
Green Brand Credibility, Private Label Products And E -Word Of Mouth On Purchase Intention Of Iphone Smartphones

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Abstract: The purpose of this research is to find out and analyze the credibility of green brands, private label products and electronic word of mouth on the purchase intention of iPhone smartphones either partially or simultaneously. The sample consisted of 123 student respondents at the University of Muhammadiyah Tangerang. This research method uses quantitative. The sampling technique used was purposive sampling. The method of data collection was carried out using a questionnaire instrument with a Likert Summated Rating (LSR) with the criteria of strongly disagree - strongly agree. The data analysis method was processed using SPSS Version 27. The results showed that green brand credibility had a positive effect on the intention to buy an iPhone smartphone, private label products had a positive and significant effect on the intention to buy an iPhone smartphone and E-WOM had a positive and significant effect on the intention to buy an iPhone smartphone. . Simultaneously green credibility, private label products and E-WOM have a positive and significant effect on the intention to buy an iPhone

smartphone. The results of the regression equation show that the effect of electronic word mouth has the highest effect compared to private label products and the smallest is green brand visibility. That these marketers provide information about iPhone products that iPhone products have gone green is widespread through electronic word of mouth that iPhone smartphones are green brands.

Keywords: Green Brand Credibility, Private Label Product, Electronic Word Of Mouth, Purchase Intention.

INTRODUCTION

In this globalization era, people will be increasingly aware of the importance of preserving the environment, the number of things that cause environmental damage will result in the depletion of the ozone stratosphere layer which is getting thinner every day, will be thinning in every part of the world, environmental conditions like this will increasingly make people aware of the importance of protecting the environment, more and more companies are developing products that are environmentally friendly and do not damage nature so that they get a good response in the community. The go green movement has made companies more aggressive in establishing products that do not damage nature. Brand is a product identity that distinguishes a product from other products. In facing a competition between companies, a good image is needed in the community.

The first step in the go green movement by recycled and creating an intelligent robot named Daisy whose mission is to recycle production waste to protect the environment, not only that Apple Inc. uses solar energy for lighting, even Apple Inc. uses solar electricity for all operations. Some things that make iPhone smartphones very attractive to the public, because Apple Inc provides the quality offered by iPhone more easily in the form of Software and Hardware, In addition, Steve Jobs also said that iPhone is associated with the highest income with market segmentation, namely consumers have a middle to upper class lifestyle which makes consumers still choose iPhone products in purchases.

According to the source (Databook, 2022) Apple inc. Recorded revenue in 2022 of US\$123.9 which increased revenue compared to the previous year. The revenue increased 48.74% from the previous revenue of US\$83.3 billion, although Apple consists of Imacs, Ipods and various other products Iphone is still one of Apple's largest revenues at 50%. According to the source (Bearden et al., 2016) Interest in buying a product is conveyed to others through suggestions to participate in the use of the product. Consumer buying interest is always hidden in each individual, where no one can know what consumers want and expect. Iphone smartphone users are the most interested people in developing countries, Indonesia is among the countries most interested in using iphone smartphones compared to other countries, according to data 41% of internet users are interested in buying an iphone smartphone (medcom.id, 2017)

The rapid development of developing information technology has changed all aspects of human life. The existence of the digital era makes changes in the new era. The company highly needs to perform more accountable, more transparant, and more responsible entity indeed. (Santoso & Aprillianto, 2019). Making it easier for the public to communicate with various information about various decisions. The rapid development of the internet has changed the way a person does business, shop, work and live. Communication technology, especially the internet, does not create a distance barrier and speeds up the communication process. One of the communications between companies and consumers is to carry out promotions. With a growing trend, producers will notify promotional activities and adjust to current developments. Word of mouth communication is a form of communication that is currently developing. Word of mouth is a form of sales promotion where the good-ness of the product is recommended by word of mouth. One of the communications created is free. However, in this day and age, everything is very sophisticated, making the traditional way of word of mouth turn into electronic word of mouth (e-WOM), which is more comfortable and effective when using social media applications. One of the most popular social media is Instagram

There is a social media called Instagram that helps Apple Inc implement an electronic word of mouth (e-WOM) marketing strategy to make it faster and more effective. Instagram is a photo and video sharing application developed by Bubl, Inc. in 2010. With Instagram, advertisements in the form of photos or videos can be distributed to other Instagram users. Apple inc uses Instagram to advertise this in an attractive way on each of its products and also advertises about the environmental movement on Instagram. Through Instagram, Apple Inc. wants to make it easier to share promotional information with potential buyers and invites consumers to apply environmental care.

