



The Influence Of Green Marketing On Eco Souvenir Purchase Decision With Purchase Intention As An Intervening Variable

Firdilla Qonita Firodiyrobbi

Institut Teknologi Bandung

Email : Firdilla_qonita@sbm-itb.ac.id

Abstrak

Penelitian ini bertujuan untuk mengetahui 1) pengaruh green marketing on the customers decision to buy eco-souvenir with purchase intention as an intervening variable. Desain penelitian ini adalah kuantitatif dengan penelitian survei. populasi pada penelitian ini adalah seluruh pelanggan Sugar Souvenir pada tahun 2022 dengan jumlah sampel menggunakan teknik random sampling sebanyak 62 orang. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reabilitasnya. teknik analisis data yang digunakan untuk menjawab hipotesis penelitian ini adalah uji path analysis dan uji sobel menggunakan aplikasi SPSS 23. Dari penelitian ini dapat disimpulkan bahwa Green Marketing berpengaruh signifikan terhadap minat pembeli sebesar 65% (indikatornya termasuk cukup). Artinya semakin tinggi nilai Green Marketing maka semakin tinggi pula minat konsumen untuk membeli souvenir ramah lingkungan di Sugar Souvenir. Selain itu, variabel Green Marketing dan Purchase Intention berkontribusi terhadap Variabel Keputusan Pembelian sebesar 59,7% (indikatornya termasuk cukup). Jadi minat konsumen lebih signifikan daripada keputusan konsumen untuk membeli.

Kata Kunci: *Green Marketing, Keputusan Pembelian, Minat Beli*

Abstract

This study aims to determine the effect of green marketing on the customers' decision to buy eco-souvenirs with purchase intention as an intervening variable. This research design is quantitative with survey research. The population in this study were all Sugar Souvenir customers in 2022, with a total sample using a random sampling technique of 62 people. The data collection technique uses a questionnaire that has been tested for validity and reliability. The data analysis technique used to answer the research hypothesis is the path analysis test and the Sobel test using the SPSS 23 application. From this study, it can be concluded that Green Marketing significantly affects buyer interest by 65% (the indicator includes quite a lot). That means 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. Data from the Ministry of Environment and Forestry in 2021 shows that the volume of waste in Indonesia, consisting of 154 regencies/cities throughout Indonesia, reaches 18.2 million tonnes/per year. Waste managed properly is only 13.2 million tonnes/year or 72.95%.

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 behaviour 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. Trends are currently showing a positive side with increasing consumer awareness of the environment. According to Nielsen's report, Sustainable Shoppers: Buy the Change They Wish to See in the World, 81 percent of consumers demand the company's contribution to improving environmental conditions.

The trend of shifting consumer buying patterns who choose products labelled "eco", functional, and environmentally friendly is an interesting phenomenon. More than 73 percent of consumers say they are ready to switch to products that are more environmentally friendly. Capturing this trend, many businesses have been carrying out Rebranding toward green marketing. One of them is the souvenir and merchandise business. 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" hope 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 green marketing is efficient to do or not.

METHOD

The type of research used in this research is quantitative research with descriptive and explanatory research approaches. To more clearly know the research process from the initial stage to the end of the research can be seen in the image below.

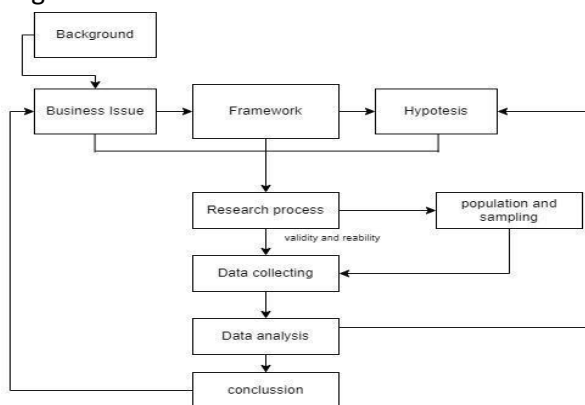


Figure 1
Research Design

Data Collection Method

This research is survey research. In the survey research, information was collected from respondents using a questionnaire survey. Survey research is used to obtain individual opinion data. In addition, the main data collection method is by asking questions to individual respondents. On this occasion, researchers use data collection methods through online surveys since most of the customers are also online customers. Data taken based on two data as follows.

