

The Effect of Green Marketing on Purchase Decisions and Brand Image as Intervening Variables (Case Study at: Pt. Sari Coffee Indonesia - Starbucks Focal Point Medan)

Sally Avrinella Silaban¹, Sukaria Sinulingga², Fadli²

^{1,2}Master of Management Study Program, Postgraduate School of University of Sumatera Utara

Corresponding Author: Sally Avrinella Silaban

ABSTRACT

Green marketing is one of the hot issues discussed. This occurs due to increased public awareness of the environment, so that people begin to choose and buy eco-friendly products. This is a challenge for goods and service providers to provide assurance to consumers that the goods and services produced are safe for consumers and also eco-friendly so that they do not damage the environmental system. This thesis aims to identify effective green variables to be implemented in Starbucks in order to improve the quality of green marketing and formulate an effective green marketing strategy to be implemented in Starbucks. This research uses descriptive and causal research with a quantitative approach. The sample in this study amounted to 155 people. The data analysis technique used was the instrument test, namely the validity test and the reliability test, as well as the analysis method consisting of the t test, f test, and path analysis. The results showed that green marketing directly had a positive influence on purchasing decisions. Green marketing directly has a positive influence on brand image. Brand image directly has a positive influence on purchasing decisions. From the results of the path analysis, there is no indirect effect between green marketing on purchasing decisions through brand image as an intervening variable. Brand image is not a variable that can mediate or connect green marketing with Starbucks purchasing decisions.

Keywords: Green Marketing, Purchase Decision, Brand Image.

BACKGROUND

Nowadays, company competition to compete for consumers is no longer limited to product functional attributes such as product use, but has been linked to brands that are able to provide a special image for consumers, in other words, the role of brands has shifted. A company that uses green marketing is one that is able to provide a special image for consumers in making purchase decisions, because by using eco-friendly goods, consumers are not only fulfilled their needs, but also can protect the environment.

Starbucks began to change products that are not environmentally friendly to products that are environmentally friendly, this is done and noticed by the company because the community already knows which products are friendly to the environment for the welfare of their lives in the future. Starbucks launched a Coffee cup whose 10% raw material comes from recycled material derived from wood powder which can save 300,000 trees every year. Another program launched by Starbucks is to provide a 10% discount for visitors who bring their own Coffee cups. By involving visitors in the re-use movement or reuse of used Coffee cups, Starbucks can reduce 109 trucks of Coffee cup waste each year. Starbucks began to change products that are not environmentally friendly to products that are environmentally friendly, this is done

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But at the end of December 2019 the world was hit by a pandemic, namely COVID-19. This pandemic has caused global socioeconomic disruption so that it has an effect on the country's economy which suddenly collapsed in an instant due to COVID-19. Many companies have suffered losses and have to go out of business because of the lockdown policy and changing consumer behavior in various business sectors. Consumers are becoming very careful about consuming and trying to protect themselves and their families to survive the COVID-19 pandemic situation. According to data, Starbucks has experienced a 10-20% decline in revenue starting from early January 2020. In the context of green marketing that has been implemented by Starbucks, are customers interested in visiting and making purchase decisions because they see Starbucks green marketing or because of the positive Starbucks brand image during the COVID pandemic -19. How do customers assess Starbucks products that pay attention to environmental aspects when viewed from the marketing mix, are they green minded? Seeing these problems, an analysis of how much influence green marketing has on purchasing decisions on customers and brand image as an intervening variable at PT. Sari Coffee Indonesia - Starbucks Focal Point Medan City.

GREEN MARKETING

Green marketing in essence describes the marketing of a product based on environmental performance. According to Lampe and Gazda in Setiyaningrum, et al (2015) Conceptually, green marketing is defined as a marketing response to environmental influences originating from the design, production, packaging, labeling, use and disposal of goods or services. According to Rahbar and Wahid in Setiyaningrum, et al (2015), eco-labels, eco-brands, and environmental-themed advertisements are identified as green marketing tools that can increase consumer knowledge about environmentally friendly products. These green marketing tools are believed to be a means that make it easier for consumers to perceive green products, raise awareness of green products, and encourage consumers to buy environmentally friendly products.

