

Pengaruh Green Product Dan Green Advertising Terhadap Keputusan Pembelian Air Minum Dalam Kemasan Merek Kitaro Pada Masyarakat Kecamatan Pondok Kelapa Bengkulu Tengah

The Effect Of Green Product And Green Advertising On He Purchase Decision Of Drinking Water In The Kitaro Brand On The Community Of Pondok Kelapa District, Bengkulu Central Bengkulu

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ABSTRAK

Program green marketing atau kampanye go green di Indonesia ditunjukkan dengan adanya pengembangan produk ramah lingkungan (green product) oleh industri untuk menarik minat konsumen melakukan pembelian. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh green advertising dan green product terhadap keputusan pembelian air minum dalam kemasan merek KitaRO pada masyarakat Kecamatan Pondok Kelapa Kabupaten Bengkulu Tengah. Sampel dalam penelitian ini adalah 100 orang masyarakat Kecamatan Pondok Kelapa Kabupaten Bengkulu Tengah yang melakukan pembelian air minum dalam kemasan merek KitaRO. Pengumpulan data menggunakan kuesioner dan metode analisis yang digunakan adalah regresi linier berganda, uji determinasi dan uji hipotesis. Hasil analisis regresi menunjukkan $Y = 7,153 + 0,282X_1 + 0,562 X_2$, hal ini menggambarkan arah regresi yang positif, artinya terdapat pengaruh positif antara X_1 (Green product) dan X_2 (green advertising) terhadap keputusan pembelian (Y). Artinya jika variabel Green product dan green advertising meningkat maka akan meningkatkan keputusan pembelian. Besarnya nilai koefisien determinasi adalah 0,390. Hal ini berarti X_1 (Green product) dan X_2 (green advertising) berpengaruh terhadap keputusan pembelian (Y) sebesar 39% sedangkan sisanya sebesar 61% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini. Hasil uji t pada tingkat signifikansi 0,05 menjelaskan bahwa secara parsial variabel Green product dan green advertising memiliki pengaruh yang signifikan terhadap variabel keputusan pembelian air minum dalam kemasan merek KitaRO pada masyarakat Kecamatan Pondok Kelapa Kabupaten Bengkulu Tengah. Hasil uji F pada taraf signifikansi 0,05 menjelaskan bahwa variabel Green product dan green advertising memiliki pengaruh secara simultan (bersama-sama) terhadap keputusan pembelian air minum dalam kemasan merek KitaRO pada masyarakat Kecamatan Pondok Kelapa Kabupaten Bengkulu Tengah.

ABSTRACT

The green marketing or go green campaign program in Indonesia is shown by the development of environmentally friendly products (green products) by the industry to attract consumers to make purchases. The purpose of this study was to determine the effect of green advertising and green products on purchasing decisions of drinking water in the KitaRO brand in the community of Pondok Kelapa District, Central Bengkulu Regency. The sample in this study was 100 people from Pondok Kelapa District, Central Bengkulu Regency who purchased KitaRO bottled drinking water. Collecting data using a questionnaire and the analytical method used is multiple linear regression, determination test and hypothesis testing. The results of the regression analysis show $Y = 7.153$

+ 0.282X1 + 0.562 X2, this describes a positive regression direction, meaning that there is a positive influence between X1 (Green product) and X2 (green advertising) on purchasing decisions (Y). It means that if the Green product and green advertising variables increase, it will increase purchasing decisions. The magnitude of the coefficient of determination is 0.390. This means that X1 (Green product) and X2 (green advertising) affect purchasing decisions (Y) by 39% while the remaining 61% is influenced by other variables not examined in this study. The results of the t-test at a significance level of 0.05 explain that partially the Green product and green advertising variables have a significant influence on the variable purchasing decisions of drinking water in the KitaRO brand in the community of Pondok Kelapa District, Central Bengkulu Regency. The results of the F test at a significance level of 0.05 explains that the Green product and green advertising variables have a simultaneous (together) influence on the decision to purchase KitaRO branded drinking water in the community of Pondok Kelapa District, Central Bengkulu Regency.

INTRODUCTION

The existence of companies in Indonesia cannot be separated from environmental issues, both related to preservation efforts and environmental damage. The issue of environmental damage is an important problem that is being highlighted by the wider community and is widely publicized through various mass media. Evidence of environmental damage is shown by scientists and environmentalists, such as the depletion of the ozone layer which directly increases the prevalence of skin cancer and has the potential to disrupt the world climate and global warming which further strengthens this reason. Not to mention the problems of acid rain, the greenhouse effect, air and water pollution that is already at a dangerous level, fires and deforestation that threaten the amount of oxygen in the atmosphere and flooding in a number of cities (Wibowo, 2014: 89).

