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The Effect of Green Marketing on Repurchase Decisions for Nadnad Cloth Sanitary Pads

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Abstract

This study aimed to describe Green Marketing and Repurchase Decision and to examine the effect of Green Marketing on the Repurchase Decision of Nadnad cloth sanitary pads. The study was motivated by a 31% decline in Nadnad's sales during the fourth quarter of 2025, supported by a pre-research survey indicating that many consumers were hesitant to repurchase due to concerns regarding perceived quality, price, promotion, and product comfort. This research employed a quantitative approach with a descriptive method. Data were collected through an online Likert-scale questionnaire distributed to 363 female respondents of reproductive age who had previously used Nadnad cloth sanitary pads. Respondents were selected using purposive and snowball sampling techniques. Data were analyzed using descriptive statistics, instrument validity and reliability tests, classical assumption tests, simple linear regression analysis, t-tests, and coefficient of determination analysis. The results showed that both Green Marketing and Repurchase Decision were categorized as moderate, although most indicators received high to very high ratings. Hypothesis testing demonstrated that Green Marketing had a positive and significant effect on Repurchase Decision, with a calculated t-value of 15.623, which exceeded the t-table value of 1.967, and a significance value below 0.001. The coefficient of determination indicated that Green Marketing explained 40.3% of the variance in Repurchase Decision, while the remaining 59.7% was influenced by other factors outside the research model. These findings confirm that strengthening Green Marketing strategies, particularly through environmental education and sustainability-oriented value creation, can enhance consumer loyalty and encourage consistent repurchase decisions for Nadnad cloth sanitary pads.

INTRODUCTION

Environmental pollution caused by plastic waste and the global plastic waste management crisis have made sustainability an urgent issue worldwide. Global data indicate that disposable sanitary pad waste contributes to millions of tons of waste annually, encouraging consumers to seek more sustainable alternatives (Pranatasari et al., 2025). This condition has contributed to shifts in consumer behavior toward more sustainable product choices. According to Sharma et al. (2022), green products are generally defined as products designed to minimize negative environmental impacts through the selection of production materials, durability, and the ability to be recycled or reused. Nicolau and Petcu (2025) stated that, in addition to being environmentally friendly, green products must also meet consumer

expectations regarding functional quality, safety, comfort, and aesthetics. Meanwhile, Alsiehemy (2025) concluded that when consumers perceive green products as having low quality, high prices, or insufficient comfort, repurchase intentions may remain low despite high levels of environmental awareness.

In this study, one type of green product examined was reusable menstrual hygiene products, specifically cloth sanitary pads. Cloth sanitary pads are environmentally friendly alternatives to disposable sanitary pads, consisting of multiple layers of absorbent fabrics, such as cotton, bamboo, or fleece, designed to be washed and reused over an extended period. Studies conducted in Taiwan by Tu et al. (2021) and in India by Joseph et al. (2022) and Babbar and Garikipati (2023) indicate that women are increasingly aware of sustainable menstrual hygiene products, as reflected in growing interest in products labeled as "eco-friendly," "reusable," and "sustainable" (Sharma et al., 2022; Rusyani et al., 2021). However, continued usage remains influenced by factors such as comfort, perceived quality, and socio-cultural norms. Recent surveys suggest that younger generations, particularly Generation Z, demonstrate stronger preferences toward sustainable products; however, maintaining repurchase intention remains a challenge (Hadi, 2025; Pranatasari et al., 2025; Triwibowo & Mangifera, 2024). This phenomenon reflects a value–action gap, in which consumers' initial enthusiasm for environmentally responsible lifestyles does not always translate into consistent long-term usage. Consumers often encounter challenges related to functional adaptation and limited product education . Furthermore, competition with other sustainable menstrual hygiene innovations, such as menstrual cups and period underwear, requires cloth sanitary pad manufacturers to provide additional value that encourages consumer loyalty and consistent repurchase decisions (A et al., 2025; B et al., 2024; Pardeshi et al., 2024; Paul et al., 2022; Sumarsono et al., 2025; Yusoff et al., 2023).

