The Influence of Sustainability Campaign Messages on "Pijak Bumi" Brand Image Through Price Perception

Linda Okti Arika, Amanda Bunga Gracia, A. Hasan Al Husain

Telkom University, Bandung, Indonesia
*lindaoktiarika@student.telkomuniversity.ac.id

Abstract
This research aims to explore how sustainability campaign messages can influence the brand image of Pijak Bumi as an environmentally friendly brand, with price perception considered as a mediating variable. The theory employed in this study is the S-O-R (Stimulus-Organism-Response) theory, which explains how stimuli perceived by individuals can trigger responses, whether positive or negative, internally or externally. The research adopts a quantitative approach with an associative method. Based on its objectives and data type, this study falls into the descriptive category. The data analysis technique used is Partial Least Square-Structural Equation Modeling (PLS-SEM), enabling researchers to test complex relationships between variables. The study findings indicated that sustainability campaign messages significantly influence the brand image of Pijak Bumi as an environmentally friendly brand, with price perception acting as a mediator. The alternative hypothesis is accepted, while the null hypothesis is rejected, indicating that price perception plays a crucial role in reinforcing the impact of campaign messages on brand image. These findings provide valuable insights for marketers in designing effective communication strategies to enhance the promoted brand image.
Keywords: Campaign Message; Price Perception; Brand Image; S-O-R Theory

Abstrak
Penelitian ini bertujuan untuk mengetahui bagaimana pesan kampanye sustainability dapat mempengaruhi brand image Pijak Bumi sebagai brand ramah lingkungan, dengan mempertimbangkan persepsi harga sebagai variabel mediasi. Teori yang digunakan dalam penelitian ini adalah teori S-O-R (Stimulus-Organism-Response), yang menggambarkan bagaimana stimulus yang didapatkan serta dirasakan oleh individu dapat memicu reaksi yang dihasilkan dari internal maupun eksternal individu atau disebut organism nantinya akan menghasilkan response yang positif atau negatif. Pendekatan penelitian ini bersifat kuantitatif dengan metode asosiatif. Berdasarkan tujuan dan jenis data yang dikumpulkan, penelitian ini termasuk dalam kategori deskriptif. Teknik analisis data yang digunakan adalah Partial Least Squares-Structural Equation Modeling (PLS-SEM), yang memungkinkan peneliti untuk menguji hubungan kompleks antara variabel. Hasil penelitian menunjukkan bahwa pesan kampanye sustainability memiliki pengaruh signifikan terhadap brand image Pijak Bumi sebagai brand ramah lingkungan, dengan persepsi harga sebagai mediator. Hipotesis alternatif diterima, sementara hipotesis nol ditolak, yang menunjukkan bahwa persepsi harga memainkan peran penting dalam memperkuat pengaruh pesan kampanye terhadap brand image. Temuan ini memberikan wawasan penting bagi pemasar dalam merancang strategi komunikasi yang efektif untuk meningkatkan brand image yang diusung.
Kata Kunci: Pesan Kampanye; Persepsi Harga; Brand Image; Teori S-O-R

.

INTRODUCTION

One of the world's most significant issues today is environmental issues such as climate change, increasing air pollution, overpopulation, and others (Maharani et al., 2021). Awareness of the

importance of the environment is growing among the global community. In efforts to maintain environmental sustainability, eco-friendly products become a relevant solution to reduce the negative impact of human activities. According to Natalia (2023), eco-friendly products are usually designed by considering the product's life cycle, using sustainable materials, and reducing emissions and waste produced.

The current trend in society is to return to nature (Alamsyah et al., 2017). Consumers who are knowledgeable and attracted to preserving the environment want to buy eco-friendly products and consider their needs before purchasing. Increasingly complex environmental problems also accompany the rapid growth of business. Environmental issues have become strategic issues to be studied and addressed by various parties.

In the last decade, efforts to protect the environment have seen significant developments, along with increasing consumer awareness and the active role of companies in practicing sustainability. Consumers are now more aware of the importance of reducing the negative environmental impact of the products they buy, so the demand for eco-friendly green products has increased substantially. Companies respond by adopting green supply chain management strategies that not only reduce energy and resource use but also eliminate toxic materials from the production process (Choi & Hwang, 2015). Green products are designed to reduce the excessive use of natural resources during production and to minimize harmful environmental impacts, a crucial step in achieving long-term sustainability (Joshi & Rahman, 2015).

Pijak Bumi is a local brand from Bandung, and its product is shoes. Its concern for environmental issues leads to innovation in fashion products with the concept of green clothing because it uses vegetable-tanned leather with a production composition of water that can be absorbed by the soil and regenerated, besides its eco-friendly footwear. According to Harto et al. (2021), brand image is the consumer's assessment of a brand in the market, formed from personal experiences or hearing about the product or service's reputation from the social environment or media. Brand image is also defined as the consumer's perception of a brand, reflecting the associations in the consumer's mind (Kotler & Keller, 2016).

