
THE INFLUENCE OF GREEN MARKETING ON DECISION PURCHASING ECO SOUVENIR WITH PURCHASE INTENTION AS AN INTERVENING VARIABLE AT SUGAR SOUVENIR

Firdilla Qonita Firodiyarobbi
Institut Teknologi Bandung, Indonesia
firdilla_qonita@sbm-itb.ac.id

ABSTRACT

From the analysis and discussion, based on existing business problems to see the extent of the success of green marketing after one year of being carried out by Sugar Souvenirs, this study aims to analyze the effect of Green Marketing on purchasing decisions to buy environmentally friendly souvenirs with buying interest as an intervening variable on Souvenirs Sugar. This study uses qualitative methods with data analysis techniques using literature study. From this study, it can be concluded as follows: Green Marketing has a significant effect on buyer interest by 65% (the indicator includes quite a lot). This means that the higher the green marketing value, the higher the public's interest in buying eco souvenirs at Sugar Souvenirs. Moreover, the Green Marketing and Purchase Intention variables contribute to the Purchasing Decision Variable by 59.7% (the indicators include sufficient numbers). So consumer interest is more significant than consumer decisions to buy.

Keywords: Green Marketing, Purchase Decision, Purchase Intention

INTRODUCTION

Environmental damage is a problem currently getting the attention of the wider community, especially the people of Indonesia, starting from the problem of air pollution and water pollution, and the most phenomenal is the problem of waste. Environmental damage becomes a big problem when the amount of waste increases, and recycling is difficult. The increase in the amount of waste is due to the large amount of waste produced by household industries per day.

This raises concern for the community when waste is difficult to recycle. Consumers are now smart consumers, where in determining their purchase choices are always with long-term considerations, and are more aware of health and environmental awareness. This can be used as an opportunity for producers to be able to fulfill consumer desires and produce environmentally friendly products or other terms, namely green products.

By paying attention to the green marketing strategy, it is expected to influence consumer purchasing decisions. Purchase decisions made by customers involve customer confidence in a product, so confidence arises in the correctness of the actions taken. The customer's confidence in the purchase decision he made represents the extent to which the customer has confidence in his decision to choose a product. Consumer behavior found many factors that influence consumer buying decisions. These factors are price, brand, attributes, promotion, etc.

Green Marketing is a trend of SDGs in various countries, also in Indonesia. The trend of shifting consumer buying patterns who choose products labeled "eco", functional, and environmentally friendly is an interesting phenomenon. Capturing this trend, many souvenir businesses have been carrying out Rebranding toward green marketing. Among the many choices of souvenir products, consumers are faced with many choices that cause consumers to be

confused to choose. By adding the value of "eco souvenirs" can this value be considered by consumers to order souvenirs and beneficial to the business. Researchers want to know how influential green marketing has influenced their buying decisions. So this can be a consideration of whether green marketing is efficient to do or no.

RESEARCH METHOD

The type of research used in this research is quantitative research with descriptive and explanatory research approaches.

RESULTS AND DISCUSSION

Path Analysis

Before carrying out the Path Analysis hypothesis, it is necessary to test the classical assumptions. Consisting of a multicollinearity test, heteroscedasticity test, normality test, and linearity test.

a. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10,955	3,327		3,293	,002		
	Green Marketing (X)	,271	,121	,312	2,231	,030	,350	2,857
	Purchase Intention (Z)	,353	,099	,499	3,570	,001	,350	2,857

a. Dependent Variable: Purchase Decision (Y)

Table 4.1: Multicollinearity Test Results

The basis for decision-making for the multicollinearity test is a tolerance value of more than 0.1 and a VIF value of less than 10. From the output above, the independent variables have a tolerance value of more than 0.1 and a VIF of less than 10, so it can be concluded that the data does not show symptoms of multicollinearity.

b. Heteroscedasticity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,826	1,735		1,052	,297
	Green Marketing (X)	-,015	,063	-,051	-,231	,818
	Purchase Intention (Z)	,029	,052	,124	,565	,574

Table 4.2: Heteroscedasticity Test Results

Test criteria: Significance > 0.05 (Alpha 5%) SPSS Output Results: Green Marketing Significance Value of 0.818 (> 0.05), Purchase Intention Significance Value of 0.574 (> 0.05) Conclusion: Significance Value of Independent Variable is more than 0.05, it can be concluded that the data does not show symptoms of heteroscedasticity.

c. Normality Test

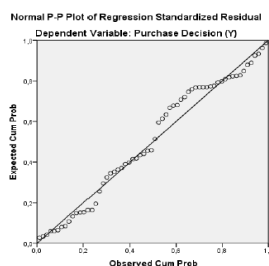


Figure 4.1: Normality Test Results

The data spread around the diagonal line and follows the direction of the diagonal line. It

means that the data is usually distributed. After testing the classical assumptions, hypothesis testing is carried out, namely as follows.