In the third quarter (July–September), total sales reached IDR 726 million, whereas in the fourth quarter (October–December), total sales decreased by 31% to IDR 497 million. This decline indicates that consumer repurchase decisions have not occurred consistently. Furthermore, based on the results of a pre-research survey conducted by the researchers, 60.6% of 30 respondents stated that they were unlikely to repurchase environmentally friendly products, particularly cloth sanitary pads. Further investigation revealed that respondents' reluctance to continue using and repurchasing the product was associated with concerns regarding perceived quality, promotion, price, and comfort.

Regarding the promotion indicator, 76.6% of respondents expressed hesitation to continue using the product due to insufficient information. For the price indicator, 70% of respondents reported that they did not repurchase the product because they considered it expensive. Regarding comfort, 75.8% of respondents preferred returning to disposable sanitary pads rather than continuing to use cloth sanitary pads. This study selected the Nadnad brand because it is recognized as one of the pioneers of local cloth sanitary pad brands in Indonesia, with product claims including anti-irritation materials, chlorine-free composition, and high absorbency. However, these product attributes do not necessarily translate into repurchase decisions. Based on initial observations of customer reviews on one e-commerce platform, several complaints were identified regarding product material quality and limited transparency in product care education, which may prevent consumers from fully recognizing the environmental value of the product. This issue may interrupt continued usage

patterns and reduce consumer repurchase intention. Therefore, although green products are increasingly available and consumer awareness is improving, continued usage and repurchase decisions do not automatically increase, indicating that the implementation of Green Marketing strategies has not yet been fully optimized.

According to Mitariani (2022), companies adopt Green Marketing strategies to improve business performance by demonstrating concern for environmental protection, consumer health, and social responsibility. Theoretically, effective Green Marketing implementation should build consumer trust and satisfaction, which may contribute to brand loyalty and consistent repurchase decisions. Paramita and Saputri (2022) found that green products mediated through brand loyalty significantly influenced repurchase decisions. Similarly, Djafar et al. (2025) demonstrated that green trust and green products had significant simultaneous effects on repurchase decisions. In addition, Tien et al. (2020), cited in Pancic et al. (2023), emphasized that one important aspect of Green Marketing involves understanding how marketing strategies encourage consumers to choose and repurchase environmentally friendly products.

Despite the growing body of research on Green Marketing and consumer behavior, a research gap remains regarding the specific context of cloth sanitary pads in Indonesia. Previous studies have examined green product adoption across various industries; however, limited attention has been given to the factors influencing repurchase decisions for reusable menstrual hygiene products. The urgency of this research is based on the observed 31% decline in sales and the need to understand the gap between initial product adoption and long-term repurchase behavior. This study provides novelty by presenting empirical evidence regarding the effectiveness of Green Marketing strategies in the cloth sanitary pad industry, which has received limited academic attention. Furthermore, this research contributes to the broader understanding of sustainable consumer behavior by identifying the specific dimensions of Green Marketing that influence repurchase decisions within this product category. This study aimed to examine the effect of Green Marketing on repurchase decisions for Nadnad cloth sanitary pads and provide practical recommendations for manufacturers seeking to strengthen consumer loyalty and sustainable consumption behavior.

Based on this phenomenon, an in-depth evaluation is required to identify which elements of Green Marketing contribute most significantly to consumers' decisions to purchase sustainable products, particularly cloth sanitary pads. Green Marketing should not only focus on communicating environmental benefits but also encourage consumers to transform initial interest into long-term consumption habits. Therefore, this study focused on examining how Green Marketing strategies can be optimized to overcome consumer behavior barriers, ensuring that cloth sanitary pads are not merely a temporary trend but become a sustainable alternative consistently selected by consumers. Accordingly, this study was entitled "The Effect of Green Marketing on Repurchase Decisions for Nadnad Cloth Sanitary Pads."