Marketing Mix Elements of Green Marketing Strategy

From several opinions, it can be concluded that green marketing is an environmentally friendly marketing process starting from the production process, price, promotion and distribution place. Almost the same as the conventional marketing mix, but what distinguishes it is that green marketing pays more attention to the environment.

a. Green Products

What makes a product environmentally friendly has become a serious debate between environmentalists, government officials, manufacturing companies and consumers. According to John Elkington, Julia Hailes and Joel Makowel in Syahbandi (2012), in the book "the Green Consumer" there are criteria that can be used to determine whether a product is friendly or not to the environment, namely the level of product danger to human and animal health. the product may cause environmental damage during manufacturing, use, or disposal, a

disproportionate amount of energy and resource use while in the factory, used or disposed of, how much the product causes useless waste when it is over-packed or for a brief use, how far products involve unnecessary or cruel use to animals and the use of materials derived from endangered species or environments.

b. Green Price

Most customers are willing to pay a premium if there is an added perception of the value of the product. Environmental advantages are only an added bonus, but are often the determining factor between product value and quality. Eco-friendly products are often cheaper if the cost of the product life cycle is considered. For example, vehicles that use efficient fuel, or products that do not contain toxins (Queensland Government in Syahbandi (2012)).

c. Green Distribution Channels

The choice of where and when to make products available can have a significant impact on customers. Very few customers really just want to buy a product because of its environmental friendliness. Salespeople who wish to achieve success in selling eco-friendly products should position their products widely in the market so that they can be recognized more.

d. Green Promotion

Promoting a product and service to gain a market can be done with advertising, public relations, direct marketing sales promotions and on-site promotions. Smart green product sellers will be able to emphasize the credibility of environmentally friendly products by using sustainable marketing as well as communication tools and practices (Queensland Government in Syahbandi (2012)). For example, by campaigning for the use of environmentally friendly bags as a substitute for plastic bags. The key to success of green marketing is credibility. By not exaggerating the environmental benefits

of the product too much or forming unrealistic expectations of the customer, it is sufficient to communicate about environmental excellence through trustworthy personalities.

BUYING DECISION

Kotler and Keller in Rahayu (2017) state that the purchase decision process consists of five stages, namely: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase. At the purchase decision stage, the consumer actually makes a purchase. However, sometimes in making this decision there are several factors that can influence decision making so that it can change purchase intentions. According to Kotler and Keller in Rahayu (2017), there are two general factors that can intervene between purchase intentions and purchasing decisions, namely the attitudes of others and unanticipated situational factors. These two factors can appear suddenly to change purchase intentions. There are seven components in the purchasing decision structure, namely: a decision about the type of product, the form of the product, the brand, the seller, the number of products, the time of purchase and the method of payment.

BRAND IMAGE

According to Aaker in Sangadji, et al (2013) brand image is a unique set of associations that marketers want to create or maintain. The associations state what the brand really is and what it promises to consumers. Consumers with a positive image for a brand are more likely to make purchases, therefore the main use of advertising includes building a positive image for the brand. According to Keller in Sangadji, et al (2013), the components of brand image are the types of brand associations, and the support, strength and uniqueness of brand associations.

1. Easy to recognize; Has special characteristics or special designs

2. Good reputation; Quality products and satisfying service
3. Always Remembered; Products are easy to recognize and Logo is easy to remember
3. Brand image has a significant effect on purchasing decisions.
4. Green marketing has a significant effect on purchasing decisions through brand image.