The concept promoted by the brand Pijak Bumi is reflected in its Instagram bio: Sustainable Design, Sustainable Materials, and Circularity. With over 96.000 followers, spreading the message of sustainability campaigns becomes easier and garners more attention. The large number of Instagram users in Indonesia supports this. According to DataIndonesia.id (2024), there will be 90,41 million Instagram users in Indonesia in 2024. Additionally, the increase in visits to Pijak Bumi's official website supports this trend. According to Hendriawan et al. (2022), the most drastic increase in visits to Pijak Bumi's official website occurred in 2017, with 2.170 visits in 2016, rising to 4.534 trips the following year. In 2021, there were 570 visits, or 87,69% of the target for that year. The large number of Instagram users and the number of visits to Pijak Bumi's official website positively impact the spread of campaigns about their footwear products, which have the central message of sustainability.

The main message of the Pijak Bumi brand is to encourage consumers to choose products that care for the environment. This goes beyond just a concept; it extends to the implementation in every product element, from the materials used to the packaging. The materials used come from recycled sources, and the packaging of Pijak Bumi products is post-consumer packaging (pijakbumi.com, 2023). The sustainability campaign aims to introduce the public to the role of protecting nature by using eco-friendly dairy products. Through this campaign, Pijak Bumi strictly monitors the production process to ensure its goal is achieved, which is to produce environmentally friendly products.

A previous study conducted by Sabella dan Daniel (2023) titled "The Influence of the #GenerasiKulitSehat Campaign Messages significantly influences the brand image. The study stated that "the #GenerasiKulitSehat campaign message successfully encouraged consumers to have healthier skin and feel that N'Pure products are of good quality" (Sabella & Daniel, 2023). This research indicates that campaign messages can shape or form a brand image. Therefore, it can be said that one way to build a brand image is through the messages conveyed in a campaign.

34

The Influence of Sustainability Campaign Messages on "Pijak Bumi" Brand Image Through Price Perception
Linda Okti Arika, Amanda Bunga Gracia, A. Hasan Al Husain

In addition to the messages in a campaign, another factor can influence brand image. In a previous study conducted by Pradnyana dan Suryanata (2021) titled "The Influence of Price, Promotion, and Service Quality on Grab's Brand Image with Consumer Satisfaction," they examined various factors that could affect brand image and the significant influence of price on brand image" (Pradnyana & Suryanata, 2021a). Therefore, it can be said that brand image can be formed from consumers' perceptions of price.

The price measures the extent to which someone is satisfied with the product they purchase (Gitosudarmo, 2014). A person is willing to pay a high price for a product if they perceive the expected satisfaction from the product to be high. Conversely, if someone perceives their satisfaction with a product as low, they will not be willing to pay a high price or buy the product. Economic value is created by activities in the market mechanism between buyers and sellers (Sudana et al., 2021). In a purchase transaction, both parties receive from owning the product purchased, which exceeds the money paid for it.

From the two research findings above, hypothesis-making is possible regarding the influence of sustainability campaign messages on brand image through price perception. Pijak Bumi, as the research object, presents sustainability campaign messages conveyed in every Instagram post. However, the price of Pijak Bumi products is considered relatively high. The high price may occur because Pijak Bumi uses unique materials, making it an environmentally friendly product down to its packaging. Thus, this uniqueness makes the product more exclusive compared to footwear from other brands. The presence of this exclusivity makes the pricing considered appropriate because consumers will get something different from other brands. Therefore, research related to the influence of brand messages conveyed through various campaign forms needs to be conducted to observe the perception of @pijakbumi Instagram visitors, and it can also be used to evaluate internal management regarding the effectiveness of the messages to be conveyed. Research on product prices is also carried out to confirm the perspective of Pijak Bumi's higher prices while still maintaining an exclusive impression of the products. This research will undoubtedly demonstrate the image formed by consumers towards Pijak Bumi as an environmentally friendly brand.

In this research, it is necessary to use affective theory to understand the variation in behavior caused by different messages and cognitive factors. According to Islam dan Rahman (2017), the S-O-R theory states that stimuli received by an individual can trigger internal or external perceptions, known as the organism, which then result in a positive or negative response. The basic premise of this theory is that stimuli influence responses that the organism considers directly, immediately, and purposefully, thus demonstrating how stimuli are action-based processes.

The S-O-R (Stimulus-Organism-Response) theory has several key advantages relevant to research on the impact of sustainability campaign messages on brand image mediated by price perception. First, the S-O-R theory provides a comprehensive framework for understanding how external stimuli, such as campaign messages, can affect the internal conditions of consumers (organism), such as emotions and attitudes, which then impact their responses to the brand (Hoffman & Novak, 2012; Hollebeek, 2011). Second, this theory allows for in-depth analysis of the psychological mechanisms underlying consumer interactions with digital content, such as augmented reality and social media, which can enhance emotional engagement and purchase intentions (Sun et al., 2022). Third, the S-O-R theory also helps in understanding the mediating role of price perception, where consumers may perceive sustainable products as more valuable, thereby strengthening the brand image if the price is seen as commensurate with the environmental benefits offered (Wang et al., 2014). Overall, the S-O-R theory helps explain and predict how sustainability campaign messages can effectively enhance brand image through emotional influence and value perception triggered by the stimuli (Chopdar & Balakrishnan, 2020; Sohn & Lee, 2017).

Based on the review of the phenomena and previous research presented, the question arises: how do Pijak Bumi's sustainability campaign messages make the brand known as an environmentally friendly product, and what is the consumer perspective on the price of Pijak Bumi products, which can

influence the brand image given the relatively high price for shoes or footwear. From these statements, this research aims to determine whether sustainability campaign messages influence Pijak Bumi's brand image as an environmentally friendly brand through price perception. Thus, four hypotheses are formulated in this study: **H1.** Sustainability campaign messages significantly affect price perception; **H2.** Sustainability campaign messages significantly affect Pijak Bumi's brand image; **H.3** Price perception significantly affects Pijak Bumi's brand image; **H.4** Sustainability campaign messages significantly affect Pijak Bumi's brand image through price perception.