METHOD

This study examined Green Marketing and Repurchase Decision as research variables to determine the extent to which green marketing strategies influenced consumer repurchase behavior toward green products. The study employed a quantitative approach with a

descriptive method, using a questionnaire as the primary data collection instrument to obtain structured responses from respondents. The data consisted of primary and secondary sources. Primary data were collected directly from respondents through a questionnaire measuring their perceptions and repurchase behavior toward green products, while secondary data were obtained from books, journals, and previous studies as supporting references. The research instrument was a Likert-scale questionnaire developed based on the indicators of each research variable.

The population size of this study was unknown, with respondents consisting of individuals of reproductive age who had used cloth sanitary pad products. The sample was selected using purposive sampling based on specific criteria, namely consumers who had purchased and had the intention to repurchase Nadnad brand cloth sanitary pads. The sample was further expanded using snowball sampling to increase respondent coverage. Data were collected through a Google Forms-based questionnaire. Because the population size was unknown, the sample size was determined using the Lemeshow formula with a 95% confidence level ($Za^2 = 1.96$), an estimated proportion of 50% ($P = Q = 0.5$), and a 5% margin of error. Based on this calculation, the minimum required sample size was 384 respondents.

RESULTS AND DISCUSSION

Descriptive Statistical Analysis

This analysis is carried out to describe the characteristics of the data that have been obtained without involving hypothesis testing, so that the data is easier to understand. Descriptive statistics generally include calculations such as averages, standard deviations, and percentages, which are then presented in various visual forms such as tables, diagrams, and graphs.

Overview of *Green Marketing* Variables (X)

The *Green Marketing variables* in this study were measured using a research instrument in the form of a questionnaire consisting of 36 statement items, which were distributed to 363 respondents. Each statement item is measured using a Likert scale with a score range of one to five, where the score presents the level of respondents' perception of the implementation *of Green Marketing*, so that the results can be used as a basis for analyzing the level of categorization for *the Green Marketing* (X) variable as follows.

Table 1. Categorization Criteria for Green Marketing Variables

Score Range		Kategorisasi
X < (143.5 - 7.5)	X < 136	Low
(143,5 - 7,5) X < (143.5 + 7.5)≤	136 X < 151≤	Medium
X (143.5 + 7.5)≥	X 151≥	Height

Source: Researcher-processed data, 2026

From Table 1, it can be seen that there are three groups of categories ranging from low, medium, to high. Based on the table, it is known that if the value of X is less than 136 then the value is categorized as low, then if the value of X is more than equal to 136 but less than

151 then the value is categorized as medium, while if the value is more than equal to 151 then the value is categorized as high. Category criteria are created to make it easier to understand the position of *Green Marketing variables* including low, medium, or high categories. The following are the results of categorization on *the Green Marketing* (X) variable followed by the previous category criteria.

Table 2. Results of Green Marketing Variable Categories

Variabel	Average	N	Category
Green Marketing	138,52	363	Medium

Source: Researcher-processed data, 2026

From Table 2, it is known that the *Green Marketing* (X) variable has a *mean* value of 138.52 with a total of 363 respondents. When viewed from the criteria of the previous category, the *mean* value of *the Green Marketing* variable (138.52) is more than 136 and less than 151, so that the *Green Marketing variable* is included in the medium category. This shows that some of the respondents' perception of the implementation of *green marketing* can be used as one of the right environmentally friendly solutions in reducing daily waste, this indicates that the respondents have a fairly positive view of *the green marketing* efforts that have been implemented by Nadnad Indonesia. The following is presented a category reference table with a scale range (interval) of 0.80 to determine the upper and lower limits of each category in the *Green Marketing* (X) variable indicator as follows.

