



Investigation of Green Marketing and Brand Image on Costumer's Teh Kotak Purchase Decision (Case on Management Students Buana Perjuangan Karawang University)

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Abstract. This study aims to: (1) Determine the green marketing strategies Teh Kotak Companies; (2) knowing the brand image of Teh Kotak product; (3) knowing the purchase decision on Teh Kotak product. The research was conducted using quantitative descriptive methods. Samples were taken in the study as many as 330 respondents who consumed Teh Kotak. The data collection method used a questionnaire that had been distributed to respondents. The sampling technique used was purposive sampling technique. The analytical tool used is Multiple Regression analysis. This study shows the results that Green Marketing and brand image have a significant influence toward purchase decision. In the future, Teh Kotak products can maintain and improve green marketing and brand image applied at this time, in future research can use other analysis tools techniques as well as the presence of other variables in order to distinguish the results of previous and post studies.

Keywords: Green Marketing · Brand Image · Purchase Decision

1 Introduction

Technology improvement bring changes in everyone's lifestyle, one of which is in deciding to buy a product. According to [1] that purchasing decisions are a process carried out to combine the knowledge obtained by consumers as a consideration in choosing two or more alternatives so that they can decide on one product. World public awareness of the importance of environmental conservation is increasing, this is due to concerns about the possibility of environmental disasters that threaten health, as well as the survival of humans and their offspring. The circulation of packaged drinks has become a form of behavior in people's consumption patterns. Lately, there has been a change in society, now people generally consume drinks, which are practically ready to drink (RTD) [2].

Packaged of tea drinks that are in demand by students are boxed tea drinks produced by PT. Ultra Jaya and the results of a survey conducted to several Management Students at the Buana Perjuangan Karawang University where the results showed that 73 people

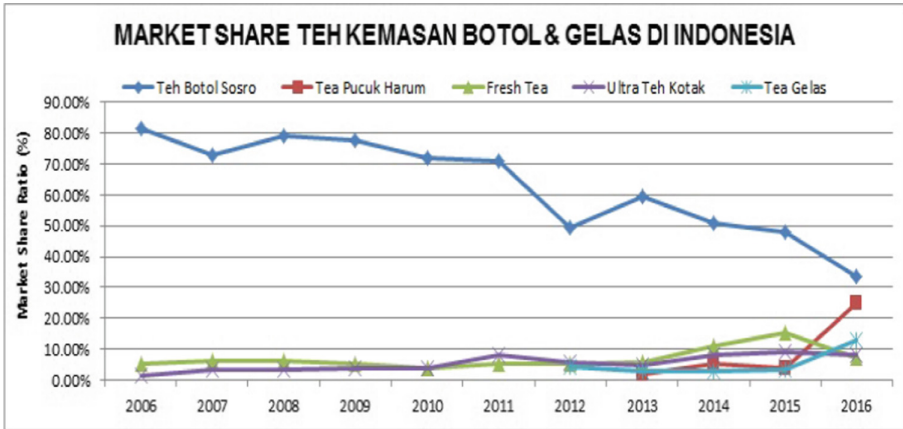


Fig. 1. Market share Package Tea in Indonesia

out of 136 respondents stated that they like to buy The Kotak and some respondents prefer to buy new products, namely fragrant shoot tea and get 39 people responded.

Based on the Top Brand Index Tracking from the tea category in non-bottled packaging, it was reported that Teh Kotak brand has decreased compared to the fragrant Teh Pucuk which has continued to increase from 2018 to 2020. This proves that there are problems faced by Teh Kotak [3, 4].

Based on the results of the market leader report, it was stated that the data on sales of package tea, cartons and glasses in Indonesia had increased, although not significantly and the amount fluctuated. One of them, such as Teh Kotak products from 2006 to 2010 had experienced an increase, but since 2010 it has decreased significantly because the competition in selling packaged tea is very tight and other competitors experienced an increase in sales. Based on the data, it means that there are problems faced by Teh Kotak [5–9] (Fig. 1).

