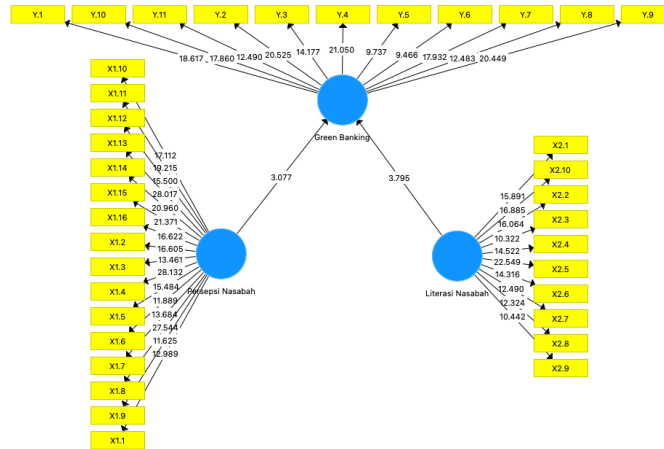
**Table 6** *R-square*

	R Square
Green Banking	0.592

Based on table 6. Proving that the R square value for the Green Banking variable is 0.592, it can be said that the model is quite moderate. These results also show that 59.2% of the Green Banking variable can be influenced by the Perception variable and the Literacy variable.

### 4. Hypothesis Testing

The hypothesis testing process is carried out by testing the significance of the direct influence of the independent variable on the dependent variable. This test utilizes the Structural Equation Modeling Partial Least Squares (SEM PLS) method, where the Bootstrapping process is implemented using smartPLS 3.2.9 software. The findings from hypothesis testing are presented in Figure 2 below:



**Fig. 2** Output Result of Bootstrapping Modeling  
Source: SmartPLS3 Output Results (2024)

As stated in Yurindera (2022), hypothesis testing in SEM PLS can be done by examining the t-statistic and probability values. A research hypothesis is declared accepted if the t-statistic value is greater than 1.984 and the probability value is less than 0.05. The results of the analysis show that there is a significant influence of exogenous variables on endogenous variables as explained below:

**Table 7** Results of Bootstrapping Calculation of Research Data

	Original Sample	T Statistics	P Values
Perception -> Green Banking	0.336	3.077	0.002
Literacy -> Green Banking	0.502	3.795	0.000

Table 7 shows that the t-statistic value for the customer perception variable regarding the implementation of green banking is  $3.077 > t\text{-table } 1.984$  with the original sample value having a positive result of 0.336. So, it can be stated that the relationship between the Perception variable ( $X_1$ ) and the Green Banking variable ( $Y$ ) has a positive direction. Meanwhile, the significance gain value is  $0.002 < 0.05$ . So,  $H_1$  in this research is accepted, which means that the Perception variable ( $X_1$ ) with its indicators can be said to have a significant effect on the Green Banking variable ( $Y$ ) with its indicators. Then the t-statistic value for the literacy variable regarding the implementation of green banking is  $3.795 > t\text{-table } 1.984$  with the original sample value having a positive result of 0.502. So, it can be stated that the relationship between the Literacy variable ( $X_2$ ) and the Green Banking variable ( $Y$ ) has a positive direction. Meanwhile, the significance gain value is  $0.000 < 0.05$ . So,  $H_2$  in this research is accepted, which means that the Literacy variable ( $X_2$ ) with its indicators can be said to have a significant effect on the Green Banking variable ( $Y$ ) with its indicators.

#### 4.1 The Influence of Customer Perceptions on the Implementation of Green Banking

Referring to the calculation results of the statistical analysis carried out, it was found that there was a significant positive influence between the Customer Perception variable on the implementation of Green Banking at BCA Bank. The results of this research were strengthened by partial testing, with a t-statistic value of  $3.077 > t\text{-table } 1.984$ , with the original sample value having a positive result of 0.336. So, it can be stated that the relationship between the Perception variable ( $X_1$ ) and the Green Banking variable ( $Y$ ) has a positive direction. Meanwhile, the significance gain value is  $0.002 < 0.05$ . Thus, the hypothesis in this research is accepted, which means that the Perception variable ( $X_1$ ) with its indicators can be said to have a significant effect on the Green Banking variable ( $Y$ ) with its indicators.

