



The Influence of Lifestyle and Consumer Attitude, Generation Z Consumer Satisfaction on Green Business Strategy

Dyah Eko Setyowati¹ and Sri Kartika Sari Antariksa²,

¹Hang Tuah University
Surabaya, Indonesia

²STIE Bisnis Indonesia (Indonesian Business College)
Jakarta, Indonesia

kartikaantariksa2004@gmail.com

Abstract. This study aims to determine the views of Cafe Gacoan consumers, namely Generation Z, who in the initial study, 70% understood Green Business, where Green business is defined as a business concept that pays attention to economic, social, and environmental aspects. The goal is to reduce the negative impact of the damage caused. The population of this study is unknown, so by using the Slovin formula, 53 samples were obtained. This research method is qualitative and quantitative. Data processing uses multiple linear regression, starting with the validity test, reliability, and classical assumption test, which consists of normality, heteroscedasticity, and multi-collinearity tests. Furthermore, the T-test, F, and R2 tests were carried out. From the results of the hypothesis test, it was determined that the variables lifestyle, consumer attitude, and consumer satisfaction have a significant influence on the Green Business strategy. From the T-test, the partial results show that the Independent variable has a significant effect on the Dependent variable. The suggestions given from the results of this study are 1) Resto/Cafe Mie Gacoan must implement the Green Business Strategy that has been determined. 2) Management develops its business with a Green Business strategy. 3) All employees and promotional media use environmentally friendly topics and facilities. 4) Efforts are made to use environmentally friendly cutlery and serving facilities. 5) Consumer lifestyle, consumer attitudes, and consumer satisfaction are references in developing a business.

Keywords: Consumer Lifestyle and Attitude, Consumer Satisfaction, Green Business Strategy.

1 Introduction

The lifestyle of the Zoomer generation or known as Generation Z, born from 1997 to 2012 [Merriam-Webster,2020]. They pay attention to things that have an impact on the sustainability of the Earth and the universe, which are usually referred to as Green Management, Green Business, and Green Marketing. To continue to get support from Generation Z, business actors must follow this good trend. First, researchers conducted observations to find out what variables Gen Z considers when choosing cafes, restaurants, socializing, and enjoying food and drinks. From these observations, three

independent variables were found: lifestyle, consumer perspective, and consumer satisfaction, along with the dependent variable, namely green business.

The research was conducted at Cafe Gacoan Surabaya. In short, Green Business is defined as a business concept that takes into account economic, social, and environmental aspects. The goal is to reduce the negative impact of the damage caused.

According to tirto.id, 97.7 percent of Gen Z and millennials will choose to buy goods from manufacturers who pay attention to sustainability compared to companies that do not pay attention to sustainability in their operations.

Green business is a type of business that produces input (raw and auxiliary materials) and output (goods and services) by prioritizing balance between economic, social and environmental benefits [Mutamimah, et al., 2012].

By implementing the principles of the triple bottom line (planet, people, and profit), companies strive to reduce the negative impacts of their economic activities on the environment, society, and communities locally and globally. The term "green business" refers to companies' efforts to reduce the negative impacts of their economic activities on society, communities, and the environment [Mutamimah, et al., 2012]. Reducing the negative impacts of the production process and use of goods made by a company is the goal of green business [Mutamimah, et al., 2012].

A business can be thought as in a green business if it complies with these four criteria: it applies sustainability principles to all its process of business decision-making; it produces and sells environmentally friendly goods and services; it cares more about the environment than its competitors; and it is committed to implementing environmental principles in its daily operations. By applying the triple bottom line principle (planet, people, and profit), companies strive to reduce the negative impact of their economic operations. This can be understood as green business.

Innovative opportunities that can provide a competitive advantage in the market are often offered by green business practices.

The success of green branding depends on the application of sustainability principles from upstream to downstream of the company.

For green businesses to thrive, an environmentally friendly strategy is needed. The following factors support the implementation of green business:

1. Green Products

Green products are intended to reduce excessive use of natural resources and are made by companies without using environmentally damaging materials. This does not mean that green products have no negative impacts at all; however, there are efforts to reduce the damage or negative impact of products on the environment [Santoso, et al., 2016].

