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Title	THE INFLUENCE OF GREEN MARKETING, SOCIAL MEDIA MARKETING, AND VIRAL MARKETING ON THE DECISION TO PURCHASE THRIFTING CLOTHES AMONG STUDENTS OF THE FACULTY OF ECONOMICS AND MARITIME BUSINESS RAJA ALI HAJI MARITIME UNIVERSITY
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THE INFLUENCE OF GREEN MARKETING, SOCIAL MEDIA MARKETING, AND VIRAL MARKETING ON THE DECISION TO PURCHASE THRIFTING CLOTHES AMONG STUDENTS OF THE FACULTY OF ECONOMICS AND MARITIME BUSINESS RAJA ALI HAJI MARITIME UNIVERSITY

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ABSTRACT

This study aims to determine whether Green Marketing, Social Media Marketing, and Viral Marketing have an influence on Thrifting Clothing Purchase Decisions for Students of the Faculty of Economics and Maritime Business, Raja Ali Haji Maritime University. The population used is students of the Faculty of Economics and Maritime Business, Raja Ali Haji Maritime University, class of 2021 who have purchased Thrifting clothing at least once and used Thrifting clothing products, and have made purchases at 5 Thrifting clothing stores such as Aalisha Collection, AurellyaPL, Thrfit For You, 27 Thav, and Thrift Adel, and actively use social media that is relevant to Thrifting clothing trends. This study took sample data from 125 respondents with the determination of the sampling technique, namely non-probability sampling or sampling with certain criteria (purposive sampling). The type of research is quantitative research. The study was conducted using SPSS version 24. The study showed that the results of the t-test or partial test stated that the variables Green Marketing, Social Media Marketing, and Viral Marketing had a significant effect on Purchasing Decisions. Meanwhile, the results of the F-test or simultaneous test stated that the variables Green Marketing, Social Media Marketing, and Viral Marketing had a significant effect on Purchasing Decisions for Students of the Faculty of Economics and Maritime Business, Raja Ali Haji Maritime University.

Keywords: Green Marketing, Social Media Marketing, Viral Marketing, and Purchasing Decisions.

INTRODUCTION

Background

Rapid advances in fashion have fueled consumers' desire to express themselves through their clothing choices. In the decision-making process, consumers evaluate various alternatives based on their needs, desires, and perceptions of the brand.(Pertiwi and Sulistyowati, 2021)The increasing concern of clothing waste is a major driver for consumers to switch to sustainable fashion clothing. Sustainable fashion clothing involves repurposing old clothes into new ones or recycling them to give them a new look. Sustainable clothing is characterized by high quality, ensuring longevity.(Endrayana and Retnasari, 2021)Clothing waste occurs because clothes are rejected or out of trend, and business owners resell these products at more affordable prices.(Fauziah and Setiawan, 2022). Thrifting can reduce clothing waste(Mahendra and Hakimah, 2023).

The initial survey was conducted among students of the Faculty of Maritime Economics and Business at Raja Ali Haji Maritime University and became an interesting subject in the context of sustainable fashion clothing.

Source: Processed data, 2024

Figure 1. Initial Survey Results Regarding Perceptions of Sustainable Fashion Clothing Thrifting to FEBM UMRAH Students

Figure 1 shows the significant perception of sustainable fashion in the thrifting clothing trend among students of the Faculty of Maritime Economics and Business at Raja Ali Haji Maritime University. Thirty respondents (100%) stated that they were aware that the existence of thrifting clothing products contributes to environmental protection and sustainable fashion.

*Thrift*Thrifting is a used item that has value, is still in usable condition, and is worth selling. Thrifting clothing is becoming increasingly popular among young people, driven by the desire to look unique and economic factors. The emergence of thrift shops through social media and e-commerce has reinforced this phenomenon.(Fauziah and Setiawan, 2022).

An initial survey on green marketing, showed that students of the Faculty of Economics and Maritime Business at Raja Ali Haji Maritime University indicated that Thrifting clothing products are sustainable and businesses lack sustainability content messages through social media related to Thrifting clothing which is a problem in green marketing can

cause a decrease in purchasing decisions and still needs to be improved in convincing consumers about Thrifting clothing. Purchasing decisions are influenced by green marketing. Green marketing can change consumer behavior, encourage them to choose products in increasing environmental awareness of sustainability, minimizing environmental problems and increasing sales in businesses.(Kirana et al., 2024). Supported by previous research fromMahendra and Hakimah (2023)shows that green marketing has a positive influence on purchasing decisions. Other research results fromHermawan et al. (2023)shows that green marketing has no influence on purchasing decisions.

