

The Effect of Green Label, Perceived Quality, and Brand Image on Purchase Intention of Tissue Plenty in Jakarta

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ABSTRACT

The development of the paper industry has decreased as a result of widespread issues of climate change, global warming, deforestation, narrowing forest land and the transfer of paper use to digital. On the other hand, companies are required to continue producing in order to survive, develop and generate profits. One of the products made from paper raw materials that has experienced an increase in demand from year to year is tissue. In China, in order to boost the tourism sector, the government is campaigning for cleanliness, making the demand for tissue increasing. In Indonesia, one of the tissue products that supports the tourism sector by supplying tissue to hotels, restaurants and malls is Plenty. However, in the Indonesian paper industry, Plenty has to compete with other brands. One of its main competitors is Paseo which is owned by Sinarmas. This study aims to determine how far the relationship between green label, perceived quality and brand image affects purchase intention in Plenty's products in Jakarta. Data obtained from questionnaires distributed via Google Form. The sample used in this study were 119 respondents. with the help of IBM SPSS Version 21, the result is green label, perceived quality and brand image have a positive effect on purchase intention.

Keywords: *Green Label, Perceived Quality and Brand Image and Purchase Intention*

1. INTRODUCTION

The development of the paper industry has decreased as a result of widespread issues of climate change, global warming, deforestation, narrowing forest land and the transfer of paper use to digital. According to data from Global Forest Watch, the loss of primary forest in Indonesia reached more than 6.02 million ha from 2000 to 2012 and increased by an average of 47,600 ha per year [1]. But on the other hand, companies are required to continue to innovate, adapt and produce in order to survive, develop and generate profits in the industry. Along with the times, tissue is a familiar object in everyday life, almost every day humans use tissue. Tissue itself now has many variants ranging from wet tissue, rolled tissue, eating tissue, and so on. The human lifestyle that wants to be instantaneous has made tissue become a very familiar thing lately. It was different during the 70s, where rags or handkerchiefs were still things that had to be carried when traveling. According to data obtained from the Ministry of Industry 2017, the development of the tissue industry in Indonesia has grown from year to year. This is because tissue is a product with a high level of consumption in household life. The practicality in cleanliness offered when consumers use tissue is the main motive for consumers to purchase this

product. The phenomenon of big city people provides opportunities for tissue-making producers to market their products to consumers.

Referring to the data above, it is a reason for researchers to find out what factors influence the interest in buying Plenty products. The title in this study is "The Effect of Green Label, Perceived Quality and Brand Image on Purchase Intention of Plenty Products in Jakarta".

2. RESEARCH OBJECTIVES

The purpose of this study was to determine the effect of environmentally friendly strategies, perceived quality and brand image on buying interest in tissue Plenty products in Jakarta. In addition to this, to find out the factors that have a dominant influence on buying interest in Plenty's tissue in Jakarta. Based on the description above, the hypothesis in this study can be formulated as follows:

H₁: Green label has a positive effect on purchase intention of Plenty's products in Jakarta

H₂: Perceived quality has a positive effect on purchase intention of Plenty's products in Jakarta

H₃: Brand image has a positive effect on purchase intention of Plenty products in Jakarta

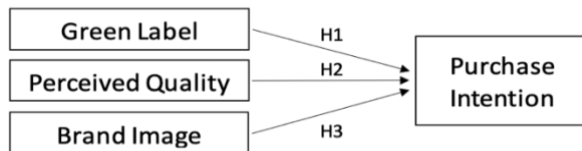


Figure 1 Research Model

3. LITERATURE REVIEW

3.1. Green Label

According to Chen, green marketing activities are activities that involve the company's efforts in developing, differentiating, innovating and promoting products to meet customer needs and preferences without causing environmental damage [2].

3.2. Perceived Quality

According to (Wheelock & Wilson, 1995), perceived quality is the relative value of the product and customer expectations of the product. This means when a customer buys a certain product, they buy the expectation of the product [3].

3.3. Brand Image

According to (Magnusson & Cranfield, 2003), product image is a consumer's perception of certain brand attributes (whether the brand is innovative, stylish or fashionable) and is an important component of brand equity [4].

3.4. Purchase Intention

Purchase intention is a desire that arises in consumers for a product as a result of the consumer's observation and learning process on a product.

4. RESEARCH METHODOLOGY

The population in this study are people who have heard of Plenty's products in the Jakarta area. The sample selection was carried out using a non-probability sampling method. The non-probability sampling technique chosen was purposive sampling.

Based on the references (Hair & Joseph, 2006), the sample size should be between 30 and 500 respondents. With this reference, the researcher decided the number of samples used in this study was 187 respondents. To test the validity and reliability analysis, data analysis and data analysis assumptions used the Statistical Package for the Social Sciences (SPSS) software version 21 [5].