Table 3. Criteria for Categorization of Variable Indicators

Score Range	Kategorisasi
1,00 - 1,80	Strongly Disagree (Very Low/Very Poor)
1,81 - 2,60	Disagree (Low/Poor)
2,61 - 3,40	Neutral (Sufficient)
3,41 - 4,20	Agree (High/Good)
4,21 - 5,00	Strongly Agree (Very High/Very Good)

Source: Researcher-processed data, 2026

From Table 3, it is known that there are five groups of categories on the score/value of question items from each *Green Marketing* variable indicator based on the value of the Likert scale, such as very low, low, sufficient, high, and very high. Based on the table, it is known that if the *mean* value of an indicator is in the range of 1.00 to 1.80, then the value is categorized as very low or the respondent's assessment of the indicator is very poor. Furthermore, if the value is in the range of 1.81 to 2.60, then the low category value or respondent's assessment of an indicator is poor. Then, if the *mean* value of an indicator is in the range of 2.61 to 3.40, then the neutral category value or the respondent's assessment of the indicator is sufficient. Then, if the *mean* value of an indicator is in the range of 3.41 to 4.20, then the high category value or respondent's assessment of the indicator is good. Finally, if the *mean value* of an indicator is in the range of a score of 4.21 to 5.00, then the

value of the category is very high or the respondent's assessment of the indicator is very good. Category criteria are created to make it easier to understand the position of each indicator. The following is presented a more specific table of the levels of each indicator of the *Green Marketing* variable as follows.

Table 4. Category Level of Green Marketing Indicators

Indicator	Average	Category
Products Reduce Environmental Impact	4,42	Very High
Eco-friendly materials	3,62	Height
Durable Products	3,00	Enough
Sustainable Alternatives	3,43	Height
Clear & Transparent Information	4,33	Very High
Easy-to-understand labels	4,35	Very High
Trustworthy Claims	4,31	Very High
Environmental Education	3,03	Enough
Value Worth the Price	3,45	Height
Long-Term Value	3,04	Enough
Moral Satisfaction	4,46	Very High
Good Quality	4,33	Very High
Easy to Find	3,42	Height
Eco-friendly packaging	4,37	Very High
Easy Purchase Access	4,43	Very High
Distribution Supports Sustainability	4,33	Very High

Source: Researcher-processed data, 2026

Based on Table 4, overall respondents' perception of the implementation of Green Marketing is at very good criteria, with the distribution of mean values dominated by the High to Very High category. The highest average value in this variable was achieved by the indicator "Easy Purchase Access" with a score of 4.45 (Very High). This is strongly supported by the indicator "Moral Satisfaction" of 4.44 and "Products Reducing Environmental Impact" of 4.42, both of which are also included in the Very High category. These results indicate that consumers feel greatly helped by the ease of access to environmentally friendly products, as well as feeling a positive emotional satisfaction or moral value when they consume products that contribute to reducing the impact of environmental damage.

The success of this Green Marketing strategy is also strengthened by the high consumer assessment of information transparency and quality, as shown by the indicators "Easy to Understand Labels" (4.35), "Clear & Transparent Information" (4.33), "Good Quality" (4.33),

and "Distribution Supports Sustainability" (4.33). On the other hand, the lowest average value in this variable is found in the "Durable Products" indicator with a score of 3.00 which is included in the Sufficient category. The assessment that is in the Sufficient category is also seen in the indicators "Environmental Education" (3.02) and "Long-Term Value" (3.06). These values are an important note that even though consumers respond very positively to the ecological value, ease of access, and product information, Nadnad Indonesia still has room for evaluation to further optimize environmental education to the community and improve the physical durability of products in order to provide maximum long-term benefits for consumers.

Overview of Repurchase Decision Variables (Y)

In this study, it was also measured using a research instrument in the form of a questionnaire consisting of 16 statement items, which were distributed to 363 respondents. Each statement item is measured using a Likert scale with a score range of one to five, where the score presents the level of respondents' perception of the Repurchase Decision, the results of which can be used as a basis for analyzing the categorization criteria on the Repurchase Decision (Y) variable as follows.

Table 5. Categorization Criteria for Repurchase Decision Variables

Score Range		**Kategorisasi**
X < (59 - 4.67)	X < 54.33	Low
(59 - 4,67) X < (59 + 4.67)≤	54.33 X < 63.67≤	Medium
X (59 + 4.67)≥	X 63.67≥	Height

Source: Researcher-processed data, 2026

From Table 5, it can be seen that there are three groups of categories ranging from low, medium, to high. Based on the table, it is known that if the value of X is less than 54.33, then the value is categorized as low, then if the value of X is more than equal to 54.33 but less than 63.67, then the value is categorized as medium, while if the value is more than equal to 63.67, then the value is categorized as high. The category criteria are created to make it easier to understand the position of the Repurchase Decision variables including the low, medium, or high categories. The following are the results of categorization on the Repurchase Decision variable (Y) followed by the previous category criteria.