LITERATURE REVIEW

Green Brand Credibility

Brand credibility is the trust in a brand's innate product description that requires customers to see that the brand has the expertise and desire to always fulfill its promises (Jasmine & Saraswati, 2021). Green brand credibility is used to promote an environmentally friendly product, leave a unique impression, especially increase customer satisfaction and provide consistent best quality to consumers (Suki et al., 2016). In line with According to (Erdem, T., Swait, J., Louviere, 2002) There are 3 indicators of green brand credibility 1) deliver what has been promised 2) trustworthy service 3) competent in providing services.

Private Label Products

According to (Syahbana, 2022) Private Label is a product from a supply company that has a contract with a retailer. product from a supply company that has signed a contract with a retailer. Private label aims to meet consumer needs and increase profit margins in modern retail. Retail is a business that is constantly evolving and growing. To compete, retailers must create various innovations to increase the number of consumers and overall awareness of their retail presence (Marhaeni & Kurniawan, 2020). According to (Hasanah, 2017) there are several indicators of Private Label Products 1) product quality 2) price 3) promotion 4) packaging.

Electronic Word Of Mouth

According to (Kotler & Keller, 2016) Electronic word of mouth is a positive or negative statement made by potential customers, actual customers and former customers about a product or company via the internet. actual customers and former customers about a product or company via the internet. Electronic Word Of Mouth is not interpersonal communication because, it can be used by many people. However, it is not all mass communication either, because it is only intended for certain people (Hawkins, D.I., & Mothersbaugh, 2011). According to (Goyette, I., 2012) there are 2 indicators and dimensions of Electronic Word of Mouth 1) intensity 2) content 3) opinion valence

Purchase Intention

Purchase interest is consumer behavior where consumers want to choose, use and consume to buy marketed products or services. Shopping interest may be the result of learning and thought processes that shape perceptions (Kotler, P., & Keller, 2016). The interest that arises in making a purchase creates a motivation that continues to be recorded in the mind and becomes a very strong activity, which in the end, when a consumer has to meet his needs, he will actualize what is in his mind (Agatha et al., 2019). According to there are 3 indicators of buying interest 1) Transactional interest 2) Preferential interest 3) Explorative interest.

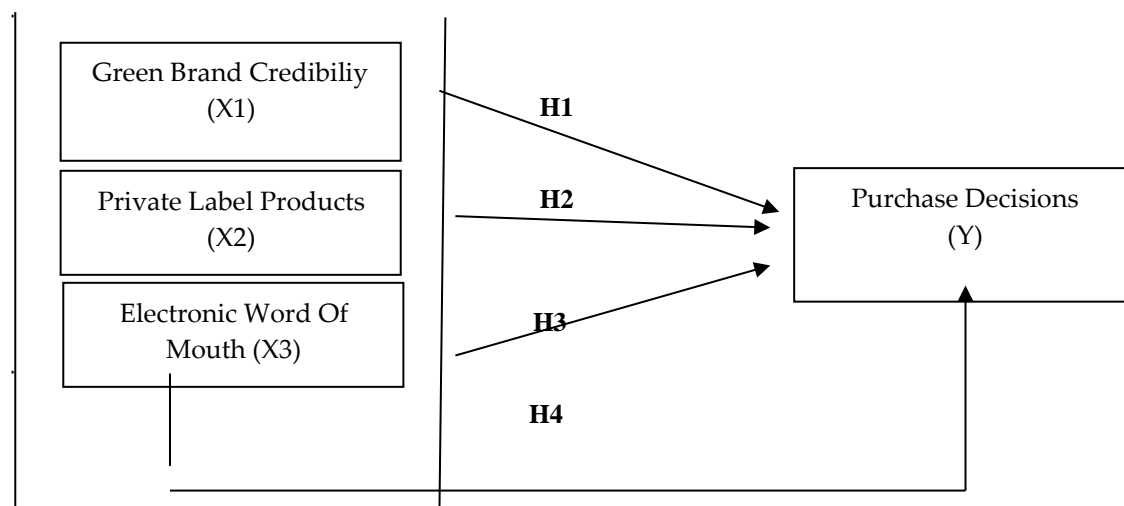


Figure 1. Research Conceptual Framework

Green Brand Credibility and Purchase Intention

Brand credibility is one way for companies to build good relationships with their customers, increase consumer confidence in the brand and increase the level of purchasing decisions (Ongkowitzjaja, Y., & Tjokrosaputro, 2020). Interest in buying a product is conveyed to others through suggestions to participate in the use of the product. Consumer buying interest is always hidden in each individual, where no one can know what consumers want and expect (Bearden et al., 2016) This is in accordance with research conducted by (Setiady & Meliana, 2020) (Wahyuningtyas, 2016) (Shafira Puteri Yowanda, 2022)

H1: There is a mutual influence between Green Brand Credibility and Purchase Intention