METHOD

This research uses a quantitative approach with an associative method, aiming to determine the influence or relationship between one variable and another, thereby revealing a fact or phenomenon (Sujarweni, 2015). Based on the objectives and the type of data to be studied, this research is descriptive. According to Adiputra et al. (2021), descriptive research aims to systematically and accurately describe the facts that have been examined. Primary data is collected through the distribution of online questionnaires in the form of Google Forms. A non-probability sampling technique was chosen, along with the purposive sampling method. The data collection process takes place over eight weeks, from April 8 to June 2, 2024.

The survey questionnaire uses a five-point Likert scale, including a midpoint or neutral option, to allow respondents to express their opinions without being forced to agree or disagree and to improve the clarity of survey items since respondents will choose the midpoint when they are unsure of the meaning of the item (Chyung et al., 2017). The measurement items are adapted from previous research and modified to fit the context of the sustainability campaign messages on the Instagram account @pijakbumi regarding Pijak Bumi's brand image as an eco-friendly brand, mediated by price perception. The independent variable of sustainability campaign messages consists of 12 items: seven items for message content, three items for message structure, and two items for message framing (Venus, 2019). The mediating variable of price perception consists of nine items: three items for affordable price, three items for price competitiveness, and three items for price compatibility with product quality Zeithaml (in Dewi & Prabowo, 2018). The dependent variable of the brand image consists of nine items: three items for the strength of brand association, three items for the favorability of brand association, and three items for the uniqueness of brand association (Kotler & Keller, 2016). This adaptation ensures the validity and reliability of the research instrument according to the research problem.

The respondents in this study are male and female individuals aged between 15 and over 30 years who know about Pijak Bumi and follow the Instagram account @pijakbumi. The location of the respondents is not specified because the number of followers of the Instagram account @pijakbumi is widespread. The research questionnaire was distributed via social media and completed by the respondents. A total of 400 questionnaire responses were collected, and this number is considered adequate for analysis and reporting because it meets the minimum sample size calculated using the Slovin formula.

The data analysis technique used in this study is Partial Least Squares-Structural Equation Modeling (PLS-SEM), aimed at developing or constructing a theory (Ghozali & Latan, 2015). PLS-SEM is suitable for research that links cause and effect or casual models, allowing the measurement of constructs through their indicators and enabling the analysis of latent variables and measurement errors (Malhotra et al., 2017). This technique can also be applied to analyze data that do not meet the normality assumptions or when research data is limited. Therefore, to address the research questions, this study employs SmartPLS 3.2.9 to test the measurement model, the structural model, and hypotheses testing.

According to Malhotra et al. (2017), the measurement model is part of the process of how indicator blocks and their latent variables relate to each other. The measurement model is tested for

validity and reliability analysis. Table 1 provides the guidelines used to measure the measurement model.

Table 1. Guidelines for Measuring the Measurement Model

Model Testing	Parameter Estimation	Practical Guidelines
Convergent Validity	Outer Loading	> 0.70
	Average Variance Extracted (AVE)	> 0.50
Discriminant Validity	Cross Loading	> 0.70
	Fornell-Lacker Criterion	> from the correlation with other variables
Reliability	Cronbach's Alpha	> 0.70
	Composite Reliability	> 0.70

Source: (Duryadi, 2021; Malhotra et al., 2017)

Based on its theoretical substance, the structural model depicts the causal relationships between latent variables. Its purpose is to analyze the relationships between variable indicators (Wijaya, 2019). The indicators used to measure the structural model consist of the R-Square (R^2) and the Q-Square (Q^2) test. Table 2 provides the guidelines used to measure the measurement model.

Table 2. Guidelines for Measuring the Structural Model

Parameter Estimation	Practical Guidelines
R-Square (S^2)	An R-Square (R^2) value of 0.67 indicates a strong model
	An R-Square (R^2) value of 0.33 indicates a moderate model.
	An R-Square (R^2) value of 0.19 indicates a weak model.
Q-Square (Q^2)	A Q-Square (Q^2) value of ≥ 0.35 is considered large
	A Q-Square (Q^2) value between 0.15 and ≤ 0.35 is considered moderate.
	A Q-Square (Q^2) value between 0.02 and ≤ 0.15 is considered small.

Source: (Ghozali & Latan, 2015)

A hypothesis is a question that underlies the reason for conducting research. In conducting research, a correct hypothesis is needed so that the researcher can determine the techniques for testing the existing hypothesis (Yuliawan, 2021). Hypothesis testing in this study uses the PLS method, which will obtain path coefficients that can be used as indicators of the relationship between the hypothesized constructs. Hypotheses can be evaluated through path coefficients using p-value and t-statistic values. A hypothesis indicating a strong or significant relationship has a $p\text{-value} < 0.05$ and a $t\text{-statistic} > 1.96$. In contrast, a hypothesis indicating a weak or non-significant relationship has a $p\text{-value} > 0.05$ and a $t\text{-statistic} < 1.96$ (Haryono, 2017).