Along with the increasing negative impact of business activities, many people are increasingly aware of the importance of preserving the environment. This public awareness has led to changes in consumer behavior in terms of purchasing decisions and the use of a product. According to Kotler and Keller (2016: 235), purchasing decisions are one of the stages in the five-stage model consumer buying process. This basic psychological process plays an important role in understanding how consumers actually make purchasing decisions. Consumers go through five stages, namely: problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. In the problem recognition stage in the purchasing decision process, consumers will recognize their problems or needs. Consumers who are more aware of the importance of preserving the environment will make decent, safe and environmentally friendly products their needs. So that they become more sensitive in the selection and purchase of daily products that will be consumed (Angeline, 2015: 55).

LITERATURE REVIEW

Marketing Management

According to Gitosudarmo (2017: 3) marketing management is a well-planned, organized, coordinated and supervised marketing activity that will produce satisfactory results.

Green Product

According to Handayani in Aisyah and Dominica (2018: 18), Green product or environmentally friendly product is a product that is designed and processed in a way to reduce the effects that can pollute the environment, both in production, distribution, and consumption.

Green Advertising

According to Tiwari in Fauzy & Bafadhhal (2018: 84), "Green advertising are advertisements that promote products, services, ideas or organizations ability to help or reduce environmental harm". Green advertising is advertising that promotes products, services, ideas or an organization's ability to reduce environmental damage.

Purchase Decision

According to Engel (2015: 31), purchasing decisions are the process of formulating various alternative actions in order to make a choice on one particular alternative to make a purchase. Marketers

need to know who is involved in buying decisions and what role each person plays for many products, it is quite easy to recognize who is making decisions

METHODS

According to Sugiyono (2015: 275) multiple regression is used to predict how the state (up and down) of the dependent variable (criterion), if two or more independent variables as predictor factors are manipulated (increase and decrease in value). In this study, the independent variables are store atmosphere, location and service, while the dependent variable is purchasing decisions. The general form of the multiple regression equation is as follows (Sugiyono, 2015: 192):

$$Y = a + b1X1 + b2X2 + e$$

Description:

Y = purchasing decision

X1= celebrity endorser

X2 = brand image

a = Constant value

e = error

This multiple regression analysis is intended to determine the level of influence of each independent variable on the dependent variable quantitatively. The magnitude of the influence of each independent variable can be estimated by interpreting the partial regression coefficient number b.

Hypothesis Testing t test

According to Ghozali (2015: 98) The t-test is used to test how far the influence of the independent variables used in this study individually in partially explaining the dependent variable. The basis for decision making used in the t test is as follows:

1. If the probability value > 0.05 or the count value < t table then the hypothesis is rejected. The rejected hypothesis means that the independent variable has no significant effect on the dependent variable.
2. If the probability value < 0.05 or the count > t table value, the hypothesis is accepted. The accepted hypothesis means that the independent variable has a significant effect on the dependent variable.

RESULTS AND DISCUSSION

Results

Multiple Regression Analysis

Multiple linear regression analysis was used in this study with the aim of testing the hypothesis regarding the effect of the influence of green product and green advertising on the decision to buy KitaRO brand bottled drinking water in the community of Pondok Kelapa District, Central Bengkulu Regency. Statistical calculations in multiple linear regression analysis used in this study are using the help of the SPSS For Windows computer program version 21.0. The results of data processing using the SPSS program can be seen in the following table:

Table 1 Multiple Regression Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.153	4.333		1.651	.102
Green product	.282	.094	.277	3.010	.003
Green advertising	.562	.118	.437	4.747	.000

a. Dependent Variable: Keputusan pembelian

Source: Research and processed, 2022

From the output results, a linear regression equation model is obtained as follows:

$$Y = 7.153 + 0.282X1 + 0.562X2$$

The interpretation of the equation is:

1. Constant coefficient 7.153 This means that if the green product (X1) and green advertising (X2) variables are considered equal to zero (0), the purchasing decision variable (Y) will remain at 7.153.
2. The regression coefficient for the independent variable Green product (X1) is positive, indicating a unidirectional relationship between Green product (X1) and purchasing decisions (Y). The regression coefficient value of variable X1 (Green product) is 0.282 with the assumption that if X1 (Green product) increases by one unit, then Y (purchasing decision) will also increase by 0.282 times.
3. The regression coefficient for the independent variable Green advertising (X2) is positive, indicating a unidirectional relationship between Green product (X1) and purchasing decisions (Y). The regression coefficient value of the X2 (green advertising) variable is 0.562, assuming that if X2 (green advertising) increases by one unit, Y (purchasing decisions) will increase by 0.562 times.