Table 6. Results of the Repurchase Decision Variable Category

Variabel	**Average**	**N**	**Category**
Repurchase Decision	58,19	363	Medium

Source: Researcher-processed data, 2026

From Table 6, it is known that the Repurchase Decision variable (Y) has a *mean* value of 58.19 with a total of 363 analysis respondents. Based on the previous category criteria, the *mean* value of the Repurchase Decision variable (58.19) was between a score of 54.33 and 63.67, so that the Repurchase Decision variable entered the Medium category. This shows that the tendency of consumers to make repurchase decisions on Nadnad cloth sanitary napkins products is at a sufficient level. This condition explains that even though consumers give a positive assessment of aspects of *Green Marketing*, their commitment to consistently

make purchases is still not fully optimal and can still be improved by Nadnad Indonesia through improvements in indicators that are considered to be sufficient from the consumer's point of view.

Referring to Table 6 above, it is known that there are five categories in the score/value of the question item from each indicator of the Repurchase Decision variable based on the previous Likert scale value, ranging from very low, low, moderate, high, and very high. Based on the table, it is known that if the *mean* value of an indicator is in the range of 1.00 to 1.80, then the value is categorized as very low or the respondent's assessment of the indicator is very poor. Furthermore, if the value is in the range of 1.81 to 2.60, then the low category value or respondent's assessment of an indicator is poor. Then, if the *mean* value of an indicator is in the range of 2.61 to 3.40, then the neutral category value or the respondent's assessment of the indicator is sufficient. Then, if the *mean* value of an indicator is in the range of 3.41 to 4.20, then the high category value or respondent's assessment of the indicator is good. Finally, if the *mean value* of an indicator is in the range of a score of 4.21 to 5.00, then the value of the category is very high or the respondent's assessment of the indicator is very good. Category criteria are created to make it easier to understand the position of each indicator. The following is presented a more specific table of the levels of each indicator of the Repurchase Decision variable as follows.

Table 7. Category Levels of Repurchase Decision Indicators

Indicator	Average	Category
Consistency of Buybacks	3,45	Height
Sustainability of Use	4,21	Very High
Product Variant Exploration	4,32	Very High
Complementing Sanitation Needs	3,40	Height
Rejection of Similar Brands	3,42	Height
Resistance to Substitution Products	3,43	Height

Source: Researcher-processed data, 2026

Based on Table 7, it can be seen that the respondents' perception of the indicators in the Repurchase Decision variable (Y) as a whole shows a very positive assessment, where all assessment items are in the High to Very High category. The highest mean value in this variable was achieved by the indicator "Product Variant Exploration" with a score of 4.32 which is included in the Very High category. This shows that consumers have a very strong interest and drive to try and explore the various other product variants offered by this brand after the first purchase. This high consumer commitment is also consistently supported by the "Sustainability of Use" indicator with a score of 4.21 which is also included in the Very High category, indicating a strong intention from respondents to continue using the product in the long term.

On the other hand, the lowest average score was found in the indicator "Completing Sanitation Needs" with a score of 3.40. Although this score is the lowest among other indicators, statistically it is still in the High category qualification. Ratings in the High

category are also evenly distributed on several other loyalty support indicators, such as "Rejection of Similar Brands" (3.42), "Resistance to Substitution Products" (3.43), and "Consistency of Repurchases" (3.45). Comprehensively, the results of this interpretation indicate that the majority of respondents have a real loyalty and propensity to make consistent repurchases, driven by satisfaction with product variety and the steadfastness to continue using these eco-friendly products rather than switching to competitor brands.

