

Analysis of Millennial Purchase Intention at IKEA Company in Surabaya Based on Green Marketing, Product Quality, and Brand Image

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ARTICLE INFO

Keywords: Green Marketing, Product Quality, Brand Image, Purchase Intention, Milenial Generation

Received : 13 June

Revised : 21 July

Accepted: 23 August

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ABSTRACT

This study aims to examine the influence of green marketing, product quality, and brand image on the purchase intention of millennial consumers at IKEA Surabaya. The research is driven by the growing awareness of sustainability and the rise of eco-friendly furniture. Using a quantitative approach with 220 millennial respondents, the data were analyzed through multiple linear regression. The results show that green marketing and brand image have a significant effect on purchase intention, while product quality does not. These findings highlight the importance of green marketing strategies and brand image in attracting millennial buyers, as well as the need to enhance environmental education and brand communication

INTRODUCTION

The changing dynamics of the global business environment have compelled companies to adopt strategies focused on sustainability and added value. Kotler and Keller (2016) emphasize that in order to remain competitive, companies must develop creative strategies that go beyond product and price, aligning with consumer values and modern preferences. In this context, understanding consumer behavior becomes increasingly crucial, as today's consumers do not only consider functional aspects in their purchasing decisions, but also psychological, social, and environmental values (Solomon et al., 2018).

Consumers have also become more critical in evaluating brands and products. They pay attention to product quality, online reviews, and the company's overall commitment to sustainability and corporate social responsibility (Lane Keller, 2013). This shift reflects the rise of *value-driven consumption*, where purchasing decisions are based on personal beliefs, ethical standards, and environmental concerns (Sheth, 2020).

This trend is particularly evident among millennials, a generation known for its heightened environmental awareness and active engagement with social issues (Danziger, 2021). Millennials are considered a strategic target group due to their strong purchasing power and growing influence in shaping consumption patterns (Dimock, 2019). Moreover, they tend to trust peer reviews and actively use social media platforms to guide their purchasing decisions (Nababan & Siregar, 2022).

A survey conducted by WWF and Nielsen (2017) found that 63% of middle-to-upper class consumers in major Indonesian cities, including Surabaya, were willing to buy eco-friendly products, even at higher prices. This intention was driven by concerns over global warming (61%) and the personal satisfaction of contributing to environmental preservation (52%). However, a significant gap remains between purchase intention and actual consumer behavior, partly due to the limited availability of green products and a lack of understanding of sustainable consumption.

Al-Ahmad Bit et al. (2022) reported that while sales of eco-labeled products have increased in Indonesia, public awareness of sustainability has not progressed significantly. The study revealed that *Fear of Missing Out (FOMO)* has a stronger influence on consumer motivation than genuine environmental concern. This is echoed by Snapcart (2024), which found that 45% of Indonesian consumers still lack a full understanding of what constitutes an eco-friendly product. Similarly, a study by BINUS (2024) stated that although 40–60% of consumers express willingness to buy green products, actual behavior remains low due to skepticism towards corporate claims.

Subjective knowledge plays a key role in shaping millennial consumers' behavior toward green products. Rizkalla and Erhan (2020) argued that consumers' perceived understanding of green products is more influential than environmental concern alone. Furthermore, Laksmidewi and Gunawan (2020) classified nearly 50% of millennials as *light green consumers* – those who consider environmental issues but do not prioritize them in actual purchasing decisions.

In practice, IKEA is widely recognized as a global company that has successfully adopted sustainability-based marketing strategies. IKEA Indonesia has introduced various environmentally friendly products, such as recycled plastic cabinet doors (*KUNGSBACKA*), bamboo shelving (*IVAR*), and eco-friendly chairs (*Odger*) as part of its environmental initiatives (IKEA.com, 2024). The company also promotes the *People & Planet Positive* program, which aims to generate not only profit but also environmental and social value.

IKEA's global retail sales reached EUR 47.6 billion in the 2023 fiscal year, reflecting the success of its sustainability strategy (Ingka.com, 2024). IKEA is also recognized for its strong focus on *product quality*, supported by its *Democratic Design* approach that integrates function, aesthetics, sustainability, and affordability (Mahira & Saputri, 2020). Additionally, Gadde and Larsson (2016) noted that IKEA's modular product design improves production efficiency and cost savings without sacrificing quality.