CONCEPTUAL FRAMEWORK

In this study, an analysis will be carried out on how much influence green marketing on purchasing decisions on customers and brand image as an intervening variable at PT. Sari Coffee Indonesia - Starbucks Focal Point Medan City which can be described through the following conceptual framework:

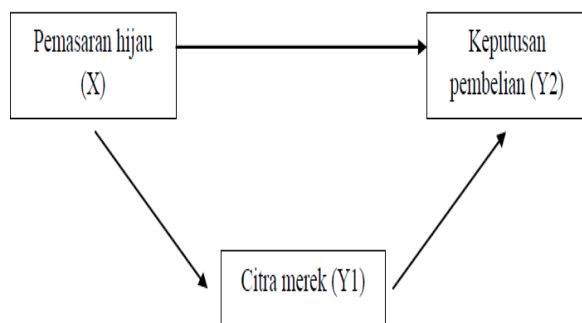


Figure 1 Conceptual Framework

Research Hypothesis

Based on the conceptual framework above, several hypotheses to be tested in this study are as follows:

1. Green marketing has a significant effect on purchasing decisions.
2. Green marketing has a significant effect on brand image

RESEARCH METHODS

This type of research is descriptive and causal research with a quantitative approach that explains the causal relationship between the independent variable and the dependent variable. The population in this study were all customers of the Starbucks Focal Point in Medan, where the sample was taken using the purposive sampling method as many as 155 customers. The primary data source used is data collected from individuals or groups through interview techniques, questionnaires, and observations. The analysis of this research was carried out using the statistical application program SPSS (Statistical Package for The Social Science) version 21 to test the validity, reliability and to analyze the research data.

RESULTS AND DISCUSSION

Determination Coefficient Test (R^2)

Tests using the coefficient of determination (R^2), which is to see the magnitude of the influence of the independent variables. R -square (R^2) close to one means that the influence of the independent variable on the dependent variable is strong.

Table 1: Determination Test Results for Green Marketing Variables with the Starbucks Purchase Decision

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	.577	.574	2.271
Predictors: (Constant), Green Marketing				

Based on Table 1, it is known that the value of R Square is 0.577. The number 0.577 means 57.7% of the magnitude of the influence of the green marketing variable on starbucks purchasing decisions. In other

words, the purchasing decision variable can be explained by the green marketing variable of 57.7%. While the rest $(1 - 0.577) = 0.423$ or 42.3% can be explained by other variables outside this study.

Table 2. Results of Green Marketing Variable Determination Test with a Brand Image

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.605 ^a	.366	.362	.768
a. Predictors: (Constant), Green Marketing				

Based on Table 2, it is known that the value of R Square is 0.366. The number 0.366 means 36.6% of the influence of the green marketing variable on brand image. In other words, the brand image variable can

be explained by the green marketing variable of 36.6%. While the rest $(1 - 0.366) = 0.634$ or 63.4% can be explained by other variables outside this study.

Table 3. The Result of Determination Test for Brand Image Variables with a Purchase Decision

Coefficients ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.525 ^a	.275	.270	2.972
Predictors: (Constant), Brand Image				

Based on Table 3, it is known that the value of R Square is 0.275. The number 0.275 means 27.5% of the influence of the brand image variable on purchasing decisions. In other words, the purchasing decision variable can be explained by the

brand image variable by 27.5%. While the rest $(1 - 0.275) = 0.725$ or 72.5% can be explained by other variables outside of this study.

Partial Significance Test (T-Test)

Table 4 Green Marketing T Test Results on Purchasing Decisions

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.530	1.874		5.086	.000
	Green Marketing	.445	.031	.760	14.443	.000
a. Dependent Variable: Purchase Decision						

Based on Table 4 the partial test results can be explained as follows:

Hypothesis Test 1

The results of the partial test that have been carried out show that the t count of the independent variable green marketing is 14.443 greater than the t table, namely

1.976, so that $t \text{ count} > t \text{ table}$ ($14.443 > 1.976$) with a significance value of 0.000, namely < 0.05 . This means that the green marketing variable partially has a positive and significant effect on purchasing decisions. Then H1 is accepted that there is an influence between green marketing on starbucks purchasing decisions.

Table 5 T-Test Results for Green Marketing of Brand Image

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.997	.633		-3.154	.002
	Green Marketing	.098	.010	.605	9.402	.000
a. Dependent Variable: Brand Image						

Based on table 5 the partial test results can be explained as follows:

Hypothesis Test 2

The results of the partial test that have been carried out show that the t count of the independent green marketing variable is 9.402, which is greater than the t table,

namely 1.976, so that $t \text{ count} > t \text{ table}$ ($9.402 > 1.976$) with a significance value of 0.000, namely < 0.05 . This means that partially green marketing variables have a positive and significant effect on brand image. So H2 is accepted that there is an influence between green marketing on the Starbucks brand image.