2. Green Marketing

From the late 1980s to the early 1990s, the term green marketing emerged. According to three definitions of green marketing given by the American Marketing Association (AMA), green marketing is: • marketing of products that are considered safe for the environment (retailing) • marketing and product development designed to reduce negative impacts on the environment (social marketing) • company efforts to produce, package, promote, and responsively claim products to reduce negative impacts on the environment. Sustainable development or sustainable development is the theme of green marketing. Meeting current needs without sacrificing natural resources for the needs of future generations. One of the results of green marketing is environmental conservation efforts carried out now and in the future [Rahayu, et al., 2017].

3. Green Supply Chain Management

Green supply chain management is the process of incorporating environmentally friendly ideas into supply chain management, which includes product design, sourcing of selected materials, manufacturing processes, and delivery of products to customers with the aim of reducing adverse environmental impacts and risks [Santoso, et al., 2016].

4. Green Accounting

Green accounting or environmental accounting is a process of identifying, prioritizing, quantifying, qualifying, and incorporating environmental costs into business decision-making. The purpose of green accounting is to streamline environmental management based on costs and benefits, and to increase environmental protection [Dewi, 2016].

5. Green Consumerism

Green consumers are people who buy goods by considering the environmental impact of the goods they consume. As a result, environmentally friendly products are increasingly used to preserve the environment. They believe that preserving nature is not only the responsibility of the government or business actors, but consumers also have an important role in caring about the environment [Utami, 2020].

Companies gain many strategic benefits from implementing green business. Green businesses can improve operational efficiency by reducing resource and energy use and increase the credibility of the company in the eyes of the public and stakeholders. Consumers tend to choose businesses that implement environmentally friendly practices, especially in an era of increasing environmental awareness. In addition, implementing green business often opens up opportunities for new innovations, such as the development of sustainable products and services, which can be a competitive advantage in an increasingly competitive market.

2 Methodology

This study has 53 Gen Z respondents who have visited Café Gacoan Margorejo Surabaya 3 times more. Where the results of the study are the results obtained from the formulation of problems, formulation of hypotheses, and data collection based on methods, literature, and data analysis carried out by researchers on research objects

with the aim of finding the problem points that are studied so that a conclusion is obtained and can be proven with the truth and also its validity. Reliability Test

A measuring instrument is said to be reliable if the instrument in measuring a symptom at different times always shows the same results. So a reliable instrument consistently gives the same measurement results. The reliability test method that is often used is Cronbach's Alpha. According to Ghazali [2016] In Rr Dyah, et al [2019] states that a measuring instrument can be said to be reliable if the reliability value is > 0.60 . After calculating the reliability test of the leadership style variables using SPSS software [Rr Dyah, et al., 2019], the results obtained for all Independent Variables were Reliable.

In this study, the Classical Assumption Test was also carried out, including the Normality Test, Heteroscedasticity Test, and Multi-collinearity Test, which met the requirements.

Multivariate analysis involving a number of variables is employed to determine the relationship among at least two independent variables with one dependent variable included in a model specification. This approach is also used to estimate the coefficient of the dependent variable when the value of the independent variable increases or decreases. It is also aimed to determine the direction of the relationship between the two variables whether each variables (dependent) is positively or negatively related.

3 Result and Discussion

Lifestyle Validity Test Calculation Results (X1). Based on the calculation of the validity test of the leadership style variable using the assistance of SPSS software, the following results were obtained:

Table 1. Lifestyle Variable Validity Test Results

STATEMENT	R COUNT	R TABLE	CONCLUSION
Lifestyle1	0.624	0.2706	Valid
Lifestyle2	0.518	0.2706	Valid
Lifestyle3	0.754	0.2706	Valid
Lifestyle4	0.673	0.2706	Valid
Lifestyle5	0.444	0.2706	Valid

Source: Processed data (2024)

In the table above, it can be seen that the statement items used instrument research on 53 respondents each has a r-table value of 0.2706, meaning it is less than the r-count value. This means that each statement item on the leadership style variable is declared valid because $r\text{-count} > r\text{-table}$.