- a. The first hypothesis (Green Marketing has the influence on purchase intention to buy eco souvenirs at Sugar Souvenir).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.806 ^a	.650	.644	4,522

a. Predictors: (Constant), Green Marketing (X)

Table 4.3 Coefficient of Determination

The R Square value is 0.650, meaning that the green marketing variable influences the purchase intention variable by 65%. That means 35% of the influence of purchase intention is influenced by other factors not included in this study. With the regression equation with the T-test of $16.982 + 0.988X$, which means that the Green Marketing Variable has a positive regression coefficient value of 0.988, it is concluded that when Green Marketing increases, Purchase Intention will also increase, and vice versa. The results of this study support research by Yi Chun Huang & Minli Yang (2013) regarding the "effect of green brand on green purchase intention" and that green marketing attitudes positively influence green purchase intention.

- b. The second hypothesis (Green Marketing has an influence on customers' decision to buy eco souvenirs at Sugar Souvenir)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,955	3,327		3,293	,002
	Green Marketing (X)	,271	,121	,312	2,231	,030
	Purchase Intention (Z)	,353	,099	,499	3,570	,001

a. Dependent Variable: Purchase Decision (Y)

Table 4.4 Uji T

Based on the table above, it is known that the green marketing significance value is $0.030 < 0.05$, meaning that the Green Marketing Variable has a partial or individual significant effect on the Purchase Decision Variable (Direct Influence). The results of this study support research by Firliani (2014), research on "the effect of green products and green advertising on consumer purchasing decisions to buy Suzuki Karimun Wagon R cars in the city of Jember." Where these results indicate that green products and green advertising have a positive effect on the decision to buy a Suzuki Karimun Wagon R car in the city of Jember.

- c. The third hypothesis (Purchase intention influences the customers' decision to buy eco souvenirs at Sugar Souvenir.)

Based on table 4.4, it is known that the Purchase Variable has a significance value of $0.001 < 0.05$, meaning that the Purchase Intention Variable has a partial or individual significant effect on the Purchase Decision Variable (Direct Influence). The results of this study support research from Manongko & Joseph (2018) that buying interest has a direct and significant influence on customers' decisions.

- d. Fourth hypothesis (Green Marketing has an influence on the customers' decision through customers' purchase intention to buy eco souvenirs at Sugar Souvenir)

Model Summary

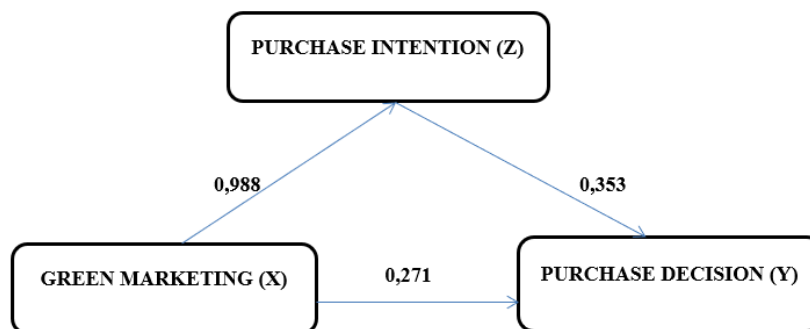
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773 ^a	.597	.583	3,468

a. Predictors: (Constant), Purchase Intention (Z), Green Marketing (X)

Table 4.5 T-test

The R Square value is 0.597, meaning that the Green Marketing and Purchase Intention Variables influence the Purchase Decision Variable by 59.7%. With a significance F test of 0.000 (<0.05) which means that the Green Marketing and Purchase Intention Variables have a significant effect simultaneously on the Purchase Decision Variable. The results of this study support research from Ariyanto Palwa (2020) that green marketing has a positive and significant influence on purchasing decisions mediated by buying interest in The Body Shop customers at Plaza Ambarukmo Yogyakarta.

Based on the results of the hypothesis above, the results of the path analysis are as follows.


Figure 4.2: The Influence of Green Marketing on Buying Interest-Mediated Decisions on Sugar Souvenir Customers

With the results of the regression coefficient above T calculated with a significance value of <0.05 , it can be concluded that With green marketing greatly influences purchase intention and purchase decision. As stated, it is worth to be continuing to do it.