Coefficient of Determination (R²)

The R² test is used to measure how far the model's ability to explain variations in the dependent variable. In this study, the coefficient of determination uses the R Square value.

Table 2 Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.624 ^a	.390	.377	2.500

a. Predictors: (Constant), Green advertising, Green product

Source: Research and processed, 2022

Based on Table 8 for the coefficient of determination using the R square model. From the results of calculations using SPSS, it can be seen that the coefficient of determination of R square is 0.390. This means that X1 (green product) and X2 (green advertising) affect purchasing decisions (Y) by 39% while the remaining 61% is influenced by other variables not examined in this study.

Simultaneous Hypothesis Testing (F Test)

In this study, hypothesis testing is intended to measure the effect of X1 (green product) and X2 (green advertising) on purchasing decisions (Y) together, the F test is used. Based on the results of testing the Anova test hypothesis or the F test, the results of the F test can be seen in Table 3 below.

Table 3 F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	387.119	2	193.560	30.970	.000 ^b
	Residual	606.241	97	6.250		
	Total	993.360	99			

a. Dependent Variable: Keputusan pembelian

b. Predictors: (Constant), Green advertising, Green product

Source: Research and processed, 2022

Based on the table above, it is known that the significance value is 0.000. Because the significance value is smaller than 0.05, it shows that together X1 (Green product) and X2 (green advertising) have a significant influence on purchasing decisions (Y). Based on the results of the simultaneous test, H₀ is rejected and H_a is accepted, meaning that between the independent variables, namely X1 (Green product) and X2 (green advertising) have a significant influence together on purchasing decisions (Y) KitaRO brand bottled drinking water in the community Pondok Kelapa District, Central Bengkulu Regency.

Partial Hypothesis Testing (T Test)

The results of testing the t test hypothesis using SPSS 21.00 can be seen in Table 4.

Table 4 T Test Results

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	7.153	4.333		1.651	.102
	Green product	.282	.094	.277	3.010	.003
	Green advertising	.562	.118	.437	4.747	.000

a. Dependent Variable: Keputusan pembelian

Source: Research and processed, 2022

From the calculation results in Table 4., it can be explained as follows:

1. Variable X1(Green product)
 The test results for variable X1(Green product) show a significance value of 0.003. Because the significance value of 0.003 <0.05, H0 is rejected and Ha is accepted. This means that X1(Green product) has a significant influence on purchasing decisions (Y) KitaRO brand bottled drinking water in the community of Pondok Kelapa District, Central Bengkulu Regency.
2. Variable X2(Green advertising)
 The test results for variable X2(Green advertising) show a significance value of 0.000. Because the significance value of 0.000 <0.05, then H0 is rejected and Ha is accepted. This means that X2(Green advertising) has a significant influence on purchasing decisions (Y) KitaRO brand bottled drinking water in the community of Pondok Kelapa District, Central Bengkulu Regency.

Discussion

Based on the research results for the influence of green products and green advertising on purchasing decisions for KitaRO brand bottled drinking water in the community of Pondok Kelapa District, Central Bengkulu Regency, the results of multiple regression analysis, determination test and hypothesis testing can be described as follows:

Table 5 Regression Analysis Results, Determination Test and Hypothesis Testing

Variabel	Nilai Koef	Standard Error	R Square	Sig.	Description
Equation : $Y = 7,153 + 0,282X_1 + 0,562 X_2$					
<i>Green product</i>	0,282	0,094		0,003	Signifikan
<i>Green advertising</i>	0,562	0,118		0,000	Signifikan
Uji F				0,000	Signifikan
Determinasi			0,390		39%

Source: Research and processed, 2022

The Effect of Green Product on Purchasing Decisions

The test results in this study indicate that there is a significant influence between Green product on purchasing decisions for KitaRO brand bottled drinking water in the community of Pondok Kelapa District, Central Bengkulu Regency. This illustrates that the more the green product increases, the decision to buy KitaRO brand bottled drinking water in the community of Pondok Kelapa District, Central Bengkulu Regency will also increase.