Results of Calculation of Validity Test of Consumer Attitude Variable (X2). Based on the calculation of the validity test of the work environment variables using the assistance of SPSS software, the following results were obtained:

Table 2. Results of Validity Test of Consumer Attitude Variables

STATEMENT	R COUNT	R TABLE	CONCLUSION
Consumer Attitude1	0.543	0.2706	Valid
Consumer Attitudes2	0.602	0.2706	Valid
Consumer Attitude3	0.691	0.2706	Valid
Consumer Attitude4	0.823	0.2706	Valid
Consumer Attitude5	0.588	0.2706	Valid

Source: Processed data (2024)

In the table above, it can be seen that the statement items used in instrument research on 53 respondents each have a r-table value of 0.2706, meaning it is less than the r-count value. This means that each statement item on the work environment variable is declared valid because $r\text{-count} > r\text{-table}$.

Research validity test on “Gen Z Consumer Satisfaction Variable (X3)” is shown in Table 3. Based on the calculation of the validity test of the job satisfaction variable using the assistance of SPSS software, the following results were obtained:

Table 3. Results of Validity Test of Generation Z Consumer Satisfaction Variables

STATEMENT	R COUNT	R TABLE	CONCLUSION
Gen Z Consumer Satisfaction. 1	0.687	0.2706	Valid
Gen Z Consumer Satisfaction.2	0.778	0.2706	Valid
Gen Z Consumer Satisfaction.3	0.753	0.2706	Valid
Gen Z Consumer Satisfaction.4	0.758	0.2706	Valid
Gen Z Consumer Satisfaction.5	0.776	0.2706	Valid

Source: Processed data (2024)

From the results in Table 3, it can be seen that the statement items used in instrument research on 53 respondents each has a r-table score of 0.2706, meaning it is less than the r-count value. This means that each statement item on the variable of job satisfaction is declared valid since the score of r-count is larger than r-table.

Green Business Strategy Validity Test Calculation Results (Y). Based on the calculation of the validity test of employee performance variables using the assistance of SPSS software, the following results were obtained:

Table 4. Results of Validity Test of Strategy Variables Green Business

STATEMENT	R COUNT	R TABLE	CONCLUSION
Green Business Strategy Y.1	0.741	0.2706	Valid
Green Business Strategy Y.2	0.692	0.2706	Valid
Green Business Strategy Y.3	0.676	0.2706	Valid
Green Business Strategy Y.4	0.812	0.2706	Valid
Green Business Strategy Y.5	0.653	0.2706	Valid

Source: Processed data (2024).

In the table above, it can be seen that the statement items used in *instrument* research on 53 respondents each has a *r*-table value of 0.2706 which is less than the *r*-count value. This means that each statement item on the employee performance variable is declared valid because *r*-count > *r*table.

Table 5. Multiple Regression Analysis Test Results

VARIABLES	UNSTANDARDIZED COEFFICIENTS	
	B	STD.ERROR
(Constant)	7,096	2,729
Lifestyle	0.096	0.150
Consumer Attitudes	0.453	0.145
Gen Z Consumer Satisfaction	0.315	0.109

Source: Processed data (2024).

If the results of the output are entered in the form of a multiple regression equation they are as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 7.096 + 0.096X_1 + 0.453X_2 + 0.315X_3$$

Information:

Y = Dependent variable that predicted (Green Business strategy)

X1 = Independent variable (Lifestyle)

X2 = Independent variable (Consumer Attitude)

X3 = Independent variable (Gen Z Consumer Satisfaction)

a = Constant value

b1, b2, b3 = Beta coefficient

The explanation of the multiple regression equation above is as follows:

The meaning of the constant and coefficient numbers and the hypothesis testing (t-test) are as follows:

1. The constant value of 7.096 means that if the Lifestyle, Consumer Attitude, and Consumer satisfaction of Gen Z have constant values (fixed), then the Green Business Strategy is 7.096. The influence is significant at an error rate of 5%.
2. The lifestyle regression coefficient of 0.096 indicates that the influence of lifestyle on the Green Business Strategy is positive. Based on the regression coefficient value, it can be concluded that if lifestyle increases by 1%, then the green business strategy will increase by 0.096.
3. The regression coefficient of Consumer Attitude of 0.453 indicates that the influence of Consumer Attitude on Green Business Strategy is positive. Based on the regression coefficient value, it can be concluded that if Consumer Attitude increases by 1%, then Green Business Strategy will increase by 0.453.
4. The regression coefficient of Gen Z Consumer Satisfaction of 0.315 indicates that the influence of consumer satisfaction on green business strategy is positive. Based on the regression coefficient value, it can be concluded that if Gen Z consumer satisfaction increases by 1%, then the Green Business Strategy will increase by 0.315.

Correlation Coefficient (R) and Determination Coefficient (R2) Test. The results of the correlation coefficient and determination coefficient analysis can be seen in the Model Summary output from data processing using SPSS, the table below:

Table 6. R and R2 Test Results

R	R SQUARE	ADJUSTED R SQUARE	STD. ERROR OF THE ESTIMATE
0.680	0.462	0.429	1.85306

Source: Processed data (2024)

In the table above, the coefficient of determination (R) value is 0.680, which means that there is a quite strong relationship relationship between lifestyle, consumer attitudes, and Gen Z consumer satisfaction with the Green Business Strategy. The Adjusted R Square (Adj. R2) value stands at 0.429 or 42.90%, which tells us that the independent variables affect changes in the Green Business Strategy variable by 42.90%, while the remaining 57.10% is explained by a number of different factors outside this study.

HYPOTHESIS TEST

T Test (Partial)

The magnitude of the individual influence of the variables leadership style (X1), work environment (X2), and job satisfaction (X3) on employee performance (Y) is shown in the following table:

Table 7. t-Test Results

VARIABLES	tcount	table	Sig.
(Constant)	2,600		0.012
Lifestyle	2,639	2,0098	0.015
Consumer Attitudes	3,127	2,0098	0.003
Gen Z Consumer Satisfaction	2,898	2,0098	0.006

Source: Processed data (2024)

Based on the t-test results shown in Table 7, we can be conclude that:

1. Coefficient for lifestyle

a. The calculated statistic obtained a figure of 2.639

b. The test yields a calculated t value > t table (2.639 > 2.0098) and the significant value is 0.015 < 0.05, so Ho is rejected and Ha is accepted, so a conclusion can be drawn that lifestyle has a partial significant effect on Green Business Strategy.
2. Coefficient for Consumer Attitude

a. The calculated statistic obtained a figure of 3.127

b. It is known that the calculated t value > t table (3.127 > 2.0098) and the significant value is 0.003 < 0.05, so Ho is rejected and Ha is accepted, so it can be concluded that Consumer Attitudes partially have a significant effect on Green Business Strategy.
3. Coefficient for Gen Z Consumer Satisfaction

a. The calculated statistic obtained a figure of 2.898

- b. It is known that the calculated t value $> t$ table ($2.898 > 2.0098$) and the significant value is $0.006 < 0.05$, so H_0 is rejected and H_a is accepted, so it can be concluded that Gen Z Consumer satisfaction has a partial significant effect on employee performance.

F Test (Simultaneous)

The F test is often used in order to understand if there is a significant influence between the independent variables on the dependent variables simultaneously.

Testing criteria:

H_0 is accepted if significance level (probability) > 0.05 .

H_0 is rejected if significance level (probability) < 0.05 .

Table 8. F Test Results

VARIABLES	F _{count}	F _{table}	Sig.
Lifestyle			
Consumer Attitudes	14,049	2.79	0,000
Gen Z consumer satisfaction			

Source: Processed data (2024)

From Table 8 above it is shown that the F value _{count} of 14.049 with a Sig. value of 0.000, because the Sig. value is smaller than 0.05 and $F_{count} > F_{table}$ ($14.049 > 2.79$), then H_0 is rejected or H_a is accepted so that it can be concluded that, Lifestyle, Consumer Attitudes, and Consumer Satisfaction Gen Z simultaneously have a significant effect on Green Business Strategy.