Overview of Green Marketing and Repurchase Decisions on Nadnad Cloth Wrapping Products

Descriptive statistical data listed in Table 4.4 shows that *the Green Marketing* (X) variable obtained an average score of 138.52 from 363 respondents, so that this variable is included in the medium category. However, moderate categorization at the variable level does not present similar conditions at the indicator level. On the other hand, Table 4.6 shows that most of the indicators, especially those included in *the green solution* and *green access* dimensions, reach the high to very high category. These indicators such as "Easy Purchase Access" (4.43), "Moral Satisfaction" (4.46), and "Products Reduce Environmental Impact" (4.42) are evidence of these findings. The existence of a gap in the variable category with this indicator category indicates that the assessment of *Green Marketing* is burdened by three indicators that are in the sufficient category, namely "Durable Products" (3.00), "Environmental Education" (3.03), and "Long-Term Value" (3.04). The three relatively weak indicators are all related to functional aspects and transparency of product information.

These findings directly present a phenomenon that researchers have previously identified in the pre-research stage (Table 1), where as many as 76.6% of respondents expressed hesitation to continue using them due to a lack of educational information, while another 70% of respondents also complained about the price being considered too expensive. Thus, it can be said that the *Green Marketing* strategy implemented by Nadnad Indonesia so far is quite superior in building emotional value and ease of access to products, but it is not fully optimal in meeting consumer functional expectations. This condition is in line with the view of Nicolau & Petcu (2025) which emphasizes that green products are not only *eco-friendly*, but must also meet expectations of functional quality, comfort, and durability in order to be sustainably accepted by consumers.

In the Repurchase Decision variable (Y), the results in Table 4.8 show an average value of 58.19 which is also in the medium category. It was found that the indicators "Product Variant Exploration" (4.32) and "Sustainability of Use" (4.21) were in the very high category, while indicators reflecting the consistency of actual behavior, such as "Consistency of Repeat Purchases" (3.45), "Resistance to Substitution Products" (3.43), "Rejection of Similar Brands" (3.42), and "Complementing Sanitation Needs" (3.40), were in the high category and close to the threshold of the medium category. This pattern illustrates that consumers have a high level of curiosity and interest in products, but not all of them can be a consistent commitment to repurchase behavior.

The findings of this gap are in line with research by Tu et al (2021), Joseph et al (2022), and Babbar & Garikpati (2023) which found that although women are increasingly aware of and interested in *eco-friendly* sanitary products, the sustainability of their long-term use is often still constrained by factors of perceived functional quality and real comfort in the field. From the point of view of *planned behavior* theory (Ajzen, 1991), a positive attitude

towards a product does not necessarily produce real behavior if *perceived consumer behavioral control*, in this case related to comfort of use and ease of adaptation, is still perceived as an obstacle. The pre-research findings that 75.8% of respondents prefer to return to disposable sanitary napkins for comfort reasons also reinforce this interpretation. Thus, it can be concluded that in general, both *Green Marketing* and Repurchase Decisions on Nadnad cloth sanitary napkin products are at moderate levels, quite positive but not optimal, and both variables show a consistent pattern of gaps between initial perception or interest and the realization of actual consumer behavior.

Although both variables are in the medium category, this data condition is still very feasible to proceed to the next test stage. This can provide a very valuable evaluation space for researchers. This data was strengthened by *post-hoc* instrument testing on a clean sample of 363 respondents who had passed the procedure of removing 21 *outlier data* of 5.47% of the original sample. The procedure is supported by Wilcox (2012) in the theory *of robust statistics* confirming that the maximum tolerance limit for trimming data *is* 20% to maintain the stability of the model estimate without changing the characteristics of the original population, so that the data is proven to be valid and reliable for the next stage of analysis.