1. Primary Data: obtained by researchers using data collection techniques in the form of observation, interviews, and distributing questionnaires to data sources, namely Sugar Souvenir consumers. The population in this study are Sugar Souvenir consumers in 2022 (the start of green marketing), namely 403 people. Of the 403 populations who bought Sugar Souvenir products, the population was determined using a random sampling technique. From the calculation results, it was determined that the number of population studied was 62.
2. Secondary Data: obtained by researchers from literature, articles, magazines, journals, and sites on the internet related to research.

The research questionnaire must be tested first. Through the following test:

1. Validity: The purpose of the Validity Test is to test the statement items in the questionnaire whether the statement items are valid or not. If it is valid, it is feasible to be used as a research instrument. Data is declared valid if the Sig value < 0.05 and R count $> R$ table. An instrument test was conducted on respondents (62 people). R table of 0.250. The results of the validity test on 33 items from 15 indicators and 3 variables, all question items, are valid.
2. Reliability: The purpose of the Reliability Test is to measure the level of consistency of the questionnaire. The results of the reliability test are as follows.

Table 1 Reliability Test Results

Variabel	Nilai Cronbach's Alpha	of items	eterangan
Green Marketing (X)	0,862	10	Reliabel
Purchase Intention (Z)	0,924	13	Reliabel
Purchase Decision (Y)	0,758	10	Reliabel

The result of the reliability test shows that all variables has the value of alpha cronbach (r_{11}) > 0.6 ; thus, all variables are reliable.

Data Analysis Method

The questionnaire instrument was prepared using a Likert scale. by testing the hypothesis using path analysis and Sobel test using SPSS 23 software. The analysis to be carried out is as follows.

Path Analysis

Green Marketing can have a direct effect on Purchasing Decisions, but it can also have an indirect effect, namely through the intervening variable Purchase Interest first and then Purchase Decision. Before carrying out path analysis and hypothesis testing, a classical assumption test is required first, which aims to determine whether the regression model used is free from assumption deviations and meets the conditions for obtaining a good linear.

Sobel Test

The Sobel test is used to determine the effect of the mediating variable, namely buying interest. The Sobel test is carried out by testing the strength of the independent variable's indirect influence on the dependent variable through the mediating variable.

RESULTS AND DISCUSSION

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

Multicollinearity Test

Table 1 Multicollinearity Test Results

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)

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.

Heteroscedasticity Test

Table 2 Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,826	1,735		1,052	,297

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.

Normality Test

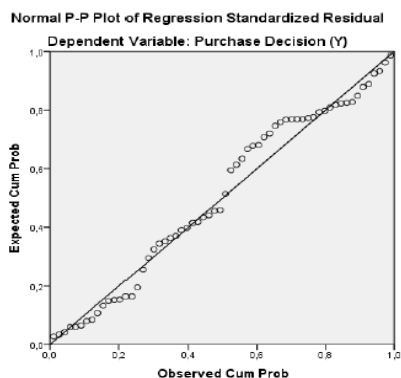


Figure 1 Normality Test Results

The data spreads around the diagonal line and follows the direction of the diagonal line. Its means that the data is normally distributed.

After testing the classical assumptions, hypothesis testing is carried out. Namely as follows:

1. The first hypothesis (Green Marketing has the influence on purchase intention to buy eco souvenirs at Sugar Souvenir).
- 2.

Table 3 Coefficient of Determination Green Marketing (X)

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)

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" that green marketing attitudes positively influence green purchase intention. And the research by Majeed, MU (2022) regarding the "Green Marketing Approaches and Their Impact on Green Purchase Intentions" that eco-labelling, green packaging and branding, and green product, premium and pricing have a significant influence on the consumer's intention to purchase green products.

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

Table 4 T-Test Green Marketing (X) into Purchase Decision (Y) and Purchase Intention (Z) into Purchase Decision (Y)

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)

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.

4. 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 the customers' decision.

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

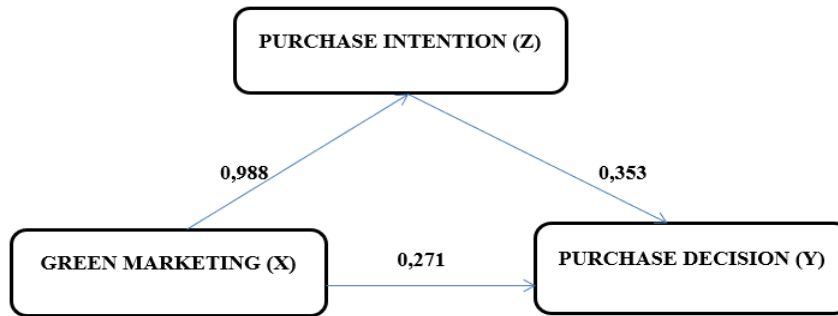
Table 5 Coefficient of Determination Green Marketing (X) through purchase intention (Z) to Purchase decision (Y)

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)

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 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 its being worth to be continuing doing it.