A preliminary survey on social media marketing revealed a lack of social media marketing strategies for thrifting clothing businesses, and the need for more comprehensive information about thrifting clothing on social media. Purchasing decisions are influenced by social media marketing. Various features through social media allow sellers to promote products directly, without face-to-face contact, to a wider target market.(Welsa et al., 2023). Supported by previous research fromMulyansyah and Sulistyowati (2021)shows that social media marketing has a positive influence on purchasing decisions. Other research results fromWelsa et al. (2023)shows that social media marketing has a positive influence and does not have a significant influence on purchasing decisions.

A preliminary survey on viral marketing shows that the viral marketing strategy implemented for thrifting clothing products has not been effective in changing consumer behavior. Thrifting clothing products still face stiff competition from new clothing products. Purchasing decisions are influenced by viral marketing. Viral marketing is carried out digitally to facilitate consumers in spreading information about products or services through their initiatives to targets, quickly spreading by word of mouth, encouraging consumers to purchase.(Rimbasari et al., 2023). Supported by statements from previous research results fromArjunita et al. (2021)which shows that viral marketing produces a positive influence and significant results on purchasing decisions. Other research results fromKatiandagho and Hidayatullah (2023)which shows that viral marketing has no influence on purchasing decisions.

In addition, financing problems are an obstacle, venture capital is a strategic solution to the funding challenges of Micro and Small Enterprises in Indonesia in the form of intellectual property rights, trademarks, and the use of internet technology.(Sofia et al., 2022).

This study aims to fill the gap and identify the implementation of marketing strategies that can influence the behavior of students of the Faculty of Maritime Economics and Business, Raja Ali Haji Maritime University in choosing and purchasing Thrifting clothing.

Formulation of the problem

1. Does green marketing influence the purchasing decisions of thrifting clothing among students of the Faculty of Maritime Economics and Business, Raja Ali Haji Maritime University?
2. Does social media marketing influence the purchasing decisions of thrifting clothing among students of the Faculty of Maritime Economics and Business, Raja Ali Haji Maritime University?
3. Does viral marketing influence the purchasing decisions of thrifting clothing among students of the Faculty of Maritime Economics and Business, Raja Ali Haji Maritime University?

4. Do green marketing, social media marketing, and viral marketing influence the purchasing decisions of thrifting clothing among students of the Faculty of Maritime Economics and Business, Raja Ali Haji Maritime University?

Research purposes

1. To determine the influence of green marketing on the decision to purchase thrifting clothing among students of the Faculty of Maritime Economics and Business, Raja Ali Haji Maritime University.
2. To determine the influence of social media marketing on the purchasing decisions of thrifting clothing of students at the Faculty of Maritime Economics and Business, Raja Ali Haji Maritime University.
3. To determine the influence of viral marketing on the decision to purchase thrifting clothing among students of the Faculty of Maritime Economics and Business, Raja Ali Haji Maritime University.
4. To determine the influence of green marketing, social media marketing, and viral marketing on the decision to purchase thrifting clothing among students of the Faculty of Maritime Economics and Business, Raja Ali Haji Maritime University.

Theoretical Review

Green Marketing

Green Marketing, according toAmrita et al (2024), green marketing is the main focus of sustainability, energy efficiency, recycling, and environmentally friendly materials. According toAmrita et al (2024), green marketing is identified through the following indicators:

1) *Green Product*(Green Products)

2) *Green Price*(Green Price)

3) *Green Place*(Green Distribution Channel)

4) *Green Promotion*(Green Promotion)

Social Media Marketing

According toFauzi and Permata (2023), social media marketing is direct interaction marketing with audiences or consumers, building strong relationships by creating interesting content that meets platform specifications, both in visual formats (images, videos), textual, or creative combinations of these elements.

According to Mulyansyah and Sulistyowati (2021), social media marketing is identified through the following indicators:

1) *Online Communities*(Virtual Community)

2) *Interaction*(Interaction)

3) *Sharing of Content*(Share Content)

4) *Accessibility*(Accessibility)

5) *Credibility*(Credibility)

Viral Marketing

According to Hasniaty et al. (2023), viral marketing is a strategy that targets individuals to spread product or service messages by sharing content and advertisements on their social networks. This term is like "creating buzz," "network marketing," and "word-of-mouth." According toSaktiendi et al. (2022), viral marketing is identified through the following indicators:

1) *Product Knowledge*(Product Knowledge)

2) *Clarity of Product Information*(Product Information Clarity)

3) *Talking about Products*(Talking About Products)

Purchasing Decisions

According toFauzi and Permata (2023), states that purchasing decisions are defined as a person's attitude based on the belief that a product or service will meet the needs and desires of consumers, including their readiness to take risks that involve appropriate evaluation and sorting according to individual needs. According toKotler and Keller (2020), purchasing decisions are identified through the following indicators:

1) *Product Choice*(Product Selection)
2) *Brand Choice*(Brand Selection)
3) *Distributor Choice*(Supplier Choice)
4) *Purchase Time*(Purchase Time)
5) *Purchase Amount*(Purchase Amount)

METHOD, DATA, AND ANALYSIS

Population and Sample Determination Methods

This research focuses on the target population in 2025 amounting to 182 active students from the accounting and management study program, class of 2021. A sample of 125 respondents with the determination of the sampling technique is non-probability sampling or sampling with certain criteria (purposive sampling) are students of the Faculty of Economics and Maritime Business, Raja Ali Haji Maritime University, class of 2021 who have purchased Thrifting clothing at least once and used Thrifting clothing, and have made purchases at 5

Thrifting clothing stores such as Aalisha Collection, AurellyaPL, Thrfit For You, 27 Thav, and Thrift Adel, and actively use social media relevant to Thrifting clothing trends.

Data Collection Procedures

Measurement Scale

According toSembiring et al. (2024)The measurement scale serves as a reference for determining the duration and interval of the measuring instrument. The type of scale used in the study, the Likert scale, is defined as a tool used to measure the opinions, perspectives, and perceptions of individuals or groups regarding social issues. The questionnaire measurement uses an ordinal scale. An ordinal scale is data that is classified and ranked.

Table 1. Likert Scale

Classification	Information	Score
SS	Strongly agree	5
S	Agree	4
RR	Doubtful	3
TS	Don't agree	2
STS	Strongly Disagree	1

Source: Sembiring et al., 2024

Analysis Method

The quantitative data analysis method uses the SPSS 24 program (statistical package social sciences), namely Descriptive Statistical Test, Instrument Data Quality Test (Validity Test and Reliability Test), Classical Assumption Test (Normality Test, Multicollinearity Test, and Heteroscedasticity Test), Multiple Linear Regression Analysis, Hypothesis Test (t Test, F Test, and R2 Determination Coefficient).

RESULT AND DISCUSSION

Descriptive Statistical Analysis Test Results

According toGhozali (2021)Descriptive statistical analysis is a method for describing data characteristics through calculations of measures such as the mean, standard deviation, maximum value, minimum value, and skewness. The results of the descriptive statistical analysis test are presented in the following table 2:

Table 2. Results of Descriptive Statistical Analysis Test

Descriptive Statistics					
	N	*Minimum*	*Maximum*	*Mean*	*Standard Deviation*
Green Marketing	125	29	40	34.97	2,383
Social Media Marketing	125	35	50	42.14	3,004
Viral Marketing	125	21	30	25.39	2,008
Buying decision	125	34	50	43.90	3,465
Valid N (listwise)	125				

Source: Processed data, 2025

Data Quality Test Results

1. Validity Test

According toGhozali (2021), the validity test of each variable is used to evaluate the accuracy of the instrument problem by comparing rhitung > r tabel. The results of the validity test of the research variables are presented in the following table 3:

Table 3. Validity Test Results

Research Variables	Question	rhitung	rtable	Information
Green Marketing	X1.1	0.630**	0.1757	Valid
	X1.2	0.644**	0.1757	Valid
	X1.3	0.550**	0.1757	Valid
	X1.4	0.552**	0.1757	Valid
	X1.5	0.496**	0.1757	Valid
	X1.6	0.635**	0.1757	Valid
	X1.7	0.423**	0.1757	Valid
	X1.8	0.634**	0.1757	Valid
Social Media Marketing	X2.1	0.533**	0.1757	Valid
	X2.2	0.612**	0.1757	Valid
	X2.3	0.537**	0.1757	Valid
	X2.4	0.625**	0.1757	Valid
	X2.5	0.591**	0.1757	Valid
	X2.6	0. 593**	0.1757	Valid
	X2.7	0.563**	0.1757	Valid
	X2.8	0.662**	0.1757	Valid
	X2.9	0.575**	0.1757	Valid
	X2.10	0.666**	0.1757	Valid
Viral Marketing	X3.1	0.682**	0.1757	Valid
	X3.2	0.690**	0.1757	Valid
	X3.3	0.639**	0.1757	Valid
	X3.4	0.652**	0.1757	Valid
	X3.5	0.689**	0.1757	Valid
	X3.6	0.679**	0.1757	Valid
Buying decision	Y.1	0.461**	0.1757	Valid
	Y.2	0.663**	0.1757	Valid
	Y.3	0.671**	0.1757	Valid
	Y.4	0.601**	0.1757	Valid
	Y.5	0.670**	0.1757	Valid
	Y.6	0.611**	0.1757	Valid
	Y.7	0.669**	0.1757	Valid
	Y.8	0.653**	0.1757	Valid
	Y.9	0.745**	0.1757	Valid
	Y.10	0.746**	0.1757	Valid

Source: Processed data, 2025

The validity of the variables has been tested and the results are seen in Table 3. The confidence level is 5%, the significance level is α = 0.05 and (df) = 125-2 = 123, the rtable value used is 0.1757. The calculated r value is > rtable (0.1757) with a 2-tailed sig. value < 0.05. Each item or question from the variable indicators used is valid and suitable for use as part of the research instrument.