The development of the era is more advanced, the consumer pattern of consumption is getting better where consumers are now buying products that are friendly to the environment. Teh Kotak is now available in Forest Stewardship Council (FSC) certified carton packaging. This certificate indicates that the ready-to-drink product packaging is made from responsibly processed wood [8].

Green marketing as a product marketing strategy concept by producers for the needs of consumers who care about the environment. It can also mean the concept of a producer's product marketing strategy concept that cares about the environment for consumers [10]. According to Kotler et al. [11] green marketing, the marketing mix must be responsive to environmental problems. The marketing mix as it is known has 4P components such as Product, Price, Place and Promotion. According to the green marketing philosophy, every element in the marketing mix must have a green view in marketing. Eventually, insightful green marketing strategy, this environment brings companies that implement it on the image that good because it shows social care, a good image not only for the company but also on product brands that apply the concept of green marketing [12].

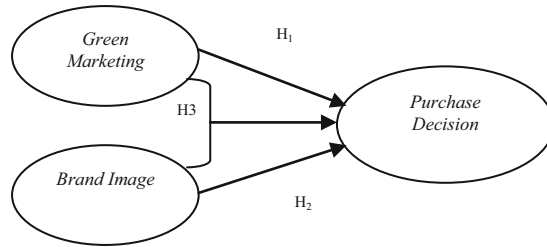


Fig. 2. Research Design

In recent years, Teh Kotak has not had a good brand image in the minds of consumers, in that it has made innovations, one of which is by launching environmentally friendly packaging. According to [13] brand image is a consumer's understanding of the brand as a whole, consumer confidence in a particular brand and how consumers perceive a brand. Brand image can influence consumer purchasing decisions after consumers get good information provided by the product itself which will have an impact on purchase decisions [6–9]. Hypothesis in research, that is:

H1: Green Marketing affects purchase decision.

H2: Brand Image affects purchase decision.

H3: Green Marketing and Brand Image affects purchase decision.

2 Research Method

This study uses descriptive and verification methods, with a quantitative approach. The research locus is the Buana Perjuangan Karawang University with a student population of Management Study Program as many as 1.884 students. Calculation of the sample using the Slovin formula with alpha 5% obtained a sample of 330 students. The sampling technique uses purposive sampling with the criteria (1) All Management Students of Buana Perjuangan University Karawang. (2) Make repeated purchases Teh Kotak with a minimum purchase of once in two weeks. (3) Knowing about environmentally friendly products. (4) Knowing that Teh Kotak are environmentally friendly.

Primary data sources with data collection techniques using questionnaires related to the variables studied. All data obtained were processed using SPSS version 21. Several tests were carried out in this study, namely the validity and reliability test of the questionnaire, normality test and multiple linear regression tests. The picture of the research design is as shown in Fig. 2.

3 Results and Discussion

3.1 Validity Test

The terms of a statement are said to be valid if the validity index value is 0.3 [14]. Based on the results of testing the validity of the green marketing variables, brand image and purchasing decisions, it was found that all indicators contained in the questionnaire were declared valid because all of the correlation coefficient values were >0.3 .

3.2 Reliability Test

The instrument used in research is a variable known to be reliable if it has a Cronbach Alpha value >0.60 . So based on the results of the reliability test, it was found that the green marketing variables, brand image and purchase decisions used in the study were declared reliable, because the three variables had a Cronbach Alpha value >0.60 .

3.3 Normality Test

The normality test has the aim of testing data from research samples that have been taken from several populations and the data taken have a normal distribution or not. Testing the normality of the data using the Kolmogorov-Smirnov Test of Normality in the SPSS program.

The results of the normality test with Kolmogorov Smirnov obtained the Asymp value. Sig. $0.254 > 0.05$, so it can be concluded that the sample data from the population being tested is declared to be normally distributed.

3.4 Partial Test (t Test)

Correlation analysis is used by researchers to determine the magnitude of the coefficient between green marketing variables and brand image. Based on the results of the analysis that has been made, the correlation coefficient between the independent variables is green marketing with a brand image of 0.789 and a significance value of 0.000 . Based on the results of these calculations, the correlation between the green marketing variable and brand image has a strong correlation level because it is in the coefficient interval $0.60-0.799$ [15].