The green product aspects provided by the KitaRO brand bottled drinking water producers in the community of Pondok Kelapa District, Central Bengkulu Regency have paid attention to forming perceptions about environmentally friendly products, environmentally friendly product packaging, and the composition of the contents of the products used reflects concern for consumers. Green products used by KitaRO bottled water products such as the use of packaging that is easy to crush and packaging can also be recycled. This is in accordance with the theory conveyed by Handayani in Aisyah and Dominica (2018: 18), Green product or environmentally friendly product is a product that is designed and processed in a way to reduce the effects that can pollute the environment, both in production, distribution, and consumption.

The Effect of Green Advertising on Purchasing Decisions

The test results in this study indicate that there is a significant influence between green advertising on purchasing decisions for KitaRO brand bottled drinking water in the community of Pondok Kelapa District, Central Bengkulu Regency. This illustrates that the more green advertising increases, the more purchasing decisions for KitaRO brand bottled drinking water will increase in the community of Pondok Kelapa District, Central Bengkulu Regency.

The aspect of green advertising provided by the management of KitaRO bottled water products is by conducting advertising that has characterized advertisements that promote environmentally friendly beverage products, advertisements that focus on the environment, advertisements that aim to promote and provide information on the production process, and advertisements that invite consumers to highlight aspects of environmental health and emphasize the goodness of natural products. Green advertising provided by management is done well, so this has a good effect on consumer purchasing decisions. The results of this study are in line with the theory presented by Rahim in Agung & I Made (2015: 1187), Green advertising is a form of advertising that promotes products, services, ideas, or the company's ability to reduce environmental damage. Based on the opinions of the experts above, it can be concluded that green advertising is an advertisement that promotes a green product, its appearance is environmentally sound, and has an important role in improving the image, especially the perception of environmentally friendly products.

The Effect of Green Product and Green Advertising on Purchasing Decisions

Based on the results of simultaneous testing, it can be seen that there is a significant influence between green product and green advertising together on purchasing decisions for KitaRO brand bottled drinking water in the community of Pondok Kelapa District, Central Bengkulu Regency because the significant value of 0.000 is smaller than 0.05. This illustrates that purchasing decisions for KitaRO brand bottled drinking water will be improved if producers pay attention to green product and green advertising. This illustrates that purchasing decisions for KitaRO brand bottled drinking water will be improved if producers pay attention to green products and green advertising. This is in accordance with the opinion of Engel (2015: 31), purchasing decision is the process of formulating various alternative actions in order to make a choice on one of the certain alternatives to make a purchase. Marketers need to know who is involved in buying decisions and what role each person plays for many products, it is quite easy to recognize who makes decisions.

CONCLUSION AND LIMITATION

Conclusion

1. The test results for variable X1(Green product) show a significance value of 0.003. Because the significance value of 0.003 <0.05, H0 is rejected and Ha is accepted. This means that X1(Green product) has a significant influence on purchasing decisions (Y) KitaRO brand bottled drinking water in the community of Pondok Kelapa District, Central Bengkulu Regency.
2. The test results for variable X2(Green advertising) show a significance value of 0.000. Because the significance value of 0.000 <0.05, H0 is rejected and Ha is accepted. This means that X2(Green advertising) has a significant influence on purchasing decisions (Y) KitaRO brand bottled drinking water in the community of Pondok Kelapa District, Central Bengkulu Regency.
3. The results of the F test at the 0.05 significance level explain that the Green product and green advertising variables have a simultaneous influence (together) on the decision to buy KitaRO brand bottled drinking water in the community of Pondok Kelapa District, Central Bengkulu Regency.

Limitation

1. The test results for variable X1 (Green product) show a significance value of 0.003. Because the significance value of 0.003 < 0.05, H₀ is rejected and H_a is accepted. This means that X1 (Green product) has a significant influence on purchasing decisions (Y) KitaRO brand bottled drinking water in the community of Pondok Kelapa District, Central Bengkulu Regency.
2. The test results for variable X2 (Green advertising) show a significance value of 0.000. Because the significance value of 0.000 < 0.05, H₀ is rejected and H_a is accepted. This means that X2 (Green advertising) has a significant influence on purchasing decisions (Y) KitaRO brand bottled drinking water in the community of Pondok Kelapa District, Central Bengkulu Regency.
3. The results of the F test at the 0.05 significance level explain that the Green product and green advertising variables have a simultaneous influence (together) on the decision to buy KitaRO brand bottled drinking water in the community of Pondok Kelapa District, Central Bengkulu Regency.

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