2. Reliability Test

According toGhozali (2021)Reliability indicates the level of consistency of an instrument's measurement results. A Cronbach's alpha (α) value <0.70 indicates a low level of reliability. A Cronbach's alpha value >0.70 indicates a high level of reliability. The results of the reliability test are presented in Table 4 below:

Table 4. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	*N of Items*
.705	8
.792	10
.755	6
.849	10

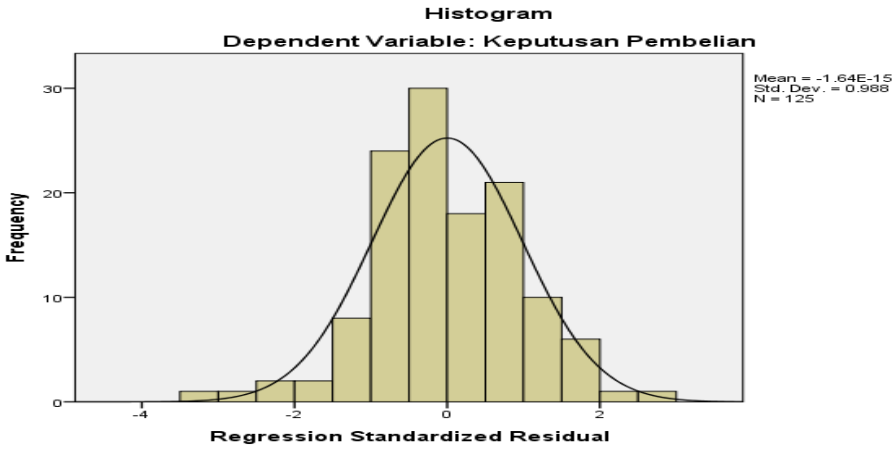
Source: Processed data, 2025

The reliability of the variables is seen in Table 4. The reliability of this questionnaire qualifies as a consistent measurement tool in measuring variables by the Cronbach's alpha value > 0.70.

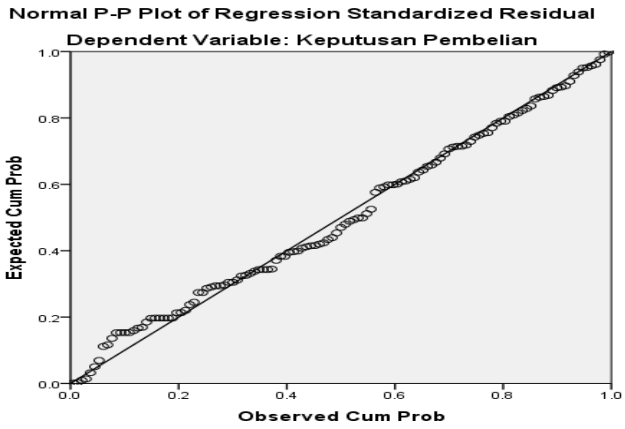
Classical Assumption Test Results

1. Normality Test

According toGhozali (2021)Graphs and statistical tests are two ways to determine whether residuals are normally distributed, using the values in the Kolmogorov-Smirnov column. Test the graph analysis by looking at the normal probability plot. The following is an image of a histogram and a P-Plot:



Source: Processed data, 2025
Figure 2. Histogram Graph Results



Source: Processed data, 2025
Figure 3. P-Plot Results

Table 5. Results of the One Sample Kolmogorov-Smirnov Test

		Unstandardizedd Residual
N		125
Normal Parametersa,b	*Mean*	.0000000
	Standard Deviation	.246614732
Most Extreme Differences	*Absolute*	.070
	Positive	.049
	Negative	-.070
Test Statistics		.070
Asymp. Sig. (2-tailed)		.200c,d

a. *Test distribution is Normal.*
b.*Calculated from data.*
c.*Lilliefors Significance Correction.*
d.*This is a lower bound of the true significance.*
Source: Processed data, 2025

The pattern forms a symmetrical bell curve and follows the diagonal line of the bell in Figure 2, and the data distribution is consistent around the diagonal line in Figure 3. In addition, the Asymp.Sig. (2-Tailed) value of the Kolmogorov-Smirnov test in Table 5 is 0.200, because Asymp.Sig. (2-Tailed) > 0.05, it is concluded that the sample data of this study is normally distributed.