RESULTS AND DISCUSSION
Demographic Profile

Based on the information presented in Table 1, important patterns in the demographic characteristics of the respondents are observed. A total of 53.2% are female, while 46.8% are male respondents. The age range of the respondents includes 15-20 years (26.8%), 21-25 years (47.3%), 26-30 years (21.8%), and over 30 years (4.2%).

Regarding occupation, the majority of respondents stated that they are "students," accounting for 46.25%. The second most selected category is private employees (23.5%), followed by civil servants (15.5%), pupils (7.25%), freelancers (5.75%), and others (1.75%).

The domicile of respondents in this study is spread across almost all of Indonesia because Instagram @pijakbumi has followers with a wide reach. Respondents domiciled in Banten (4.5%), DKI Jakarta (25%), West Java (28.5%), Central Java (4.7%), Yogyakarta Special Region (3.5%), East Java

(4.7%), Bali (3.5%), Nusa Tenggara (2.5%), Papua (1.2%), Sulawesi (2.2%), Gorontalo (2.2%), Kalimantan (2%), Sumatra (2.2%), Jambi (2%), Bengkulu (1.7%) people, Bangka (2.5%), Riau (2%), and Aceh (1.7%).

Table 3. Demographic Profile of Respondents

Demographic Profile	Sample	
	Number *(N = 498)*	*%*
Gender		
Female	213	53%
Male	187	47%
	400	100%
Age		
15-20	107	26.75%
21-25	189	47.25%
25-30	87	21.75%
>30	17	4.25%
	400	100%
Profession		
Pupils	29	7.25%
Students	185	46.25%
Private employees	23	23.5%
Civil servants	62	15.5%
Freelancers	94	5.75%
Others	7	1.75%
	400	100%
Domicile		
Banten	18	4.5%
DKI Jakarta	100	25%
West Java	114	28.5%
Central Java	19	4.75%
Yogyakarta Special Region	14	3.5%
East Java	19	4.75%
Bali	14	3.5%
Nusa Tenggara	10	2.5%
Papua	5	1.25%
Maluku	3	0.75%
Sulawesi	9	2.25%
Gorontalo	9	2.25%
Kalimantan	8	2%
Lampung	9	2.25%
Sumatra	9	2.25%
Jambi	8	2%
Bengkulu	7	1.75%
Bangka	10	2,5%
Riau	8	2%
Aceh	7	1.75%
	400	100%

Source: Research Results, 2024

The Influence of Sustainability Campaign Messages on "Pijak Bumi" Brand Image Through Price Perception
Linda Okti Arika, Amanda Bunga Gracia, A. Hasan Al Husain

Measurement Model

The measurement model is used to determine whether the indicator blocks and their latent variables are related to each other (Malhotra et al., 2017). It includes tests for convergent validity, discriminant validity, and reliability.

Convergent validity in this study obtains an outer loading value for the entire instrument > 0.70 and Average Variance Extracted (AVE) > 0.50 (Table 2). According to Malhotra et al. (2017), the general rule for convergent validity is outer loading > 0.7 and Average Variance Extracted (AVE) > 0.5. Therefore, an outer loading > 0.70 can indicate that these instruments significantly contribute to the measurement of latent constructs, and convergent validity can be declared valid.

Table 4. Convergent Validity

Variable	Indicator	Outer Loading (> 0.7)	AVE (> 0.5)
Sustainability Campaign Messages	PK.1	0.807	0.628
	PK.2	0.818	
	PK.3	0.804	
	PK.4	0.778	
	PK.5	0.800	
	PK.6	0.810	
	PK.7	0.777	
	PK.8	0.792	
	PK.9	0.772	
	PK.10	0.751	
	PK.11	0.806	
	PK.12	0.793	
Price Perception	PH.1	0.788	0.624
	PH.2	0.794	
	PH.3	0.790	
	PH.4	0.773	
	PH.5	0.794	
	PH.6	0.796	
	PH.7	0.790	
	PH.8	0.773	
	PH.9	0.812	
Brand Image	BI.1	0.757	0.594
	BI.2	0.769	
	BI.3	0.762	
	BI.4	0.759	
	BI.5	0.794	
	BI.6	0.758	
	BI.7	0.777	
	BI.8	0.764	
	BI.9	0.797	

Source: Research Results, 2024

Figure 1. Outer Loading
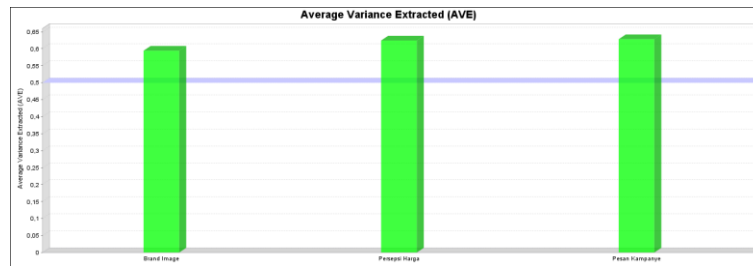(Source: Research Results, 2024)

Figure 2. Average Variance Extracted (AVE)
(Source: Research Results, 2024)

Next, discriminant validity is measured with cross loading and the Fornell-Larcker Criterion. In this study, the cross loading value for each instrument against its construct is greater than the cross loading value > 0.70 (Table 3), and the Fornell-Larcker Criterion shows that the Average Variance Extracted (AVE) is greater than the correlation coefficients (Table 4). Therefore, according to the general guidelines from Duryadi (2021) and Malhotra et al. (2017), discriminant validity in this study is declared valid.

