





Gema Wiralodra

Publication details, including instructions for authors and subscription information:
<https://gemawiralodra.unwir.ac.id>

	Gema WIRALODRA
	Editor-in-Chief: Yudhi Mahmud
	 Publisher: Universitas Wiralodra

The effect of green marketing on purchase decisions in ecaps

Rezky Pujangga Putra^a, Ika Suryono Djunaid^b

^aUniversitas Bunda Mulia, Indonesia, rezkyputra84@gmail.com

^bUniversitas Bunda Mulia, Indonesia, idjunaid@bundamulia.ac.id

To cite this article:

Putra, R.P & Djunaid, I.S (2023). The effect of green marketing on purchase decisions in ecaps. *Gema Wiralodra*, 14(2), 858-863.

To link to this article:

<https://gemawiralodra.unwir.ac.id/index.php/gemawiralodra/issue/view/22>

Published by:

Universitas Wiralodra

Jln. Ir. H. Juanda Km 3 Indramayu, West Java, Indonesia

The effect of green marketing on purchase decisions in ecaps

Rezky Pujangga Putra^{a*}, Ika Suryono Djunaid^b

^aUniversitas Bunda Mulia, Indonesia, rezkyputra84@gmail.com

^bUniversitas Bunda Mulia, Indonesia, idjunaid@bundamulia.ac.id

*Corresponding Author: kyputra84@gmail.com

Submit 26-06-2023, accepted 29-07-2023, published 30-07-2023

Abstract

This study aims to examine the influence of green marketing on purchasing decisions at Ecaps. The research sample consists of 100 randomly selected Ecaps customers. The data used in this study includes both primary and secondary data, with the primary data collected through a validated and reliable questionnaire. The data analysis methods include simple regression, F-test, T-test, determination coefficient (R²), and correlation coefficient. The findings of this study indicate that the green product dimension does not have a significant positive impact on purchasing decisions at Ecaps. However, the green advertising and green brand dimensions have a significant favorable influence on purchasing decisions at Ecaps. The determination coefficient (R²) indicates that the variables in the research model explain approximately 44,1% of the variation in purchasing decisions. At the same time, the remaining variation is influenced by other unexplored factors. The data analysis was conducted using SPSS version 29 software. The main finding of this research highlights the importance of green marketing in influencing purchasing decisions at Ecaps. This study provides valuable insights for Ecaps in developing marketing strategies focusing on environmental aspects to enhance consumer purchasing decisions. As recommendations, the company must prioritize the development of environmentally friendly and sustainable products to create added value for consumers. Additionally, implementing advertising strategies aligned with sustainability values and building a strong brand image as an environmentally conscious company is essential. The company may also consider developing environmental-focused corporate social responsibility programs and promoting them to enhance purchasing decisions.

Keywords: Green Marketing, Purchasing Decisions

1. Introduction

In the last few decades, public awareness of the need to protect the environment has experienced a significant increase (Boullier et al, 2018). This increase is due to the intense concern over the threat of environmental disasters, which impact human health today and the survival of humans and future generations (Cianconi et al., 2020). Evidence presented by scientists and environmentalists, such as that depletion of the ozone layer directly increases the risk of skin cancer and has the potential to damage the global climate, further reinforces these concerns. Trash has also become a big problem, with most of it not being easy to recycle (Mulasari, 2014).

According to the Indonesian Socio-Economic Survey (Susenas), data shows that 1.2% of people actively recycle their household waste. In contrast, around 53% of people prefer to burn garbage to manage their waste. However, a small portion of the community chooses a different method of waste management (Indonesian Central Bureau of Statistics, 2018). According to Setiaji (2014), green marketing is a management approach responsible for recognizing, anticipating, and meeting the needs of consumers or society in a financially profitable way while maintaining environmental sustainability. According to the American Marketing Association (AMA, 1975) in Ekowati & Saputra (2015), green marketing is defined as a marketing strategy that involves products that are considered environmentally friendly through product modifications, changes in production processes, packaging changes, and changes in advertising activities. The difference between green marketing and conventional marketing lies in the approach to the environment. Green marketing focuses on environmentally friendly

aspects, while conventional marketing does not consider these aspects in its strategy (Rex & Bauman, 2007). Ecaps, a cafe located in Kemang, South Jakarta, is an example that applies the concepts of green brands, green products, and green advertising. Ecaps Cafe collaborates with the Waste4Change community, which actively participates in environmental activities. The Waste4Change community was founded in 2014 by Mohamad Bijaksan Junerosano in Bekasi, West Java, to increase awareness of the Indonesian people towards the environment.