2. Multicollinearity Test

According toGhozali (2021)The multicollinearity test uses a regression test to determine whether or not there is a correlation between the independent variables. This is summarized in Table 6:

Table 6. Multicollinearity Test Results

Coefficientsa			
		Collinearity Statistics	
Model		*Tolerance*	*VIF*
1	*Green Marketing*	.767	1,304
	Social Media Marketing	.472	2,117
	Viral Marketing	.526	1,902

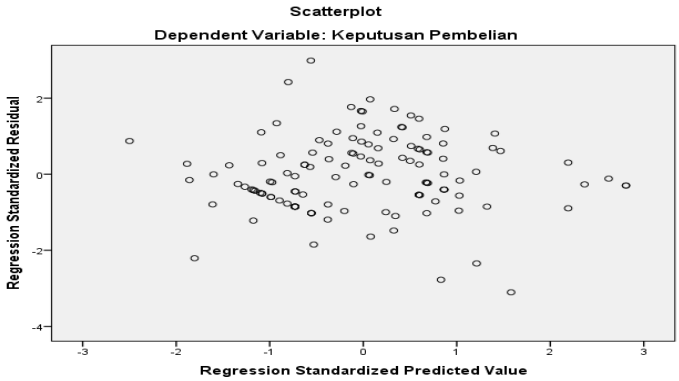
*a. Dependent Variable:*Buying decision

Source: Processed data, 2025

The results of the multicollinearity test analysis in Table 6, namely the regression model does not experience problems or symptoms of multicollinearity between independent variables, which shows that the tolerance value of all predictors in the regression model is ≥ 0.10 and the Variance Inflation Factor (VIF) value is ≤ 10.

3. Heteroscedasticity Test

According toGhozali (2021)A model is said to have heteroscedasticity, meaning the variances of the research residuals in the regression model are not the same. The figure below illustrates the results of heteroscedasticity testing using a scatterplot graph:



Source: Processed data, 2025

Figure 4. Results of the Heteroscedasticity Test Scatterplot Graph

The random distribution of the data in Figure 4 demonstrates the absence of a systematic pattern, indicating that heteroscedasticity is absent. This data was processed using SPSS 24 with the Glejser test. This is summarized in Table 7:

Table 7. Results of Heteroscedasticity Test Using Glejser Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	*(Constant)*	1,413	2,375		.595	.553
	Green Marketing	.030	.067	.047	.456	.649
	Social Media Marketing	-.061	.067	-.119	-.901	.369
	Viral Marketing	.079	.095	.103	.827	.410

a. Dependent Variable: ABS_RES

Source: Processed data, 2025

The results of the heteroscedasticity test analysis using the Glejser test in Table 7 show that there is no heteroscedasticity for all these variables because it produces a 2-tailed sig. value > α = 0.05.

Multiple Linear Regression Test Results

According toGhozali (2021), multiple linear regression is to examine the influence between a dependent variable and a combination of two or more independent variables. The following is summarized in Table 8:

Table 8. Multiple Linear Regression Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	*(Constant)*	3,400	3,832		.887	.377
	Green Marketing	.427	.107	.293	3,969	.000
	Social Media Marketing	.226	.109	.196	2,078	.040
	Viral Marketing	.633	.154	.367	4.111	.000

*a. Dependent Variable:*Buying decision

Source: Processed data, 2025

The results of the multiple linear regression analysis test in Table 8, the multiple linear regression analysis model that visualizes the influence of independent variables on the dependent variable can be interpreted in the form of an equation ($\boldsymbol{Y = \alpha + \beta 1 X1 + \beta 2 X2 + \beta 3 X3 + e}$), as follows:

Purchase Decision = 3,400 + 0,427 X1 + 0,226 X2 + 0,633 X3 +*e*

Based on the multiple linear regression equation, the interpretation that can be given is:

1) The constant number (α) in this multiple linear regression model is 3,400, which can be interpreted that the initial value or intercept of the dependent variable, namely purchasing decision (Y), is 3,400, when the independent variables, namely green marketing (X1), social media marketing (X2), and viral marketing (X3) are assumed to have a value of zero.