Table 5. Convergent Validity

	Sustainability Campaign Messages	Price Perception	Brand Image
PK.1	**0.807**	0.514	0.533
PK.2	**0.818**	0.523	0.575
PK.3	**0.804**	0.396	0.506
PK.4	**0.778**	0.517	0.569
PK.5	**0.800**	0.406	0.530
PK.6	**0.810**	0.548	0.553
PK.7	**0.777**	0.448	0.529
PK.8	**0.792**	0.451	0.549
PK.9	**0.772**	0.471	0.545
PK.10	**0.751**	0.412	0.498
PK.11	**0.806**	0.433	0.514
PK.12	**0.793**	0.444	0.558
PH.1	0.490	**0.788**	0.567
PH.2	0.428	**0.794**	0.478
PH.3	0.489	**0.790**	0.543
PH.4	0.434	**0.773**	0.550
PH.5	0.447	**0.794**	0.496
PH.6	0.497	**0.796**	0.537
PH.7	0.458	**0.790**	0.515
PH.8	0.398	**0.773**	0.407
PH.9	0.521	**0.812**	0.554
BI.1	0.526	0.520	**0.757**
BI.2	0.495	0.495	**0.769**
BI.3	0.467	0.472	**0.762**
BI.4	0.501	0.462	**0.759**
BI.5	0.567	0.521	**0.794**
BI.6	0.547	0.499	**0.758**
BI.7	0.543	0.550	**0.777**
BI.8	0.518	0.502	**0.764**
BI.9	0.546	0.536	**0.797**

Source: Research Results, 2024

The Influence of Sustainability Campaign Messages on "Pijak Bumi" Brand Image Through Price Perception
Linda Okti Arika, Amanda Bunga Gracia, A. Hasan Al Husain

Figure 3. Cross Loading
(Source: Research Results, 2024)

Table 6. Fornell-Larcker Criterion

	Brand Image	Price Perception	Sustainability Campaign Messages
Brand Image	**0.771**		
Price Perception	0.658	**0.790**	
Sustainability Campaign Messages	0.680	0.589	**0.793**

Source: Research Result, 2024

Figure 4. Fornell-Larcker Criterion
(Source: Research Results, 2024)

Cronbach's Alpha (CA) and Composite Reliability (CR) are the main focus in evaluating reliability. Cronbach's Alpha or Composite Reliability should be > 0.70 as a general rule, although a value of 0.6 can be accepted (Malhotra et al., 2017). In this study, the test results show that the CA values for all reflective constructs are > 0.70, with values of 0.915 for sustainability campaign messages, 0.925 for price perception, and 0.946 for brand image (Table 5). Additionally, the CR values are > 0.70, with values of 0.953 for sustainability campaign messages, 0.937 for price perception, and 0.930 for brand image. According to the general guidelines from Malhotra et al. (2017), the CA and CR results in this study are declared reliable.

Table 1. Reliability

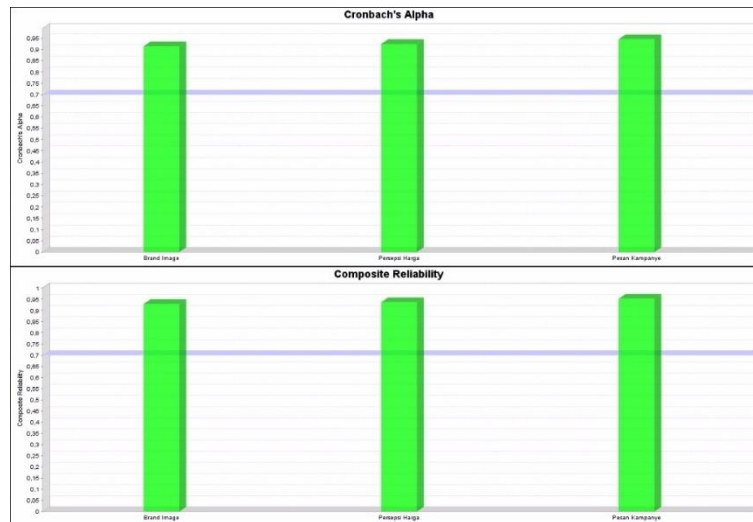|	Cronbach's Alpha	Composite Reliability
Sustainability Campaign Messages	0.915	0.953
Price Perception	0.925	0.937
Brand Image	0.946	0.930

Source: Research Results, 2024

Figure 5. Reliability
(Source: Research Results, 2024)

Structural Model

Specific evaluation is necessary to understand the strength and validity of the developed model when analyzing data and the structural model. One crucial aspect is the R-Square (R^2) value, used to assess how well predictor variables can explain the predicted variables. An R-Square (R^2) value of 0.67 indicates a strong model, 0.33 indicates a moderate model, and 0.19 indicates a weak model (Ghozali & Latan, 2015). In this study, the percentage of variance explained for the brand image variable is 56.2%, while for the price perception variable, it is 34.6%. These results R-Square Adjusted (R^2_{adj}) suggest that the effects of these variables are moderately strong.