In terms of *brand image*, IKEA has built a solid reputation by consistently offering Scandinavian-style designs at accessible prices while maintaining a strong commitment to sustainability. According to Alzoubi et al. (2023), IKEA's integration of sustainability into its branding has positively influenced consumer perceptions and enhanced brand loyalty and competitiveness.

Despite these achievements, previous studies on the influence of *green marketing*, *product quality*, and *brand image* on *purchase intention* show mixed results. Jinan et al. (2022) found that green marketing did not significantly affect purchase intention, while Adnyani and Prianthara (2024) reported a significant positive influence. Likewise, *product quality* was found to be non-significant by Muljani and Koesworo (2019), yet Jaya and Heryjanto (2023) observed a strong positive effect. As for *brand image*, Aryani (2020) identified a significant influence, whereas Pramitha (2021) reported no effect in the skincare product category.

Given the inconsistent findings and the relevance of IKEA's sustainability model, this study is necessary to analyze the effects of *green marketing*, *product quality*, and *brand image* on the *purchase intention* of millennial consumers in Surabaya.

LITERATURE REVIEW

Green Marketing

According to the American Marketing Association (AMA), green marketing refers to the marketing of products with a greater emphasis on environmental safety. It encompasses all company activities, including product modification, production processes, packaging, and advertising (Papadas et al., 2019). Malyan and Duhan (2019, p. 5) view green marketing as an analysis of how marketing activities influence the environment and how environmental variables can be incorporated into various corporate marketing decisions. Similarly, Dahlstrom (2011) defines green marketing as the study of all activities and efforts related to the consumption, production, distribution, promotion, packaging, and recovery of products in ways that are sensitive or responsive to environmental concerns.

Product Quality

According to Kotler and Armstrong (2018, p. 249), product quality is one of the main tools marketers use to position a product. Quality affects the performance of a product or service, and is therefore closely linked to customer value and satisfaction. Ernawati (2019) states that product quality is an important factor influencing customers' purchasing decisions. The better the quality of a product, the higher the consumer's intention to purchase it. Similarly, Lesmana and Ayu (2019) define product quality as a dynamic condition related to products, people or labor, and the environment, aimed at meeting the needs of each consumer.

Brand Image

Kotler and Keller (2016) define brand image as the perception of a brand as reflected by the brand associations held in consumer memory. Brand image is formed through repeated experiences, interactions, and communications between consumers and the brand. Similarly, Eva and Widya (2021) describe brand image as a representation of a brand that arises from the consumer's memory. Schiffman and Kanuk (2010, p. 157) state that brand image refers to the set of beliefs and ideas held by consumers about a brand, which distinguish it from its competitors.

Purchase Intention

According to Kotler and Armstrong (2018, p. 249), product quality is one of the main tools used by marketers to position a product. Quality affects the performance of a product or service, and is therefore closely related to customer value and satisfaction. Ernawati (2019) states that product quality is an important factor influencing each customer's decision to purchase a product. The higher the product quality, the greater the consumer's intention to buy the product. Meanwhile, Lesmana and Ayu (2019) define product quality as a dynamic condition related to the product, human resources, and the environment, all aimed at meeting consumer needs. If your work is quantitative, please provide previous research that agrees or rejects your proposed hypothesis.

Hypothesis Development

- **Green Marketing and Purchase Intention**

Green marketing and brand awareness significantly influence purchase intention among Generation Z, highlighting the importance of environmentally friendly practices and consumer recognition in driving interest and loyalty (Adnyani & Prianthara, 2024). Green marketing significantly enhances purchase intention by addressing consumers' environmental concerns, while lifestyle factors contribute positively by aligning products with consumers' daily behaviors and preferences (Abhirama et al., 2023). Green marketing also has a significant impact on purchase intention both directly and indirectly through brand image, emphasizing the importance of integrating eco-friendly strategies to improve brand perception and consumer buying behavior (Permana & Saputri, 2024). Moreover, green marketing affects consumer purchase intention not only directly but also indirectly through green cognition and brand image, underlining the importance of embedding sustainability into marketing strategies to foster stronger consumer engagement and loyalty (Y.-H. Wang et al., 2016).