2) The regression coefficient for the green marketing variable ($\boldsymbol{\beta 1}$) which is 0.427 implies that a one-unit change in green marketing results in a 0.427-unit change in purchasing decisions in a positive direction, with other independent variables remaining unchanged.
3) The regression coefficient of the social media marketing variable ($\boldsymbol{\beta}2$) which is 0.226 implies that a one-unit change in social media marketing results in a 0.226-unit change in purchasing decisions in a positive direction, with other independent variables remaining unchanged.
4) The regression coefficient for the viral marketing variable ($\boldsymbol{\beta}3$) which is 0.633 implies that a one-unit change in viral marketing results in a 0.633-unit change in purchasing decisions in a positive direction, with other independent variables remaining unchanged.

Partial Hypothesis Test Results (t-Test)

According toGhozali (2021), the t-test is known as a partial significance test, used to evaluate the influence of independent variables on the dependent variable. The significance level is 0.05 (two-tailed). Degrees of freedom (df) = nk-1 or (df) = 125-3-1 = 121 (n is the number of sample data and k is the number of independent research variables used). The following are the test results for the partial test or t-test as summarized in Table 9:

Table 9. Partial Hypothesis Results (t-Test)

Coefficientsa

Model		*Unstandardized Coefficients*		*Standardized Coefficients*	*t*	*Sig.*
		B	*Std. Error*	*Beta*		
1	*(Constant)*	3,400	3,832		.887	.377
	Green Marketing	.427	.107	.293	3,969	.000
	Social Media Marketing	.226	.109	.196	2,078	.040
	Viral Marketing	.633	.154	.367	4.111	.000

*a. Dependent Variable:*Buying decision

Source: Processed data, 2025

Hypothesis 1: The Influence of Green Marketing on Thrifting Clothing Purchase Decisions among FEBM UMRAH Students

The green marketing variable has a significance level (sig.) of 0.000 < 0.05. The comparison of the calculated t value (3.969) > t table (1.97976) is the basis for rejecting H0 and accepting H1. The implication is that green marketing (X1) has a positive and significant partial influence on purchasing decisions (Y).

Hypothesis 2: The Influence of Social Media Marketing on Thrifting Clothing Purchase Decisions among FEBM UMRAH Students

The social media marketing variable has a significance level (sig.) of 0.040 < 0.05. The comparison of the calculated t value (2.078) > t table (1.97976) is the basis for rejecting H0 and accepting H2. The implication is that social media marketing (X2) has a positive and significant partial influence on purchasing decisions (Y).

Hypothesis 3: The Influence of Viral Marketing on Thrifting Clothing Purchase Decisions among FEBM UMRAH Students

The viral marketing variable has a significance level (sig.) of 0.000 < 0.05. The comparison of the calculated t value (4.111) > t table (1.97976) is the basis for rejecting H0 and accepting H3. The implication is that viral marketing (X3) has a positive and significant partial influence on purchasing decisions (Y).

Simultaneous Hypothesis Test Results (F Test)

According to Ghozali (2021), the simultaneous test, or F-test, is used to determine whether each independent variable in the model influences the dependent variable as a whole. The significance level is 0.05 (two-tailed). Degrees of freedom (df) = nk-1 or (df) = 125-3-1 = 121. The following are the test results for the simultaneous test, or F-test, as summarized in Table 10:

Table 10. Simultaneous Hypothesis Results (F Test)

ANOVA

Model		*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig.*
1	*Regression*	734,695	3	244,898	39,293	.000b
	Residual	754,153	121	6,233		
	Total	1488,848	124			

a. Dependent Variable: Buying decision

b. Predictors: (Constant), Viral Marketing, Green Marketing, Social Media Marketing

Source: Processed data, 2025

Hypothesis 4: The Influence of Green Marketing, Social Media Marketing, and Viral Marketing on Thrifting Clothing Purchase Decisions among FEBM UMRAH Students

It can be concluded from Table 10, the significance level value is 0.000 < 0.05 and the F count value is recorded at 39,293. Degrees of freedom (df) = 125-3-1 = 121. The F table value is 2.68. The comparison of the F count value (39,293) > F table (2.68) is the basis for rejecting H0 and accepting H4. The implication is that simultaneously the variables green marketing (X1), social media marketing (X2), and viral marketing (X3) have a significant effect on purchasing decisions (Y).

Results of the Coefficient of Determination (R2) Test

According toGhozali (2021), the coefficient of determination (R2) is a measure of how much variation in the dependent variable can be understood or predicted by the regression model, and its value ranges from 0 to 1. This test is for evaluating the regression model that adopts adjusted R^2. The magnitude of the coefficient of determination R-square (R^2) value is presented in the model summary section in table 11:

Table 11. Results of the Determination Coefficient (R2) Test

Model Summary

Model	*R*	*R Square*	*Adjusted R Square*	*Standard Error of the Estimate*

1	.702a	.493	.481	2,497

a. Predictors: (Constant), Viral Marketing, Green Marketing, Social Media Marketing

*b. Dependent Variable:*Buying decision

Source: Processed data, 2025

Referring to Table 11, the coefficient of determination (R^2) from the Adjusted R-Square was recorded at 0.481, indicating that 48.1% of the variance in the dependent variable can be attributed to the independent variables tested in this study. The remaining 51.9% of the variance is likely influenced by variables outside the study. Future researchers can explore variables such as Fear of Missing Out (FoMO), lifestyle, brand awareness, and explore moderating and mediating variables.