However, the evaluation of the structural model is not solely based on R-Square (R^2) but also involves assessing the predictive relevance of Q-Square (Q^2), which tests whether exogenous variables are good predictors of endogenous variables. Q-Square (Q^2) values ranging from 0.02 to ≤ 0.15 are considered small, 0.15 to ≤ 0.35 moderate, and ≥ 0.35 large (Ghozali & Latan, 2015). Therefore, as indicated by the Q-Square (Q^2) values in Table 6, each variable shows significant predictive relevance in the moderate scale category.

Table 2. Structural Model

Construct	R-Square (R^2)	R-Square Adjusted (R^2_{adj})	Q-Square (Q^2)
Price Perception	0.346	0.345	0.210
Brand Image	0.565	0.562	0.330

Source: Research Results, 2024

The Influence of Sustainability Campaign Messages on "Pijak Bumi" Brand Image Through Price Perception
Linda Okti Arika, Amanda Bunga Gracia, A. Hasan Al Husain

R Square

	R Square	R Square Adjusted
Brand Image	0.565	0.562
Persepsi Harga	0.346	0.345

Construct Crossvalidated Redundancy

	SSO	SSE	Q^2 (=1-SSE/SSO)
Brand Image	3600.000	2411.193	0.330
Persepsi Harga	3600.000	2844.922	0.210
Pesan Kampanye	4800.000	4800.000	

Figure 6. Structural Model
(Source: Research Results, 2024)

Hypothesis Test Result

In hypothesis testing, we can assess using the p-value and t-statistic. Hypotheses that show a strong or significant relationship have a p-value < 0.05 and a t-statistic > 1.96. In contrast, hypotheses that do not show a strong relationship or are not significant have a p-value > 0.05 and a t-statistic < 1.96 (Haryono, 2017).

The results indicate a significant relationship between sustainability campaign messages and price perception (p-value: 0.000, t-statistic: 14.723), thus supporting the first alternative hypothesis. Additionally, the findings show a significant relationship between sustainability campaign messages and brand image (p-value: 0.000, t-statistic: 7.733), thereby supporting the second alternative hypothesis. Moreover, the research results demonstrate a significant relationship between price perception and brand image (p-value: 0.000, t-statistic: 6.688), which supports the third alternative hypothesis. This study also indicates an indirect influence on the brand image through significant price perception (p-value: 0.000, t-statistic: 6.421), supporting the fourth alternative hypothesis.

Table 7. Hypothesis Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|0/STDEV|)	P Values
Sustainability Campaign Messages → Price Perception	0.589	0.598	0.040	14.723	0.000
Sustainability Campaign Messages → Brand Image	0.449	0.451	0.058	7.733	0.000
Price Perception → Brand Image	0.394	0.396	0.059	6.688	0.000
Sustainability Campaign Messages → Price Perception → Brand Image	0.232	0.236	0.036	6.421	0.000

Source: Research Result, 2024

Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Persepsi Harga -> Brand Image	0.394	0.395	0.059	6.706	0.000
Pesan Kampanye -> Brand Image	0.449	0.450	0.059	7.641	0.000
Pesan Kampanye -> Persepsi Harga	0.589	0.594	0.044	13.236	0.000

Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Pesan Kampanye -> Persepsi Harga -> Brand Image	0.232	0.234	0.038	6.168	0.000

Figure 7. Hypothesis Test Result
(Source: Research Results, 2024)

Discussion

The research on the Influence of Sustainability Campaign Messages on Pijak Bumi's Brand Image as an Environmentally Friendly Brand Through Price Perception involves a sample of 400 respondents. The sample criteria include awareness of Pijak Bumi and being a follower of @pijakbumi on Instagram. Researchers gathered 400 respondents by distributing a questionnaire online using a Google Form. The research questionnaire consists of 30 statements, including 12 statements for the independent variable (x), nine statements for the mediating variable (z), and nine statements for the dependent variable (y), all of which are positive. Based on the characteristics of the respondents who completed the research questionnaire, the majority are female, totaling 213 respondents with a percentage of 53%. In terms of age, 189 respondents are aged 21-25 years, comprising 47.25%. Professionally, 185 respondents are students, accounting for 46.25%. Geographically, 114 respondents reside in West Java, making up 28.5% of the sample.

This discussion describes the influence of sustainability campaign messages as stimuli based on the Stimulus-Organism-Response (S-O-R) theory (Mehrabian & Russell, 1974). The theory explains that stimuli, such as campaign messages, can affect organisms (individuals or consumers), leading to specific responses. In this context, the research highlights three main dimensions of sustainability campaign messages: message content, message structure, and message framing.

The content of sustainability campaign messages, focused on urging for sustainable action, is found to have a significant influence with the highest percentage, followed by clear message structure and framing that provides relevant context. This analysis indicates that an effective combination of these three dimensions can influence the perceptions and responses of message recipients.

Previous research by Sabella dan Daniel (2023) "The Influence of #HealthySkinGeneration Campaign Messages on N'Pure Company's Brand Image on Instagram" uses public relations theory as its primary foundation. The study shows that campaign message strategies have a significant impact on brand image, especially through cognitive, affective, and conative strategies, as described by Clow and Donald (2016). Moreover, this research also considers price perception as a mediating variable based on the S-O-R theory. Price perception is found to play a role in linking campaign message stimuli to desired responses toward the Pijak Bumi brand image. Dimensions of price perception, including competitiveness and price compatibility with product quality, show significant influence in shaping positive responses toward brand image.