Ecaps, a cafe that cares about the environment, has launched a Zero Waste campaign through its social media accounts on Instagram. This campaign aims to invite the public to reduce plastic waste that is difficult to recycle and encourage consumers to buy environmentally friendly products. This campaign also targets young consumers as an essential segment. Ecaps hopes to enhance its eco-friendly brand image with this campaign and strengthen its environmental commitment. Ecaps has a green marketing strategy by creating a Zero Waste concept to enhance its brand image, which is environmentally friendly and attracts public attention. Ecaps collaborates with the Waste4change community to manage waste, which implements several products, such as tables and chairs, made from recycled waste, while the planting media uses unused baskets. Ecaps allocates a fee of IDR 5,000,000 per month for waste management by Waste4change. Ecaps has consistently implemented the green marketing movement, their brand identity, for two years.

Green marketing has three dimensions in this study: green brands, green products, and green advertising (Rahbar & Wahid, 2011). A green brand is a brand associated with products or services that are environmentally friendly and have been recognized by consumers because of their positive impact on the environment (Alamsyah et al., 2020). According to Chen (2010), a green brand is an image that obtains responses and perceptions from consumers about product or service offerings. Green product is a type of product that is designed and manufactured in a way that minimizes negative impacts on the environment during the process of production, distribution, and use. Meanwhile, according to Gergenti et al. (2014) explained that green products are designed to reduce negative impacts on the environment during their entire life cycle, including reducing the use of non-renewable or recyclable materials. Green advertising, according to Chen & Chang (2012) a type of advertising that aims to promote green products to consumers so that they are interested in buying and fulfilling their needs and desires.

This study aimed to determine the effect of green marketing on purchasing decisions at Ecaps. Where green marketing is strategic efforts made by a company to provide products or services that are environmentally friendly to target consumers (J. Dean & F. Pacheco, 2014). The formulation of the problem in this study is to determine whether there is an effect of green brands, green products, and green advertising on purchasing decisions at Ecaps. These three are the dimensions of green marketing.

2. Research Methods

The research method used in this study is quantitative. This research was conducted at Cafe Ecaps. The subjects of this research are Cafe Ecaps consumers. The object of this research is the effect of green marketing on purchasing decisions at Ecaps. The primary data in this study was by distributing questionnaires, and the secondary data for this study were obtained from the Ecaps cafe in the form of cafe visit data for 2022-2023. The population in this study were all people who had visited Ecaps in the past year. The sampling technique chosen in this study was accidental sampling or convenience sampling. The number of respondents taken in this study was 100, with the criteria of having visited Ecaps in the last year. The research data was collected with an instrument as a questionnaire distributed to respondents according to the criteria. The scale used in this research is a 5-point Likert scale distributed directly to the respondents. Validity and reliability tests were used to examine whether the questionnaires distributed were accurate and worthy of further research and use. This study uses a simple linear

regression data analysis technique and normality test to determine the effect of green marketing on purchasing decisions. The hypothesis in this study was tested using a simultaneous test (F-test) and partial test (T-test) to determine the effect between variables.

3. Result and Discussion

The characteristics of the respondents in this study were grouped based on gender, current domicile, age, occupation and monthly income. Specifically, the characteristics of the 100 respondents can be seen in Table 1 which describes the characteristics of the respondents.