Discussion of Research Hypothesis

The Influence of Green Marketing on Thrifting Clothing Purchase Decisions of FEBM UMRAH Students

The output of the initial hypothesis test explained in the previous section is summarized in Table 4.18. The green marketing variable has a significance level (sig.) of 0.000 < 0.05. Degrees of freedom (df) = nk-1 or (df) = 125-3-1 = 121 (n is the number of samples and k is the number of independent variables of the study). The relevant ttable value is 1.97976. The comparison of the tcount value (3.969) > ttable (1.97976) is the basis for rejecting H0 and accepting H1. The implication is that green marketing (X1) has a positive and significant partial influence on purchasing decisions (Y). The regression coefficient result for a one-unit change in the green marketing variable ($\boldsymbol{\beta 1}$) is 0.427, meaning that the green marketing strategy has a positive influence on the purchasing decision of Thrifting clothing among students of the Faculty of Maritime Economics and Business, Raja Ali Haji Maritime University because green marketing changes their positive perception indicating that Thrifting clothing is not only used clothing, but also a sustainable choice. Therefore, green marketing not only influences the cognitive (understanding) but also the affective (emotions and values) aspects of consumers, which ultimately drives purchasing intentions and decisions towards Thrifting clothing as a fashion choice that is not only economical but also sustainable.(Mahendra and Hakimah, 2023).

Supported by previous research statements fromMahendra and Hakimah (2023)which shows that green marketing has a positive and significant influence on purchasing decisions. The research results are consistent fromKirana et al. (2024)which shows that green marketing has a positive and significant influence on purchasing decisions.

The Influence of Social Media Marketing on Thrifting Clothing Purchase Decisions of FEBM UMRAH Students

The output of the initial hypothesis test explained in the previous section is summarized in Table 4.18. The social media marketing variable has a significance level (sig.) of 0.040 < 0.05. Degrees of freedom (df) = nk-1 or (df) = 125-3-1 = 121 (n is the number of samples and k is the number of independent variables of the study). The relevant ttable value is 1.97976. The comparison of the calculated t value (2.078) > ttable (1.97976) is the basis for rejecting H0 and accepting H2. The implication is that social media marketing (X2) has a positive and significant partial influence on purchasing decisions (Y). The regression

coefficient result for a one-unit change in the social media marketing variable (***β***2) is 0.226, meaning that the social media marketing strategy has made the younger generation, especially students of the Raja Ali Haji Faculty of Maritime Economics and Business, become smart consumers. Their behavior is actively seeking information, comparing products, and evaluating options before making purchasing decisions. Social media marketing is also a key factor in the success of online businesses. For businesses, social media provides an effective means of quickly and accurately monitoring market trends and consumer preferences. Social media marketing not only shapes consumer behavior but also contributes to business growth in the digital age, enabling them to reach a wider audience.(Pertiwi and Sulistyowati, 2021).

Supported by previous research statements fromPertiwi and Sulistyowati (2021)which shows that social media marketing produces a positive influence and significant results on purchasing decisions. Consistent research results were obtained from the study.Mulyansyah and Sulistyowati (2021)which shows that social media marketing produces a positive influence and significant results on purchasing decisions.

The Influence of Viral Marketing on Thrifting Clothing Purchase Decisions of FEBM UMRAH Students

The output of the initial hypothesis test explained in the previous section is summarized in Table 4.18. The viral marketing variable has a significance level (sig.) of 0.000 < 0.05. Degrees of freedom (df) = nk-1 or (df) = 125-3-1 = 121 (n is the number of samples and k is the number of independent variables of the study). The relevant ttable value is 1.97976. The comparison of the tcount value (4.111) > ttable (1.97976) is the basis for rejecting H0 and accepting H3. The implication is that viral marketing (X3) has a positive and significant partial influence on purchasing decisions (Y). The regression coefficient result for a one-unit change in the viral marketing variable (***β***3) is 0.633, meaning that the viral marketing strategy is very important because knowledge of Thrifting products that go viral on social media will encourage purchasing decisions of students of the Faculty of Maritime Economics and Business, Raja Ali Haji Maritime University. Intense conversations among students and positive reviews based on personal experiences about thrifting clothing perpetuate the popularity of thrifting clothing and encourage purchases. Positive reviews shared from personal experiences, such as finding branded items at affordable prices or successfully creating stylish outfits from thrifting clothing, perpetuate the popularity of thrifting clothing. Positive experiences not only build trust but also spark curiosity and a desire to participate in the trend. Viral marketing not only attracts initial attention but also creates a social reinforcement cycle that continuously drives purchase intentions and decisions, transforming thrifting clothing from a mere alternative option to an integral part of the student fashion lifestyle.(Rimbasari et al., 2023).