H1: Green marketing has an influence on purchase intention.

- **Product Quality and Purchase Intention**

Product quality, advertising, and brand image have a significant influence on consumer purchase intention. However, brand image was found to have a negative effect, highlighting the importance of managing consumer perceptions of the brand to enhance purchase intention (Ardiana et al., 2024). The study by Chandra and Dewi (2023) showed that both price and product quality significantly affect consumers' purchase intention toward Nexfood products, both individually and simultaneously. Improved product quality increases purchase intention, as does the perception of competitive pricing. Similarly, Rahma Alifia and Hartono (2022) found that product quality, price, familiarity, reputation, and application quality all have a significant positive effect on purchase intention, while service quality does not significantly influence it.

H2: Product quality has an influence on purchase intention.

- **Brand Image and Purchase Intention**

This study shows that brand image and product quality have a positive and significant effect on purchase intention for Vivo products among employees of the Department of Cooperatives, Micro, Small and Medium Enterprises, Trade, and Industry in Toba Regency. A strong brand image and superior product quality can significantly increase consumer purchase intention (Sarah et al., 2024). Another study revealed that the brand image of clothing significantly influences consumers' purchase intention. A positive brand image, combined with self-congruence and perceived quality, increases the likelihood of consumers purchasing a product, while brand familiarity and self-motivation act as moderators in this relationship (L. Chen et al., 2021). Wiyadi and Ayuningtyas (2019) also found that brand image significantly affects consumers' purchase intention, with consumers who have a positive perception of a brand being more likely to purchase its products.

H3: Brand image has an influence on purchase intention.

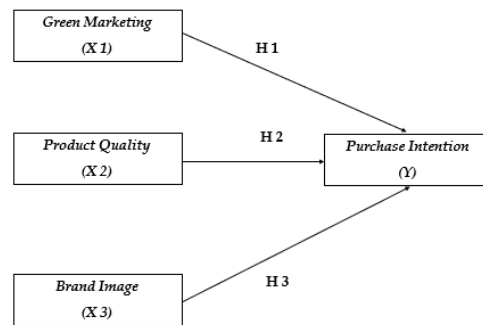


Figure 1. Research Framework

METHODOLOGY

This research employs a quantitative method with a conclusive approach. The independent variables are Green Marketing, Product Quality, and Brand Image, while the dependent variable examined is Purchase Intention. The indicators for Green Marketing are adapted from Chen and Chang (2013), which include transparent environmental communication, verifiable eco-friendliness, and compliance with sustainability standards. The indicators for Product Quality are derived from Tjiptono (2016), which include performance, features, conformance to specifications, durability, serviceability, esthetics, and perceived quality. Furthermore, the indicators for Brand Image are based on Rahman (2010), namely: (1) brand attributes, (2) aspirational brands, and (3) experience brands. Lastly, the indicators for Purchase Intention are taken from Morwitz (2012), consisting of: (1) desire to purchase, (2) consumer confidence in product benefits, and (3) actual likelihood to purchase.

The population of this study consists of millennial residents in the city of Surabaya, totaling 781,274 individuals (BPS Surabaya, 2024). The sampling technique used in this study is purposive sampling, where the sample is selected based on specific predefined criteria (Sugiyono, 2020, p. 133). The measurement scale used is a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), which is distributed through an online questionnaire. The data analysis technique employed in this study is multiple linear regression using SPSS software..

RESULT

Responden Description

TMillennials in Surabaya were chosen as the population for this study. As the capital of East Java with a population of over 3 million, Surabaya is a metropolitan city and a center of business, industry, and education in the region. The sample consisted of 220 respondents aged 29 to 44 years, categorized as millennials. Data collection was conducted online via Google Form from May 31 to June 15, 2025.