Sobel Analysis

Green Marketing	Test Statistic	Std. Error	P-Value
a	0.988	3,376	0,103
b	0.353		
Sa	0.094		
Sb	0.099		

Table 4.6 Sobel analysis The Effect of Green Marketing Variables on Purchase Decision Through Purchase Intention

It is known that the P-Value or Significance Value is 0.000 (<0.05), so it can be concluded that the Green Marketing Variable significantly affects Purchase Decisions through Purchase Intention. (Indirect Influence)

Business Solution

Eco souvenir businesses have done green marketing for one year and proven by research that their business green marketing strategy in influencing the buying decision positively. Based on the analysis in the research, a potential business solution for the eco souvenir business would be to scale up their green marketing efforts since green marketing is proven effective. This could involve expanding the reach of their marketing campaigns by utilizing more channels and platforms to promote their products and investing in more resources and expertise to support these efforts. There are several ways in which the business could approach this goal:

1. Increase the budget for green marketing:

Allocating more resources to green marketing could allow the business to reach a wider audience, create more effective and engaging marketing campaigns, and invest in more advanced marketing technologies and tools. This method is excellent but also need expertise in marketing, and the business can hire professionals, use a marketing consultant, or outsource to other marketing company. Besides that, choosing the expertise must consider their knowledge and experience towards eco-friendly products and sustainability.

2. Utilize more marketing channels:

The business could consider using a more comprehensive range of marketing channels to reach potential customers, including social media, email marketing, influencer marketing, and paid advertising. While considering these marketing channels, the business also needs to consider whether the channel is compatible with the business's eco-friendly and sustainable value. Especially when choosing specific channels like influencers and paid ads media. For example, a business can choose influencers or media that have already influenced their audience towards sustainability, not using a single-use plastic bag.

3. Collaborate with other businesses and organizations:

Partnering with other companies or organizations that share the same values and goals as the business could help to amplify the reach and impact of their green marketing efforts. For example, by collaborating with an earth hour community in Bandung is doing an event asking people to turn off lights and electric appliances, the business can provide them with eco-friendly bags so that when they shop during the event, they don't use single-use plastic.

4. Invest in expertise:

Hiring additional marketing staff or consultants with expertise in green marketing could help the business to develop more effective and targeted marketing strategies and tactics. It is important to note that in order for this business solution to be effective, the business should continue to focus on the quality and value of its products, as well as the environmental benefits they offer. This will help to ensure that their marketing efforts are supported by strong and compelling product offerings.

CONCLUSION

From the analysis and discussion, based on existing business issues to see how far the success of green marketing is after one year of being carried out by Sugar Souvenir, So the research that is entitled Green Marketing influence on the purchase decision to buy eco souvenirs with the purchase intention as an intervening variable at Sugar Souvenir can be concluded as followed: Green Marketing has a significant influence towards the interest of buyers by 65% (in the indicators including sufficient numbers). It means that the higher the green marketing value,

the higher people's interest in buying eco souvenirs at Sugar Souvenir. And the Green Marketing and Purchase Intention variables contribute to the Purchase Decision Variable by 59.7% (in the indicators including sufficient numbers). So consumer interest is more significant than consumer decisions to buy.

REFERENCES

- McCoy, R. (2018). The Nature of Value and Understanding Its Impact on The Sales Experience. https://www.researchgate.net/publication/329922421_THE_NATURE_OF_VALUE_AND_UNDERSTANDING_ITS_IMPACT_ON_THE_SALES_EXPERIENCE
- Cobb-Walgren, C., Chyntia A, Ruble, dan Naveen Donthu. (1995). Brand Equity, Brand Preference, and Purchase Intent. *Journal of Marketing Research*, Vol. 19, November.
- Ghozali, I. (2016) Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23. Edisi 8. Semarang: Badan Penerbit Universitas Diponegoro.
- Grönroos, K.G. (1991). Green marketing: An exploratory study of consumer attitudes and behavior. *Journal of Marketing Management*, 7(5), 503-520.
- Kotler, P., & Armstrong, G. (2012). *Principles of marketing* (14th ed.). Upper Saddle River, NJ: Prentice Hall.
- Kuo, H.T., & Chang, Y.L. (2008). The influence of environmental concern on consumer purchase intention: A study in the context of green products. *Journal of Environmental Management*, 87(4), 741-747.
- Peattie, S., & Peattie, E. (2001). Consumer perceptions of eco-labels: An empirical study. *Journal of Marketing Management*, 17(9-10), 971-989.
- Shaw, S., & Newholm, T. (2002). *The Marketing of the Environment* (2nd ed.). Routledge.
- Suhari, Yohanes. "Keputusan Membeli secara Online dan Faktor-Faktor yang Mempengaruhinya." *Dinamik*, vol. 13, no. 2, 2008.
- Firliani, Isna Poinsefty. 2014. Pengaruh green product dan green advertising terhadap keputusan pembelian konsumen membeli mobil Suzuki Karimun Wagon R di kota Jember. Vol : 7 no 1 April 2014.
- Huang, Yi-Chun & Yang, Minli & Wang, Yu-Chun. (2014). Effects of a green brand on green purchase intention. *Marketing Intelligence & Planning*. 32. 10.1108/MIP-10-2012-0105.
- Manongko, Allen A. CH. 2011. "Green Marketing Dan Pengaruhnya Terhadap Keputusan Pembelian Melalui Minat Membeli Produk Organik (Studi Pada Pelanggan Produk Organik di Kota Manado)", Tesis. Malang: Universitas Brawijaya