Table 6 T Test Results for Brand Image Against Purchasing Decisions

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29.002	1.008		28.775	.000
	Brand Image	1.899	.249	.525	7.621	.000
a. Dependent Variable: Purchasing Decisions						

Based on Table 6 the partial test results can be explained as follows:

Hypothesis Test 3

The results of the partial test that have been carried out show that the t count of the independent variable brand image is 7.621, greater than the t table, namely 1.976, so $t \text{ count} > t \text{ table}$ ($7.621 > 1.976$) with a significance value of 0.000, namely < 0.05 . This means that the brand image variable partially has a positive and significant effect

on purchase decisions. So H3 is accepted that there is an influence between brand image on starbucks purchasing decisions.

Simultaneous Significance Test (Test F)

The F test is intended to determine how much influence the independent variable has on the dependent variable. If the sig value is below 0.05, the independent variable has an effect on the dependent variable. The results of the F test calculation can be seen in the table below:

Table 7. Green Marketing F Test Results and Brand Image Against Starbucks Purchase Decisions

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1088.047	2	544.023	106.492	.000 ^b
	Residual	776.508	152	5.109		
	Total	1864.555	154			
a. Dependent Variable: Purchase Decisions						
b. Predictors: (Constant), Brand Image, Green Marketing						

Based on Table 7, it can be seen that the test results simultaneously, where the value of fcount of 106.492 is greater than the table of 3.06, thus that green marketing and brand image together have a significant effect on purchasing decisions, with a smaller significant value (0.000). from 0.05. So it can be concluded that green marketing and brand image together have a positive and significant effect on purchasing decisions.

The following is an interpretation of the path analysis that has been obtained through the pictures:

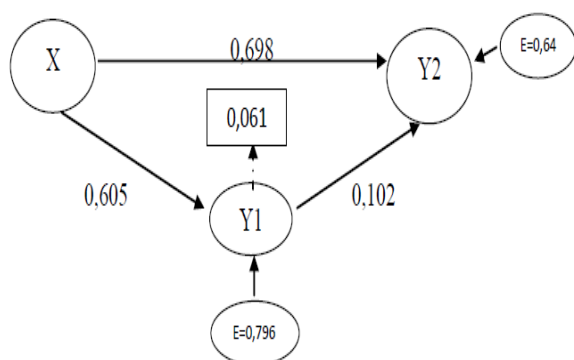


Figure 2. Path of Influence Analysis on Purchasing Decisions through Brand Image as an Intervening Variable

The conclusion from the path analysis shows that brand image is not a variable that can mediate between green marketing and purchasing decisions. Then

H4 can be answered that the effect of green marketing on starbucks purchasing decisions through brand image has no indirect effect.

CONCLUSION

From the results of the research and discussion that has been carried out on Starbucks customers at the Medan City Focal Point regarding the effect of green marketing on purchasing decisions through brand image as an intervening variable, the following conclusions are obtained:

1. Green marketing variables have a positive and significant effect on purchasing decisions. This shows that the green marketing that starbucks is doing is not yet right, so some policies need to be implemented to increase customer purchasing decisions.
2. Green marketing variables have a positive and significant effect on brand image. This shows that the green marketing done by starbucks has not been able to increase the starbucks brand image. So that starbucks green marketing needs to be improved again in order to increase the starbucks brand image.
3. The brand image variable has a positive and significant effect on purchasing

decisions. This shows that the Starbucks brand image needs to be improved again to increase customer purchasing decisions, especially during the COVID-19 pandemic.

4. The indirect effect of green marketing on purchasing decisions through brand image as an intervening variable has no significant effect. From the path analysis, it was found that green marketing has a direct influence on brand image and purchase decisions, as well as brand image on purchasing decisions. The effect of each variable is greater than the indirect variable. So brand image is not a variable that is able to mediate or become an intervening variable between green marketing and purchasing decisions.

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