Table 1. Responden Description

No	Charateristic	Amount	Percent
Domisili			
1	West Surabaya	55	25%
2	East Surabaya	45	20,5%
3	South Surabaya	43	19,5%
4	Central Surabaya	44	20%
5	North Surabaya	33	15%
Gender			
1	Male	102	46,4%
2	Female	118	53,6%
Age			
1	29-30	40	18,2%
2	31-35	81	36,8%
3	36-40	66	30%
4	41-44	33	15%
Last Education			
1	High	22	10%
2	SchoolDiploma (D1/D2/D3)	33	15%
3	Bachelor's Degree (S1)	121	55%
4	Postgraduate (S2/S3)	44	20%
Job			
1	Private Employee	97	44,09%
2	Entrepreneur	45	20,45%
3	Freelancer	9	4,09%
4	Civil Servant (PNS)	42	19,09%
5	Housewife	27	12,27%

The majority of respondents were from West Surabaya (25%), while the fewest were from North Surabaya (15%). In terms of gender, female respondents dominated with 53.6%, compared to 46.4% male respondents. The largest age group was between 31–35 years old (36.8%), while the smallest was 41–44 years old (15%). Regarding education level, most respondents held a bachelor's degree (55%), whereas those with only a high school education made up the smallest group (10%).

In terms of occupation, the majority were private-sector employees (44.09%), and the smallest group consisted of freelancers (4.09%).

Descriptive Analysis of Respondents' Answers

Descriptive analysis was conducted for each research variable using a 5-point Likert scale. Overall, respondents' responses fell within the "agree" category for all measured indicators, indicating generally positive perceptions.

1. **Green Marketing** :The average scores were relatively high, suggesting that respondents acknowledged IKEA's efforts in implementing environmentally friendly practices. These included the use of recycled materials, waste reduction, and educational campaigns on sustainability.
2. **Product Quality** : Respondents gave positive evaluations of IKEA's product quality, particularly in terms of durability, functional design, and ease of assembly. This reflects a high level of trust among millennials in the product standards provided by the company.
3. **Brand Image** : IKEA's brand image was perceived positively, especially due to its global reputation, Scandinavian aesthetic values, and commitment to sustainability. These elements contributed to a favorable perception of the brand among respondents.
4. **Purchase Intention** : The average scores indicated a high level of purchase intention. Respondents expressed a strong desire to purchase IKEA products in the future, confidence in product benefits, and a likelihood of actual purchase behavior.

In summary, the descriptive findings suggest that millennial consumers in Surabaya have a favorable perception of IKEA's *green marketing*, *product quality*, and *brand image*, which in turn leads to a strong *purchase intention* toward the company's products.

Validity Test

The processed data table shows that the *Corrected Item Total Correlation* values for all statements in the variables of *green marketing* (X1), *product quality* (X2), *brand image* (X3), and *purchase intention* (Y) exceed the r_{table} value of 0.30. This indicates that each item within these variables is considered valid. Therefore, it can be concluded that all questionnaire items in this study are legitimate instruments for measuring the constructs of *green marketing*, *product quality*, *brand image*, and *purchase intention*. This section presents the research findings and their discussion. Both theoretical and practical implications should be addressed here to contribute to the development of sustainable marketing literature and practices, particularly in the context of millennial consumer behavior.

Reliability Test

The Cronbach's coefficient alpha values for each item in the questionnaire indicate that all variables have a Cronbach's Alpha greater than the critical value of 0.70, meaning that each construct demonstrates high reliability. Among the variables, product quality recorded the highest Cronbach's Alpha at 0.866, while purchase intention had the lowest at 0.742. These results indicate that the measurement instruments used in this study are reliable and can be confidently used to assess the variables of green marketing, product quality, brand image, and purchase intention.

Normality Test

The normality test produced two significance values. The Asymp. Sig. (2-tailed) value was **0.007**, indicating non-normal residual distribution under conventional methods ($p < 0.05$). However, the Monte Carlo Sig. (2-tailed) value was **0.214** ($p > 0.05$), suggesting that the residuals are normally distributed based on the Monte Carlo approach, which is more accurate for large samples. Referring to Cyrus and Nitin (2011), Monte Carlo simulation is suitable for large datasets when asymptotic methods are insufficient. Therefore, the residuals meet the assumption of normality, and the regression model is appropriate for analyzing the effects of *green marketing*, *product quality*, and *brand image* on *purchase intention*.