These results support the research results Angel Natalia Haurissa & Nurhayati (2022) which found that there was a significant influence between Customer Perceptions on the implementation of BNI Green Banking. There are other research results that support the study Pariag-Maraye et al (2019) regarding green banking also shows that customers' views of banks in Mauritius generally create positive perceptions regarding the efficiency of "Green Banking" implemented by banks through various green bank products and funding schemes. On research Chandran & Sathiyabama (2020) also stated that customer perceptions of the implementation of Green Banking are positive, as evidenced by survey results showing that 41% of respondents think that Green Banking is important.

This shows that positive customer perceptions can develop and encourage active participation in green banking practices adopted by BCA Bank. Customers will see banks that are committed to green banking practices as institutions that have a good reputation in terms of environmental sustainability. This positive reputation can increase customer trust in the bank and influence their decisions in choosing a bank for transactions or investments.

## 4.2 The Influence of Customer Literacy on the Implementation of Green Banking

Referring to the calculation results of the statistical analysis carried out, it was found that there was a significant positive influence between the Customer Literacy variable on the implementation of Green Banking at BCA Bank. The results of this research were strengthened by partial testing, where the t-statistic value was  $3.795 > t\text{-table } 1.984$ , with the original sample value having a positive result of  $0.502$ . So, it can be stated that the relationship between the Literacy variable ( $X_2$ ) and the Green Banking variable ( $Y$ ) has a positive direction. Meanwhile, the significance gain value is  $0.000 < 0.05$ . Thus, the hypothesis in this research is accepted, which means that the Literacy variable ( $X_2$ ) with its indicators can be said to have a significant effect on the Green Banking variable ( $Y$ ) with its indicators.

These results support the research results Sri Rahayu et al (2023) which states that increasing literacy results in success in dedication and active participation in green banking sustainability initiatives. The results of other research that support this include the study Ellahi et al (2023) which states that customer literacy appears to have a significant positive impact on environmentally friendly banking awareness in the selected sample.

This indicates that with good customer literacy in understanding green banking, customers can better understand the financial and environmental impact of their investment decisions. Customers can recognize how their investments can support green banking projects that have a positive impact on the environment. So that's it can increase knowledge and involvement of the community, especially Gen-Z, in implementing a sustainable and environmentally friendly banking concept and supporting green banking practices carried out by BCA Bank.

## 5. Conclusion

From data analysis and discussion using the Smart Partial Least Square (PLS) method, the following conclusions can be drawn overall:

1. A positive and significant influence was found between customer perceptions of the implementation of Green Banking at BCA Bank. These results are proven by the results of the research statistical analysis, which shows the t-statistic value is greater than the t-table, with the original sample value being positive and significant. This is strengthened by the results of the overall descriptive analysis value, namely customer perception which produces a score of 3.98, which shows that the perception of BCA bank customers is good in terms of understanding, assessment, response or response, as well as customer trust, thus influence the implementation of BCA Green Banking.
2. A positive and significant influence was found between customer literacy on the implementation of Green Banking at BCA Bank. These results are proven by the results of the research statistical analysis which shows the t-statistic value is greater than the t-table with the original sample value being positive and significant. This is strengthened by the results of the overall descriptive analysis value, namely customer literacy which produces a value of 4.11, which shows that BCA bank customer literacy is of good value in terms of knowledge, abilities and customer attitudes and behavior which has been assessed as good so that it will greatly influence the implementation of BCA Green Banking.

## 6. Implications

From the analysis carried out and the conclusions drawn from this study, it was identified that factors in implementing green banking, such as customer perception and literacy have an impact on the implementation of green banking. In connection with these findings, researchers suggest several recommendations for future research, which are outlined as follows:

1. It is recommended for BCA Bank continue to be committed to implementing the green banking concept as a way to increase customer interest and company image. Apart from that, BCA Bank is advised to always provide educational programs to employees and customers as a form of responsibility towards the environment. This is a concern because customer perception and literacy influence the extent to which BCA Bank introduces and implements green banking.
2. It is hoped that researchers who wish to continue further studies will utilize the findings from this study as a basis for the literature and expand the study by adding variables that have not been explored in this research. The limitations of this research lie in the use of variables that only focus on perception and literacy variables, so researchers in the future can increase coverage by examining other variables that are relevant in the context of green banking.

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## Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

## Author Contribution

The authors confirm contribution to the paper as follows: **study conception and design:** Fiska Anggraini, Uus Mohammad Darul Fadli, Ery Rosmawati; **data collection:** Fiska Anggraini, Ery Rosmawati; **analysis and interpretation of results:** Fiska Anggraini, Uus Mohammad Darul Fadli, Ery Rosmawati; **draft manuscript preparation:** Fiska Anggraini, Ery Rosmawati. All authors reviewed the results and approved the final version of the manuscript.

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