Based on Table 1, the value of the multiple linear regression equation is obtained as follows:

$$Y = 0.490 + 0.216X_1 + 0.722X_2 + \epsilon \quad (1)$$

Based on the t-count results that have been obtained in Table 1, the following analysis is obtained. The constant 0.490 indicates that if there is no green marketing and brand image, then the value of the purchase decision is 0.490 .

The value of 0.216 on the green marketing is positive, this indicates that the higher the green marketing, the purchasing decision will increase by 0.216 assuming other variables remain.

The value of 0.722 on the Brand Image variable is positive, this indicates that the higher the brand image, the purchasing decision will increase by 0.722 assuming other variables remain.

The green marketing strategy implemented by Teh Kotak product is well received and acceptable to consumers, indicating that from each dimension of green marketing variables such as the dimensions of green products, green prices, green places and green promotions this can meet the desires and needs of consumers. The results of the recapitulation of the frequency distribution of respondents' answers to the green marketing variable have agreed criteria. This study was support research by [8–10].

Table 1. Multiple Linear Regression Test

Model		Unstandardize Coefficient		Standardize Coefficient	t	Sig.
		B	std error	Beta		
1	(Constant)	0.49	1.847		0.265	0.791
	pemasaran hijau	0.216	0.54	0.183	3.996	0.000
	citra merek	0.722	0.47	0.709	15.502	0.000

Source: Processed Data, 2022

Table 2. Determination Analysis

Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	0.861	0.741	0.74	4.71886

Table 3. Simultaneous Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20874.78	2	10437.39	468.724	.000b
	Residual	7281.522	327	22.268		
	Total	28156.31	329			

a. Dependent Variable: purchase decision

b. Predictors: (Constant), green marketing, brand image

Source: Processed Data, 2022

The brand image with five dimensions and fifteen statements has the criteria for agreeing, the brand image of Teh Kotak product indicates that it is widely accepted by consumers. Respondents on average gave good positive answers to Teh Kotak product, the brand image that is already embedded in the minds of consumers will continue to have an impact on purchase decisions.

The indicator that the brand image variable has a high value is the statement. In my opinion, Teh Kotak is already known to many people, this indicates that it is true that the Teh Kotak product has been widely known by many people because Teh Kotak product has been around for a long time compared to other products. other kind This study was support research by [6–8].

3.5 Coefficient of Determination Test (R²)

Based on Table 2, the value of R square (R²) is 0.740, so it can be seen that the green marketing variable and brand image are able to explain 74% of the purchasing decision variable. While the remaining 26% is explained by other variables outside of this study.

3.6 Partial Test Analysis (t Test)

Based on the t-count results that have been obtained in Table 1, the following analysis is obtained. The results of SPSS calculation for the green marketing variable, the value of t-count is compared with t-table at an error rate of 5%, then the value of t-table = 1.967245 is obtained. Thus, it is known that t-count (3.966) > t-table (1.968) with a significance value of 0.001 (0.001 < 0.05), it can be concluded that green marketing partially affect purchasing decisions.

The results of SPSS calculation for the brand image variable, the value of t-count is compared with t-table at an error rate of 5%, then the value of t-table = 1.967245 is obtained. Thus, it is known that t-count (15.502) > t-table (1.968) with a significance value of 0.0005 (0.0005 < 0.05), it can be concluded that brand image partially influences purchasing decisions.

3.7 Simultaneous Test (F Test)

The results of the partial influence path coefficient testing both the green marketing variable and the brand image on the purchase decision variable have a partial influence level and have a significant value.

Based on Table 3, it shows that F-count = 309.047 and sig. 0.000. It means that the value of sig. (0.000) < 0.05 and F-count (468.724) > f-table (3.0352). So it can be concluded that green marketing and brand image simultaneously affect the purchase decision. This study was support research by [6, 7].

4 Conclusion

Based on the results of hypothesis testing and analysis of investigation of green marketing and brand image toward purchase decision of Teh Kotak it can be concluded that green marketing and brand image partially or simultaneously have an influence on purchase decisions.

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