Multicollinearity Test

The results of the multicollinearity test using *Tolerance* and *Variance Inflation Factor (VIF)* values indicate that there is no multicollinearity in the regression model. The *green marketing* variable has a tolerance value of **0.321** and a VIF of **3.116**; *product quality* shows a tolerance of **0.252** and a VIF of **3.968**; while *brand image* has a tolerance value of **0.452** and a VIF of **2.214**. Since all tolerance values are greater than 0.10 and all VIF values are below 10, it can be concluded that the model meets the assumption of no multicollinearity among the independent variables.

Heteroscedasticity Test

Based on the results of the heteroscedasticity test using the Glejser method, the significance values obtained were **0.056** for the *green marketing* variable, **0.628** for the *product quality* variable, and **0.724** for the *brand image* variable. Since all of these values are greater than **0.05**, it can be concluded that there is no indication of heteroscedasticity in the regression model.

Results of Multiple Linear Regression Analysis

Table 2. Results of Multiple Linear Regression Analysis

Model	Coefficients ^a				
	Unstandardized		Std. Coefficients	t	Sig
	B	Std. Error			
(Constant)	1.090	.506		2.154	.032
Green Marketing	.763	.030	.797	25.178	.000
Product Quality	.002	.016	.005	.129	.897
Brand Image	.191	.022	.228	8.558	.000

a. Dependent variable: Purchase Intention

Based on the results of the multiple linear regression analysis, the constant (α) value is 1.090, while the regression coefficients for each independent variable are as follows: *green marketing* (X_1) = 0.763, *product quality* (X_2) = 0.002, and *brand image* (X_3) = 0.191. Therefore, the regression equation that explains the influence of these independent variables on *purchase intention* (Y) is formulated as follows:

$$Y = 1.090 + 0.763X_1 + 0.002X_2 + 0.191X_3 + e$$

The hypothesis testing shows that the variable *green marketing* has a positive and significant effect on *purchase intention*, with a t-value = 25.178 and a significance value of $0.000 < 0.05$, indicating that the first hypothesis (H_1) is accepted.

The *product quality* variable shows a t-value = 0.129 with a significance value of $0.897 > 0.05$, meaning that the second hypothesis (H_2) is rejected. Thus, *product quality* does not have a significant effect on *purchase intention* in this study.

Meanwhile, the *brand image* variable has a t-value = 8.558 with a significance value of $0.000 < 0.05$, so the third hypothesis (H_3) is accepted. This indicates that *brand image* has a positive and significant effect on *purchase intention*.

In conclusion, only *green marketing* and *brand image* are found to have a significant positive influence on *purchase intention*, while *product quality* does not show a significant effect.

Coefficient of Determination R-square

The combined influence of *green marketing* (X_1), *product quality* (X_2), and *brand image* (X_3) on *purchase intention* (Y) is **0.930** or **93%**, indicating a strong and substantial effect. Consequently, the remaining **7%** (0.070) of the variation in *purchase intention* is explained by other factors not included in the regression model.

DISCUSSION

The Influence of Green Marketing on Purchase Intention at IKEA Surabaya

The analysis results indicate that green marketing has a positive influence on purchase intention. This confirms that IKEA Surabaya has successfully implemented innovative green marketing strategies. These include the use of recycled materials such as PET plastic bottles for the KUNGSBACKA cabinet doors and renewable bamboo for the IVAR shelving units. IKEA also launched the “People & Planet Positive” program, which demonstrates transparent environmental communication.

In this study, green marketing was measured through indicators such as the use of eco-friendly materials, transparency of environmental benefit information, and consumer education on sustainability issues. One of the highest-rated items (average score 4.62) stated that IKEA Surabaya transparently explains how its products help consumers reduce environmental impact.

According to Chen et al. (2015), green perceived value, green trust, and green satisfaction significantly contribute to consumer purchase intention.

Abhirama et al. (2023) also emphasize that green marketing significantly enhances purchase intention by addressing environmental concerns and aligning products with consumers’ daily lifestyles.