The study used a questionnaire that was distributed online, using the google form which was distributed on 10 October - 20 October 2020. Filtering questions were used to filter data from respondents to make it suitable for the study. Namely, never heard of Plenty tissue products. And the data that can be used in this study are 119 samples, because 68 respondents have never heard of Plenty's tissue products.

Hypothesis testing in this study uses multiple linear regression. Multiple linear regression is intended to determine the linear relationship between several independent variables which are commonly referred to as X1, X2, X3, and so on with the dependent variable called Y [6].

5. RESULTS AND CONCLUSIONS

The results of this study indicate that testing the validity and reliability as well as testing the classical assumptions of the regression model is free from the problems of normality, multicollinearity and heteroscedasticity. Thus the regression model is appropriate to use in testing the hypothesis in this study.

Table 1 t-Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1							
(Constant)	3.663	1.103		3.320	.001		
Green_Strategy	.154	.051	.220	3.007	.003	.650	1.539
Perceived_Quality	.332	.096	.342	3.451	.001	.355	2.813
Brand_Image	.223	.075	.319	2.961	.004	.300	3.335

a. Dependent Variable: Purchase_Intention

Based on this table, the regression equation can be prepared as follows:

$$Y = 3.663 + 0.154 X_1 + 0.332 X_2 + 0.223 X_3$$

The regression equation are:

increases by one unit with the assumption of product quality and perceived quality of constant value.

- $\alpha = 0.465$ means that consumer purchase interest is 3.663 units if the environmentally friendly strategy, perceived quality and brand image are zero.

- $\beta_1 = 0.154$ means that consumer buying interest will increase by 0.154 units if the environmentally friendly strategy increases by one unit with the assumption that the perceived quality and brand image are of fixed value.

- $\beta_2 = 0.332$ means that consumer buying interest will increase by 0.332 units if the perceived quality increases by one unit, assuming an environmentally friendly strategy and a fixed value brand image

- $\beta_3 = 0.223$ means that consumer buying interest will increase by 0.223 units if the brand image increases by one unit with the assumption of product quality and perceived quality of constant value.

5.1. Results

H₁: Based on Table 1.1 the sig value is 0.003: 2 = 0.0015 (< 0.05), which means that H₀₁ is rejected, it can be concluded that there is a positive effect between green labels on purchase intention of Plenty products in Jakarta.

H₂: Based on Table 1.1 the sig value is 0.001: 2 = 0, 0005 (< 0.05), which means that H₀₂ is rejected, it can be concluded that there is a positive influence between perceived quality on purchase intention on Plenty products in Jakarta.

H₃: Based on Table 1.1 the sig value is 0.004: 2 = 0.002 (< 0.05), which means that H₀₃ is rejected, it can be concluded that there is a positive influence between perceived quality on purchase intention on Plenty products in Jakarta.

Table 2 F-Test

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	481.400	3	160.467	57.146	.000 ^b
Residual	322.920	115	2.808		
Total	804.319	118			

a. Dependent Variable: Purchase_Intention

b. Predictors: (Constant), Brand_Image, Green_Strategy, Perceived_Quality

The results obtained, the Sig. Regression value of 0.000 is smaller or not greater than 0.05, so that H₀ is not rejected and it can be said that green label, perceived quality and brand image have a positive influence on purchase intention Plenty products in Jakarta.

To find out how much influence green label, perceived quality and brand image have on purchase intention, it can be seen through the Adjusted R² value, the results of the Adjusted R² test can be seen in the following table:

Table 3 Test of Goodness-of-Fit

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.774 ^a	.599	.588	1.67571	2.108

a. Predictors: (Constant), Brand_Image, Green_Strategy, Perceived_Quality

b. Dependent Variable: Purchase Intention

Based on Table 1.3, it can be seen that the results of the Adjusted R^2 test are 0.588, which means that 58.8% of the independent variables (green label, perceived quality, brand image) can explain the dependent variable (purchase intention), while the rest is influenced by other variables outside of this study.

5.2. Conclusions

The purpose of this study was to empirically test green label, perceived quality and brand image as predictors of purchase intention. Based on the results of discussion based on theory, relevant research, frameworks of thought, hypotheses and empirical testing related to all the hypotheses contained in this study, the following conclusions can be formulated:

1. Green label has a positive effect on purchase intention. So, the more often companies implement environmentally-friendly marketing strategies, the higher the consumer's buying interest to buy plenty of tissue.
2. Perceived quality has a positive effect on purchase intention. So, the better the consumer's perception of the quality of the product, the higher the consumer's buying interest in tissue plenty.
3. Brand image has a positive effect on purchase intention. So, the better Plenty's brand image, the higher consumer interest in buying Plenty tissue.
4. The variable ability of green label, perceived quality and brand image in explaining purchase intentions is 15.4%, 33.2% and 22.3%.
5. The variables that have the greatest influence are perceived quality, the two variables are brand image and the third is green label.

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