Supported by previous research statements fromArjunita et al. (2021)which shows that viral marketing has a positive and significant influence on purchasing decisions. Consistent research results were obtained fromSaktiendi et al. (2022)which shows that viral marketing has a positive and significant influence on purchasing decisions.

The Influence of Green Marketing, Social Media Marketing, and Viral Marketing on Thrifting Clothing Purchase Decisions of FEBM UMRAH Students

The output of the initial hypothesis test that has been explained in the previous section is summarized in Table 4.19. Through the F test, green marketing, social media marketing, and viral marketing have a significance level (sig.) of 0.000 < 0.05 and the calculated F value is recorded at 39.293. Degrees of freedom (df) = nk-1 or (df) = 125-3-1 = 121. The relevant Ftable value is 2.68. The comparison of the calculated F value (39.293) > Ftable (2.68) is the basis for rejecting H0 and accepting H4. The implication is that simultaneously the variables green marketing (X1), social media marketing (X2), and viral marketing (X3) have a significant effect on purchasing decisions (Y). Green marketing strategies, social media marketing, and viral marketing have a positive influence on the decision to purchase thrifting clothing among students of the Faculty of Maritime Economics and Business at Raja Ali Haji Maritime University because specifically, green marketing changes the perception from just used clothing to a sustainable fashion choice, emphasizing the positive impact on reducing clothing waste.(Mahendra and Hakimah, 2023). Social media marketing provides a platform for broad and structured information dissemination, enabling students to actively search, compare, and obtain relevant product details, making them informed consumers.(Pertiwi and Sulistyowati, 2021). In addition, viral marketing creates social traction and momentum through the rapid spread of content and recommendations from social circles, establishing thrifting clothing as a popular and sought-after trend in their environment.(Rimbasari et al., 2023). Therefore, the strategies of green marketing, social media marketing, and viral marketing complement each other, which have the effect of building awareness in choosing a clothing product, providing information, and creating an attraction to thrifting clothing, encouraging them to make purchases as a sustainable, informed, and popular choice in their social environment.

Supported by previous research results fromPertiwi and Sulistyowati (2021)which shows that green marketing and social media marketing have a positive influence on purchasing decisions. The research results were obtained fromRimbasari et al. (2023)which shows that social media marketing and viral marketing have a positive influence on purchasing decisions.

CONCLUSION

1. The analysis of research data shows that green marketing, produces a positive and significant influence that can increase the decision to purchase Thrifting clothing on FEBM UMRAH students. The significance level value (sig.) 0.000 < 0.05 and the calculated t value (3.969) > t table (1.97976). These findings indicate that FEBM UMRAH students have a high awareness of the application of sustainable fashion in Thrifting clothing, and are willing to buy sustainable products.

2. The analysis of the research data shows that social media marketing has a positive and significant influence on the purchasing decisions of Thrifting clothing among FEBM UMRAH students. The significance level value (sig.) is 0.040 <0.05 and the calculated t value (2.078) > t table (1.97976). These findings indicate that social media marketing has a strong role in shaping the purchasing decisions of Thrifting clothing among FEBM UMRAH students, thus becoming an effective tool for Thrifting clothing business actors to increase sales.

3. The analysis of the research data shows that viral marketing has a positive and significant influence on the decision to purchase Thrifting clothing among FEBM UMRAH students. The significance level (sig.) is 0.000 <0.05 and the calculated t value (4.111) > t table (1.97976). This finding indicates that FEBM UMRAH students as consumers are highly influenced by recommendations disseminated through social media due to their popularity and encourage others to buy Thrifting clothing.
4. Simultaneous analysis of research data shows that green marketing, social media marketing, and viral marketing, have a positive and significant influence on the purchasing decisions of Thrifting clothing among FEBM UMRAH students. The significance level value (sig.) is 0.000 < 0.05 and the F count value (39.293) > F table (2.68). These findings indicate that the combination of the three independent research variables which include emphasis on environmental aspects, utilization of social media, and viral information dissemination, significantly increases purchasing actions for FEBM UMRAH students.

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