Sobel Analysis

Table 6 Sobel analysis The Effect of Green Marketing Variables on Purchase Decision Through Purchase Intention

Green Marketing	Test Statistic	Std. Error	P-Value
a	0.988		
b	0.353		
Sa	0.094	3,376	0,103
Sb	0.099		0,000 ($<0,05$)

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 Decision 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, 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 who 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 their 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.

Implementation Plan & Justification

Based on a business solution that focused on the Sugar Souvenir values the implementation plan will be explored.

1. What will Sugar Souvenir do in the future

Additional budgeting on green marketing, marketing channels, more collab with environmentalist communities, expertise in developing innovation, and addition of eco souvenir products.

2. When will the plan start?

All in next year, with the action plan table as follows.

Table 7 Implementation Plan

Objectives	Action Plan	Month 2023											
		1	2	3	4	5	6	7	8	9	10	11	12
Increase the budget for green marketing	hold a meeting regarding the results of the implementation of green marketing	█											
	Green marketing budgeting data collection 2022	█											
	collection of financial data	█											
	creating a green marketing scheme for 2023		█										
	budgeting determination		█										
	disbursement of funds				█				█				█
	budget evaluation				█				█				█
Utilize more marketing channels:	determine the marketing channel to be targeted	█											
	consumer email logging	█											
	data collection of influencers		█										
	community environmental data collection		█										
	start contacting influencers			█	█								
	dealing with some influencers					█							
	start contact community environment				█	█							
Collaborate with other businesses and organizations:	evaluation of marketing channels				█				█				█
	collaborator data collection	█											
	data collection of collaborators needed by Sugar		█										
	set goals for what to collaborate for			█									
	contacts to collaborators and cooperation with several environmental communities				█	█							
	submit a collab offer						█						
	execute and monitor							█	█	█	█	█	█
Invest in expertise	evaluation				█				█				█
	list human resources needed in improving green marketing	█											
	open recruitment		█										
	search SDM via linked in		█										
	list job description		█										
	interview				█								
	recruitment of new SDM					█							

3. Where will the plan be carried out?

Carried out at a sugar company for making green marketing by displaying eco-friendly production, and also carried out at processing institutions/organizations/facilities as a form of green marketing so that business waste is processed as well as possible.

4. Who will be involved in the implementation plan?

Company internals (owner and staff), customer, collaborators and any stakeholders.

5. Why should it be done?

Because in research it has been proven that green marketing that has been carried out by Sugar Souvenirs has an influence on purchasing decisions mediated by purchase intention. Therefore it is necessary to deepen green marketing even further, so that the influence will be even greater.

6. How to make the implementation successful?

By not leaving the effectiveness that has been running for 1 year, and careful planning.

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

Cobb-Walgren, C., Chyntia A, Ruble, dan Naveen Donthu. (1995). Brand Equity, Brand Preference, and Purchase Intent. Journal of Marketing Research, Vol. 19, November.

- Farid, Fahmi (2022). IKN, Tantangan Kelola Sampah – Standar Minimal Harus Berjalan. Available from : <https://bsilhk.menlhk.go.id/index.php/2022/06/02/ikn-tantangan-kelola-sampah-standar-minimal-harus-berjalan>.
- 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.
- Ghozali, I. (2016) Aplikasi Analisis Multivariete 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.
- 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.
- 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.
- Majeed, M.U.; Aslam, S.; Murtaza, S.A.; Attila, S.; Molnár, E. Green Marketing Approaches and Their Impact on Green Purchase Intentions: Mediating Role of Green Brand Image and Consumer Beliefs towards the Environment. *Sustainability* 2022, 14, 11703. <https://doi.org/10.3390/su141811703>
- 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
- 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
- Nielsen (2018) Sustainable Shoppers Buy the Change they wish to see in The World Available From: <https://nielseniq.com/global/en/insights/report/2018/sustainable-shoppers-buy-the-change-they-wish-to-see-in-the-world/>
- Nurchayadi, Gani. (2021) Kesadaran Konsumen Terhadap Produk Ramah Lingkungan Terus Meningkat. Available from : <https://mediaindonesia.com/ekonomi/421640/kesadaran-konsumen-terhadap-produk-ramah-lingkungan-terus-meningkat>
- 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.