The Influence of Green Marketing on Repurchase Decisions on Nadnad Cloth Sanitary Products

The results of the simple linear regression test in Table 4.13 resulted in an equation Y = 8.474 + 0.359X, which indicates the direction of the positive relationship between *Green Marketing* and Repurchase Decisions. A constant value of 8.474 indicates a basic tendency of consumers to make repurchases even without the influence of *Green Marketing*, while a regression coefficient of 0.359 indicates that every one unit increase in *Green Marketing perception* will drive an increase in Repurchase Decisions by 0.359 units. The results of the hypothesis testing through the T-test in Table 4.13 reinforce this finding, with a significance value that is smaller than the condition level, as well as a t-count value that far exceeds the t-table, so that H0 is rejected and Ha is accepted. Thus, it is statistically proven that *Green Marketing* has a positive and significant effect on the Repurchase Decision on Nadnad cloth sanitary products, so the hypothesis proposed at the beginning of the study can be accepted.

These findings are consistent and in line with a number of previous studies summarized in Table 2. Djafar et al. (2025), for example, found that *green trust* and *green products* simultaneously have a significant effect on the *repurchase decision* of organic fertilizers, while Paramita & Saputri (2022) prove that green beauty products have a significant impact on repurchase decisions through brand loyalty. In line with the results of Mitariani et al. (2022) who stated that green brand image and green trust have a significant positive effect on the intention to repurchase cosmetic and herbal products, and Safitri et al. (2024) who show that *Green Marketing* has a significant positive effect on *repurchase intention* both directly and through customer satisfaction mediation. The consistency of findings across product categories, ranging from organic fertilizers, beauty products, cosmetics and herbs, to green sanitary products such as cloth sanitary napkins in this study, reinforces the external validity that *Green Marketing* is the main determining factor that drives repurchase behavior in sustainable products in general.

However, the results of the Coefficient of Determination Test in Table 4.14 show an R *Square* value of 0.403, meaning that the *Green Marketing variable* is only able to explain

40.3% of the variation in Repurchase Decisions, while the remaining 59.7% is explained by other factors outside of this research model. These findings show that although the influence *of Green Marketing* is proven to be statistically significant, the power of influence is relatively moderate and has not yet become a single dominant factor. This is relevant to the findings of Mahmoud et al. (2024) who stated that the relationship between *green marketing mix* and repurchase intention can be significantly strengthened by moderation variables such as *green knowledge*, as well as Safitri et al. (2024) and Mahardika et al. (2025) who found the mediating role of customer satisfaction in strengthening this influence. In other words, it opens up a considerable theoretical space that the remaining variations that have not been explained in this study are most likely related to variables that have been identified in the initial phenomenon of the study, such as the perception of premium prices, comfort of use, and customer trust and satisfaction, which have not been included as variables in this simple regression model.

Theoretically, these results support the view of Kotler & Keller (2022) that repurchase decisions are the result of post-purchase evaluations that are influenced by many factors, where *Green Marketing* plays a role as one of the important drivers but not the only determinant. In line with the framework of the *theory of planned behavior* (Ajzen, 1991), *Green Marketing* strategy plays a role *in shaping consumers' positive attitudes towards environmentally friendly products, but the sustainability of this intention into consistent repurchase behavior is highly dependent on* perceived behavioral control, that is, the extent to which consumers feel able and comfortable to continue using the product in their daily lives. Broadly speaking, it can be concluded that *Green Marketing* has proven to be a valid stimulus in determining the Repurchase Decision of consumers of Nadnad cloth sanitary napkins. This significant positive linear relationship provides a strategic message to Nadnad Indonesia's management that the opportunity to increase customer loyalty from the "Medium" to "High" category is still very wide open.

CONCLUSION

Based on the results of the data analysis and discussion regarding the effect of Green Marketing on Repurchase Decisions for Nadnad Indonesia cloth sanitary pads, it can be concluded that both Green Marketing and Repurchase Decision variables were generally categorized as moderate. However, most indicators of each variable received high to very high ratings. Several indicators within the Green Marketing variable remained in the moderate category, while most indicators of the Repurchase Decision variable were categorized as high and very high. Furthermore, Green Marketing was proven to have a positive and significant effect on Repurchase Decisions, as demonstrated by the linear regression analysis. The results indicated that improvements in Green Marketing were followed by increases in Repurchase Decisions, and vice versa. These findings confirm that Green Marketing is an important factor in encouraging consumer repurchase behavior, although other factors beyond this research model may also influence consumer decisions.

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