4 Conclusion

Based on the research results and discussions that have been presented previously, regarding the influence of lifestyle, attitude, and satisfaction of Gen Z consumers on Green Business Strategy, the following conclusions can be drawn:

1. The calculated t value $> t$ table ($2.639 > 2.0098$) and the significant value is $0.015 < 0.05$, so H_0 is rejected and H_a is accepted, so it can be concluded that lifestyle has a partial significant effect on Green Business Strategy.
2. The calculated t value $> t$ table ($3.127 > 2.0098$) and the significant value is $0.003 < 0.05$, so H_0 is rejected and H_a is accepted, so it can be concluded that Consumer Attitudes partially have a significant effect on Green Business Strategy.
3. The calculated t value $> t$ table ($2.898 > 2.0098$) and the significant value is $0.006 < 0.05$, so H_0 is rejected and H_a is accepted, so it can be concluded that Gen Z consumer satisfaction has a partial significant effect on Green Business strategy.
4. The F count value is 14.049 with a Sig. value of 0.000, because the Sig. value is smaller than 0.05 and $F_{count} > F_{table}$ ($14.049 > 2.79$), then H_0 is rejected or H_a is accepted so that it can be concluded that Lifestyle, Consumer Attitudes, Consumer Satisfaction of Gen Z simultaneously have a significant effect on Green Business Strategy. The amount of Adjusted R Square (Adj. R²) is 0.429 or 42.90% which means that the interest variables (independent variables) can explain

changes in the Green Business Strategy variable by 42.90%, while the remaining 57.10% is explained by other factors outside this study.

5 Suggestion

There are several things that the author suggests to continue to increase Company Turnover through Green Business Strategy through several things:

1. The lifestyle of consumers who understand Green Business which pays attention to environmental sustainability, must be the main consideration in choosing food container materials, not using Styrofoam, not using plastic, not using rubber bands.
2. Consumer attitudes, especially Generation Z, who understand and like social media, must be taken into consideration in marketing the Gacoan Margorejo cafe.
3. Consumer satisfaction Gen Z will make them loyal and often come to Gacoan Margorejo cafe, come back and invite their friends, this is an effective promotion, and cost-effective. Therefore, the service must be good and fast, informative and friendly to consumers.

References

- [1] Dewi Sr. 2016. Understanding and Concern for the Implementation of Green Accounting: Case Study of Tofu SMEs in Sidoarjo. Seminar Proceedings National Economy and Business & Call For Paper Feb Umsida. 497-511.
- [2] Mutaminah and Siyatimah. 2012. Green Business Development Model for Increasing Financial Performance and Market Performance, Proceeding of the Indonesian Management Forum (FMI). Yogyakarta.
- [3] Merriam-Webster. "*Words We're Watching: 'Zoomer'*". 2021. Archived from original version February 11, 2020. Retrieved September 20, 2024.
- [4] Rahayu LMP, Abdillah Y, Mawardi MK. 2017. The Influence of Green Marketing on Consumer Purchasing Decisions (Survey on The Body Shop Consumers in Indonesia and Malaysia). Journal of Business Administration. 43(1):121-131
- [5] Rr Dyah Eko Setyowati, Yani Antariksa, Sri Kartika Sari Antariksa. 2019. Management Research Methods. Jakad Media Publishing.
- [6] Santoso I, Fitriyani R. 2016. Green Packaging, Green Product, Green Advertising, Perception, and Consumer Purchase Interest. Journal of Science Family and Consumer. 9(2):147-158.
- [7] Utami KS. 2020. Green Consumers Behavior: Consumer Behavior in Purchasing Environmentally Friendly Products. Journal Maksipreneur 9(2):209-224.
- [8] www.tirto.id

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