Table 1

Characteristics of the respondents

No	Variable	Classification	Total (people)	Percentage (%)
1	Gender	Female	61	61
		Male	39	39
	Total	100	100	
	Current domicile	North Jakarta	8	8
		South Jakarta	75	75
Central Jakarta		1	1	
2	Current domicile	West Jakarta	6	6
		East Jakarta	3	3
		Outside DKI Jakarta	7	7
		Total	100	100
	Age	18-25	57	57
26-30		25	25	
>30		18	18	
3	Total	100	100	
	Job	Student	34	34
		Private employees	33	33
		Freelancer	18	18
		Businessman	14	14
4	Monthly Income	Other	1	1
		Total	100	100
		<Rp 2.000.000	12	12
		Rp 2.000.000 – Rp 4.999.999	32	32
	5	Monthly Income	Rp 5.000.000- Rp 5.999.999	16
> Rp 6.000.000			40	40
Total		100	100	

The validity test results found that all correlation coefficients of the variable indicators tested had a value greater than 0.30. This shows that all indicators in this study are declared valid.

Table 2
Results of validity test

Variable	items	R _{count}	r _{table}	Conclusion
Green Marketing	X1	0.748	0.361	Valid
	X2	0.725	0.361	Valid
	X3	0.834	0.361	Valid
	X4	0.723	0.361	Valid
	X5	0.660	0.361	Valid
	X6	0.701	0.361	Valid
	X7	0.838	0.361	Valid
	X8	0.796	0.361	Valid
	X9	0.804	0.361	Valid
	X10	0.737	0.361	Valid
Buying Decison	Y1	0.708	0.361	Valid
	Y2	0.741	0.361	Valid
	Y3	0.755	0.361	Valid
	Y4	0.743	0.361	Valid
	Y5	0.793	0.361	Valid

In the reliability test conducted on each research instrument, the results showed that Cronbach's Alpha value for each research instrument was a value greater than 0.6. This shows that all of these research instruments are reliable so they can be used to conduct research. In more detail, the reliability test results are shown in Table 3.

Table 3
Reliability test

Variable	Cronbach's Alpha	Keterangan
Green Marketing	0.912	Reliable
Buying decision	0.803	Reliable

The normality test conducted in this study obtained the findings that the Asymp. Sig. (2tailed) of 0.105 and states that the research variables have fulfilled the normality requirements. The simple regression analysis test obtained a value of 7,922, the results were obtained based on the calculation of the simple linear regression equation formula, namely $\hat{y} = a + bX$. The results of the simple regression analysis test can be seen in Table 4.

Table 4
Regression analysis test

Model	Unstandardized Coefficients		Std. Error	Standardized Coefficients Beta	t	Sig.
	B					
1	(Constant)		7.922	1.702	4.655	<,001
	Green Marketing		.322	.037	.664	8.786

a. Dependent Variable: Purchase Decision

The significance value of F is 0.001 which is less than 0.05, then H0 is rejected. This means that green marketing simultaneously has a significant effect on purchasing decisions at

Ecaps. For the T test, here I tested the three dimensions of green marketing to determine the effect of these three dimensions on purchasing decisions at Ecaps according to the problem formulation in this study. The results show that the green product dimension does not significantly influence purchasing decisions because the calculated t value (1.708) is less than the t_{table} value (1.985). Meanwhile, the green advertising dimension has a t-count value of 3.055 and the green brand dimension has a t-count value of 2.533. It can be concluded that the two dimensions, namely green advertising and green brand, have a significant effect on purchasing decisions at Ecaps.

The coefficient of determination test in this study has a coefficient of determination of 44.1%, which means that the green marketing variable contributes 44.1% to purchasing decisions. While the remaining 55.9% is caused by other factors not examined by researchers. The correlation coefficient test in this study chose a result of 0.664, so it is known that the value of 0.664 when seen from the interpretation table of the correlation coefficient is included in the interval 0.60-0.799 with a strong level of relationship.

4. Conclusion

Based on the data obtained and from the results of the analysis performed, the following conclusions can be drawn:

- 1) This study found that the green product dimension did not have a positive and significant influence on purchasing decisions (Y). The value for the green product is 1.708, which is smaller than the t-table value of 1.985. In addition, the significance value of 0.091 is also more significant than the specified significance level of 0.05. This means there is insufficient evidence to support a positive and significant influence between the green product dimensions and purchasing decisions.
- 2) This study found that the green advertising dimension has a positive and significant influence on purchasing decisions (Y). The value for green advertising is 3.055, which is greater than the t-table value of 1.985. In addition, the significance value of 0.03 is also smaller than the specified significance level of 0.05. Thus, sufficient evidence supports a positive and significant influence between the dimensions of green advertising and purchasing decisions.
- 3) This study found that the green brand dimension has a positive and significant influence on purchasing decisions (Y). The value for the green brand is 2.533, which is greater than the t-table value of 1.985. In addition, the significance value of 0.013 is also smaller than the specified significance level of 0.05. Thus, sufficient evidence supports the existence of a positive and significant influence between green brand dimensions and purchasing decisions.
- 4) The analysis results show that green marketing (green products, green advertising, and green brand) positively and significantly impact purchasing decisions at Ecaps. This means that the existence and implementation of a green marketing strategy can significantly impact purchasing decisions at Ecaps.

The following are some suggestions that can be given based on research results related to green products, green advertising, and green brands on purchasing decisions:

- 1) Green Products: Although in this study, green products were not found to have a significant effect on purchasing decisions, it is still necessary to pay attention to product quality that is environmentally friendly and sustainable. Companies need to continue to improve the quality of their products, both in terms of the raw materials used, production processes that are more energy efficient, and environmentally friendly packaging. By improving product quality, companies can create significant added value for consumers. High-quality products show commitment to the environment and can provide better satisfaction and benefits for

- consumers. Thus, the company can build a positive brand image as a superior, innovative, and environmentally responsible product provider.
- 2) Green advertising: In this study, green advertising is proven to have a positive and significant influence on purchasing decisions. Therefore, companies must continue implementing advertising strategies consistent with sustainability and environmentally friendly values to increase customer awareness and understanding of environmentally friendly products.
 - 3) Green Brand: Green brand, which includes the company's image and reputation in terms of sustainability and the environment, is also proven to have a positive and significant influence on purchasing decisions. Therefore, companies need to pay attention to brand image and build a strong brand image as a company that cares about the environment and sustainability. One way to do this is to develop environmentally related corporate social responsibility programs and promote these programs through various marketing channels.
 - 4) For further research, refer to this research and add other variables that can influence consumer purchase decisions. In addition, it is suggested to increase the number of samples and conduct research on different business sectors.

5. References

- Alamsyah, D., Othman, N., & Mohammed, H. (2020). The awareness of environmentally friendly products: The impact of green advertising and green brand image. *Management Science Letters*, 10(9), 1961-1968.
- Boullier, M., & Blair, M. (2018). Adverse childhood experiences. *Paediatrics and Child Health*, 28(3), 132-137.
- Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business ethics*, 93, 307-319.
- Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 50(3), 502-520.
- Cianconi, P., Betrò, S., & Janiri, L. (2020). The impact of climate change on mental health: a systematic descriptive review. *Frontiers in psychiatry*, 11, 74.
- Ekowati, T., & Saputra, M. H. (2015). Aplikasi strategi green marketing dengan studi kasus beberapa perusahaan di Indonesia. *SEGMEN: Jurnal Manajemen dan Bisnis*, 11(1).
- Girgenti, V., Peano, C., Baudino, C., & Tecco, N. (2014). From "farm to fork" strawberry system: Current realities and potential innovative scenarios from life cycle assessment of non-renewable energy use and green house gas emissions. *Science of the total environment*, 473, 48-53.
- J. Dean, T., & F. Pacheco, D. (2014). Green marketing: a strategic balancing act for creating value. *Journal of Business Strategy*, 35(5), 14-22.
- Mulasari, S. A., Husodo, A. H., & Muhadjir, N. (2014). Kebijakan pemerintah dalam pengelolaan sampah domestik. *Kesmas: Jurnal Kesehatan Masyarakat Nasional (National Public Health Journal)*, 8(8), 404-410.
- Rahbar, E., & Wahid, N. A. (2011). Investigation of green marketing tools' effect on consumers' purchase behavior. *Business strategy series*, 12(2), 73-83.
- Rex, E., & Baumann, H. (2007). Beyond ecolabels: what green marketing can learn from conventional marketing. *Journal of cleaner production*, 15(6), 567-576.
- Setiaji, Y. (2014). Pengaruh Green Marketing terhadap keberlanjutan lingkungan, profitabilitas perusahaan dan ekonomi masyarakat lokal. *Media Wisata*, 12(2).