Junaedi et al. (2023) highlight that green marketing not only increases purchase intention but also strengthens consumer loyalty to the brand. However, its effectiveness depends heavily on the level of consumer trust in the sustainability claims made by the company.

Dangelico and Vocalelli (2017) warn that if green marketing is used merely as a promotional tool without genuine sustainable actions, it increases the risk of greenwashing, leading to consumer skepticism, diminished brand trust, and weakened purchase intention.

At IKEA Surabaya, tangible green marketing efforts—such as the use of recycled materials, energy-efficient production processes, and environmental education through digital campaigns—have proven effective in attracting millennial consumers. Therefore, implementing green marketing is a powerful strategy to boost millennial purchase intention and should remain a key element in IKEA’s ongoing commitment to sustainability.

- **The Influence Product Quality on Purchase Intention**

This study found that the product quality variable does not significantly influence purchase intention among millennial consumers in Surabaya. As a result, the second hypothesis is rejected. Although IKEA is known for offering high-quality products, consumer perceptions of that quality do not contribute significantly to increasing purchase intention. This finding is consistent with the research by Muljani & Koesworo (2019), which concluded that product quality does not have a significant impact on purchase intention. Despite IKEA promoting high standards through its *Democratic Design* concept, the analysis indicates that millennials do not view product quality as a key driver of their purchasing behavior. According to Fromm and Garton (2013), millennials tend to prioritize values such as sustainability, brand image, and lifestyle alignment over technical product quality. Similarly, Naderi & Van Steenburg (2018)

emphasized that emotional and symbolic values often take precedence over objective product evaluations in millennial purchasing decisions. Descriptive results show that respondents strongly agreed with statements related to IKEA's product quality, with an average score of 4.35 out of 5. This suggests that while the perception of quality is very high, it is likely seen as a standard expectation from a well-established brand and not a key differentiator. In conclusion, although IKEA's product quality is positively perceived, it does not significantly influence millennial purchase intention. IKEA should therefore focus on reinforcing values such as sustainability and brand identity to better appeal to the millennial segment.

- The Influence Brand Image on Purchase Intention

The results of this study indicate that **brand image** has a positive and significant influence on **purchase intention** among millennial consumers of IKEA in Surabaya. This means that the more positive the brand image perceived by millennials, the stronger their intention to purchase IKEA products. In this research, brand image was measured through three indicators: *attribute brand*, *aspirational brand*, and *experience brand*. One of the highest-rated items – “IKEA Surabaya's showroom provides a pleasant and inspiring home design experience” – received an average score of **4.40**, reflecting a strong brand image that positively shapes consumer perceptions and drives purchase intention. **Agmeka et al. (2019)** confirmed that brand image significantly influences purchase intention, emphasizing its role as a key determinant, especially among millennials. This generation tends to evaluate not only the functional aspects of a product but also the symbolic and emotional associations of a brand. IKEA has successfully built a strong brand image through minimalist design, affordable pricing, and a commitment to sustainability. At IKEA Surabaya, the brand image reflects not only design quality and aesthetics but also values such as practicality and environmental consciousness – attributes aligned with the millennial lifestyle. This is further supported by IKEA's intensive communication strategies, including social media, digital content, and eco-friendly campaigns that effectively reach young audiences. In conclusion, IKEA's success in building a brand image that resonates with millennial values has significantly enhanced purchase intention. To sustain this, the company must continue reinforcing a positive and consistent brand image while deepening emotional engagement through authentic, creative, and sustainable communication.

CONCLUSIONS AND RECOMMENDATIONS

This study aimed to examine how *green marketing*, *product quality*, and *brand image* influence the *purchase intention* of millennial consumers at IKEA Surabaya. The findings reveal that *green marketing* and *brand image* have a positive and significant impact on purchase intention, highlighting the importance of transparent environmental communication, sustainability practices, and strong brand identity in attracting millennials. In contrast, *product quality* was not found to significantly affect purchase intention, suggesting that millennials view quality as a basic expectation rather than a key differentiator. Overall, the results emphasize that sustainability values and brand perception play a more crucial role than technical product aspects in shaping millennial purchase decisions, underlining the need for companies like IKEA to focus on emotional engagement, environmental commitment, and consistent brand communication.

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