Another relevant study was conducted by Pradnyana dan Suryanata (2021) in "The Influence of Price, Promotion, and Service Quality on Grab's Brand Image with Consumer Satisfaction," which demonstrates that price can significantly influence consumer perceptions of brand image. This research underscores the importance of considering factors such as price as part of communication strategies to build a positive brand image.

These findings contribute new insights to the literature by integrating the S-O-R theory with mediating variables like price perception. They provide a deeper understanding of how sustainability campaign messages can effectively influence consumer behavior and responses and build a strong brand image, as observed in the context of Pijak Bumi.

In this study, data analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) encompasses measurement models, structural models, and hypothesis testing. The measurement model testing evaluates how indicator blocks and their latent variables interrelate, following guidelines from (Malhotra et al., 2017). The results confirm robust and reliable constructs or variables within the model, meeting all criteria established by Malhotra et al. (2017) and Duryadi (2021).

Concurrent validity testing reveals that all variables in the study exhibit measurement model values > 0.70, indicating effective measurement of intended constructs. Average Variance Extracted (AVE) values > 0.50 demonstrate that indicators adequately explain construct variance. Discriminant validity is confirmed, ensuring each variable contributes uniquely to the model. Reliability tests via Cronbach's alpha and composite reliability > 0.70 confirm consistent and reliable indicators, facilitating accurate interpretation of relationships among variables.

The structural model examines causal relationships among latent variables, analyzing how variable indicators interact (Wijaya, 2019). Results from structural model testing, including R-Square (R^2) and Q-Square (Q^2), validate the model's predictive ability. An R-Square (R^2) of 0.564 for brand image and R-Square Adjusted (R^2_{adj}) of 0.562 indicate that 56.5% of brand image variability is explained by sustainability campaign messages and price perception, demonstrating strong predictive strength.

For price perception, an R-Square (R^2) of 0.346 indicates that 34.6% of variability can be attributed to sustainability campaign messages, showing a moderate influence. Q-square (Q^2) values of 0.330 for brand image and 0.210 for price perception indicate good predictive relevance for both variables.

Hypothesis testing using p-values and t-statistics confirms that all alternative hypotheses (H_a) were accepted, while null hypotheses (H_o) were rejected. This confirms significant relationships: sustainability campaign messages significantly influence price perception and enhance Pijak Bumi's brand image as environmentally friendly. Good price perception also significantly enhances Pijak Bumi's brand image. Additionally, sustainability campaign messages influence Pijak Bumi's brand image through price perception.

CONCLUSION

Based on the analysis and discussion in the study "The Influence of Sustainability Campaign Messages on Pijak Bumi's Brand Image as an Environmentally Friendly Brand through Price Perception" shows that the sustainability campaign messages on Instagram @pijakbumi can influence respondents' perceptions of Pijak Bumi's brand image as environmentally friendly. The research also proves that not only can the campaign messages themselves significantly influence brand image, but also, by considering the use of mediating variables such as price perception, new findings can be generated. These findings indicate that with price perception as a mediating variable, a model can be established that is interconnected and has good predictive relevance, showing that sustainability campaign messages have not only direct effects but also indirect effects on brand image. From the overall analysis or tests, it can be concluded that sustainability campaign messages significantly affect Pijak Bumi's brand image as an environmentally friendly brand through price perception.

REFERENCES

Adiputra, I. M. S., Trisnadewi, N. W., Oktaviani, N. P., & Munthe, S. A. (2021). *Metodologi Penelitian Kesehatan*. Medan: Yayasan Kita Menulis.

Alamsyah, D. P. , Trijumansyah, A. , & Hariyanto, O. I. (2017). Mediating of Store Image on Customer Trust for Organic Vegetables. *Mimbar: Jurnal Sosial Dan Pembangunan*, *33*(1), 132–141.

The Influence of Sustainability Campaign Messages on "Pijak Bumi" Brand Image Through Price Perception
Linda Okti Arika, Amanda Bunga Gracia, A. Hasan Al Husain

Choi, D., & Hwang, T. (2015). The impact of green supply chain management practices on firm performance: the role of collaborative capability. *Operations Management Research*, *8*(3–4), 69–83. https://doi.org/10.1007/s12063-015-0100-x

Chopdar, P. K., & Balakrishnan, J. (2020). Consumer's response towards mobile commerce applications: S-O-R approach. *International Journal of Information Management*, *53*. https://doi.org/10.1016/j.ijinfomgt.2020.102106

Chyung, S. Y. Y., Roberts, K., Swanson, I., & Hankinson, A. (2017). Evidence-Based Survey Design: The Use of a Midpoint on the Likert Scale. *Performance Improvement*, *56*(10), 15–23. https://doi.org/10.1002/pfi.21727

DataIndonesia.id. (2024). *Data Jumlah Pengguna Instagram di Indonesia pada Maret 2019-Maret 2024*. DataIndonesia.Id.

Dewi, N. S., & Prabowo, R. E. (2018). *Performa Kualitas Produk, Persepsi Harga, Promosi, dan Gaya Hidup Dalam Mempengaruhi Proses Keputusan Pembelian Minuman Isotonik (Studi Konsumen Minuman Isotonik Di Kota Semarang)*. http://www.marsindonesia.com

Duryadi. (2021). *Metode Penelitian Ilmiah Metode Penelitian Empiris Model Path Analysis dan Analisis Menggunakan SmartPLS*.

Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris* (ed. 2). Universitas Diponegoro.

Gitosudarmo, I. (2014). Manajemen Pemasaran. *BPFE Yogyakarta*.

Harto, B., Rozak, A., & Rukmana, A. Y. (2021). Strategi Marketing Belah Doeren Melalui Digital Marketing Terhadap Keputusan Pembelian Dimediasi Brand Image. *ATRABIS: Jurnal Administrasi Bisnis*, *7*(1), 67–74.

Haryono, S. (2017). *Metode SEM Untuk Penelitian Manajemen Amos Lisrel PLS*. Luxima.

Hendriawan, G., Sarifiyono, A. P., & Foster, B. (2022). Penerapan Green Marketing dan Inovasi Produk untuk Meningkatkan Minat Beli Konsumen Sepatu EcoFriendly Pijakbumi. *JMK (Jurnal Manajemen Dan Kewirausahaan)*, *7*(2), 32–46.

Hoffman, D. L., & Novak, T. P. (2012). Toward a Deeper Understanding of Social Media. In *Journal of Interactive Marketing* (Vol. 26, Issue 2, pp. 69–70). https://doi.org/10.1016/j.intmar.2012.03.001

Hollebeek, L. (2011). Exploring customer brand engagement: Definition and themes. In *Journal of Strategic Marketing* (Vol. 19, Issue 7, pp. 555–573). https://doi.org/10.1080/0965254X.2011.599493

Islam, J., & Rahman, Z. (2017). The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm. *Telematics and Informatics*, *34*(4), 96–109. https://doi.org/10.1016/j.tele.2017.01.004

Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour and Future Research Directions. *International Strategic Management Review*, *3*(1–2), 128–143. https://doi.org/10.1016/j.ism.2015.04.001

Kotler, P. T., & Keller, K. L. (2016). *Marketing Management (15th Edition)*.

Maharani, B. D., Hutami, L. T. H., & Isna, K. (2021). Intensi Pembelian Produk Ramah Lingkungan Berdasar Theory of Planned Behaviour. *Jurnal Manajemen Dan Kewirausahaan*, *9*(2), 182–190.

Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing Research An Applied Approach Fifth Edition*.

Mehrabian, A., & Russell, J. A. (1974). *An Approach to Environmental Psychology*.

Natalia. (2023). *Green Product: Pengertian, Manfaat dan Inovasinya*. Accurate.

pijakbumi.com. (2023). *Small Steps Matter*. https://pijakbumi.com/

Pradnyana, I. B. P., & Suryanata, I. G. N. P. (2021a). Pengaruh Harga, Promosi, dan Kualitas Pelayanan Terhadap Brand Image Grab Dengan Kepuasan Konsumen. *E-Jurnal Manajemen Universitas Udayana*, *10*(1), 82. https://doi.org/10.24843/ejmunud.2021.v10.i01.p05

Pradnyana, I. B. P., & Suryanata, I. G. N. P. (2021b). Pengaruh Harga, Promosi Dan Kualitas Pelayanan Terhadap Brand Image Grab Dengan Kepuasan Konsumen. *E-Jurnal Manajemen*, *10*(1), 82–104.

Sabella, N. T., & Daniel, M. F. (2023). Pengaruh Pesan Kampanye #GenerasiKulitSehat terhadap Citra Merek Perusahaan N'Pure di Instagram. *Bandung Conference Series: Communication Management*, *3*(3), 1034–1048. https://doi.org/10.29313/bcscm.v3i3.9617

Sohn, H. K., & Lee, T. J. (2017). Tourists' impulse buying behavior at duty-free shops: the moderating effects of time pressure and shopping involvement. *Journal of Travel and Tourism Marketing*, *34*(3), 341–356. https://doi.org/10.1080/10548408.2016.1170650

Sudana, I. K., Anggreani, N. L. P. Y., & Indrawan, I. P. E. (2021). *Pengaruh Kualitas Pelayanan Dan Harga Terhadap Keputusan Pembelian Pada Kober Mie Setan (Study Kasus Kober Mie Setan Peguyangan)*. *22*(2), 555–561.

Sujarweni, V. W. (2015). *Statistik Untuk Bisnis & Ekonomi*. Yogyakarta: Pustaka Baru Press.

Sun, K., Liu, L. C., & Liu, C. L. (2022). Emotional Perspective on Impulsive Purchase Intention of Live E-commerce Consumers. *China Circ. Econ*, *36*(01), 33–42.

Venus, A. (2019). *Manajemen Kampanye*.

Wang, Q. Z., Yao, Q., & Ye, Y. (2014). Research on The Mechanism of Price Discount and Number of Buyers on Consumers' Impulse Purchase Intention in Online Group Purchase Scenario. *J. Manag. Eng*, *28*(04), 37–47.

Wijaya, A. (2019). *Metode Penelitian Menggunakan Smart PLS 03*. Innosain.

Yuliawan, K. (2021). Pelatihan SmartPLS 3.0 Untuk Pengujian Hipotesis Penelitian Kuantitatif. *Jurnal Pengabdian Kepada Masyarakat*, *5*(1).

The Influence of Sustainability Campaign Messages on "Pijak Bumi" Brand Image Through Price Perception
Linda Okti Arika, Amanda Bunga Gracia, A. Hasan Al Husain