Private Label Products and Purchase Intention

According to (Kakkos, 2015) the advantages of private labels are not only known by consumers but also by the retail industry itself as an opportunity to build store reputation. Buyers compare the prices of the various options available and then decide on the desired monetary allocation, The price of

The price of private label products is relatively cheap in terms of price perception compared to the price of national brand products, this is due to changes in the volume of consumption of national brand products. The main reason why consumers buy private label products is price, but due to the improvement in the quality of own brands, consumers still choose private label products over national brands. This is in accordance with research conducted by (Nugroho & Burhani, 2019) (Noverita Wirayanthi, 2019)

H2: There is a mutual influence between Private Label Products and Purchase Intention

Electronic Word Of Mouth and Purchase Intention

Electronic Word of Mouth is now the most effective and efficient marketing communication media because it does not require large costs, wide reach and rapid information dissemination. Social media that is currently hot and supports these activities is Tiktok social media which is widely used to market products / services by means of E-WOM (Lestari & Gunawan, 2021). Product quality plays an important role in electronic Word of Mouth. Therefore, if customers can be impressed with the quality of the product, then e-WOM will run well and affect customer buying interest. (Noraini et al., 2016) This is in accordance with research conducted by (Aditya Ayu Laksmi, 2016) (Sinaga & Sulistiono, 2020) (Maskuri et al., 2019)

H3: There is a mutual influence between Electronic Word Of Mouth and Purchase Intention

Green Brand Credibility, Private Label Products and Electronic Word Of Mouth on Purchase Intention

Research (Marendra & Wicaksono, 2022) entitled "The Influence of E-Wom and Brand Credibility on Purchase Intention with Brand Attitude as Intervening" shows that Brand Credibility, Electronic Word Of Mouth has a significant positive effect on Purchase Interest.

H4: There is a mutual influence between Green Brand Credibility, Private Label Products and Electronic Word Of Mouth and Purchase Intention

Material And Methods

Researchers use an associative research approach, with a causal relationship, associative research is a formulation of research problems that asks about the relationship between two or more variables (Sugiyono, 2019). The population in this study were all even semester students at Universitas Muhammadiyah Tangerang. To calculate the determination of the number of samples from this selected population further, sampling uses the Hair formula. the minimum sample is 5-10 times the number of manifest variables (indicators) of the study as many as 28 so that the minimum sample size is 5 times the number of indicators or as many as $5 \times 28 = 140$ respondents. The sampling method used is purposive sampling. Data was collected in May 2023. The data was distributed using a questionnaire with a Likert rating scale. The data analysis method in this study was assisted by the use of statistical software, especially SPSS V.27, specifically the validity and reliability tests, classical assumption tests, normality tests, multiple regression tests, t tests and f tests.

RESULTS

Validity test

The validity test was carried out per item statement with 30 respondents. Validity test results obtained for the variables Green Brand Credibility, Private Label Products and Electronic Word Of Mouth and Purchase Intention decisions which have $r_{count} > r_{table}$ (0.361), it can be concluded that the data can be used and declared valid.

Table 1. Validity Test Result

Variable	Item	rcount	ttable	Result
Green Brand Credibility	X1.1	0.808	0.361	Valid
	X1.2	0.798	0.361	Valid
	X1.3	0.843	0.361	Valid
	X1.4	0.911	0.361	Valid
	X1.5	0.744	0.361	Valid
	X1.6	0.811	0.361	Valid
Private Label Products	X2.1	0.717	0.361	Valid
	X2.2	0.725	0.361	Valid
	X2.3	0.806	0.361	Valid
	X2.4	0.665	0.361	Valid
	X2.5	0.760	0.361	Valid
	X2.6	0.788	0.361	Valid
	X2.7	0.866	0.361	Valid
	X2.8	0.827	0.361	Valid
Electronic Word Of Mouth	X3.1	0.734	0.361	Valid
	X3.2	0.704	0.361	Valid
	X3.3	0.699	0.361	Valid
	X3.4	0.748	0.361	Valid
	X3.5	0.762	0.361	Valid
	X3.6	0.747	0.361	Valid
	X3.7	0.845	0.361	Valid
	X3.8	0.865	0.361	Valid
Purchase Decisions	Y1	0.788	0.361	Valid
	Y2	0.631	0.361	Valid
	Y3	0.805	0.361	Valid
	Y4	0.720	0.361	Valid
	Y5	0.823	0.361	Valid
	Y6	0.803	0.361	Valid

Source: Processed Data (2023)

Reliability Test

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	Result
Green Brand Credibility	0.922	Reliabel
Private Label Products	0.936	Reliabel
Electronic Word Of Mouth	0.919	Reliabel
Purchase Decisions	0.839	Reliabel

Source: Processed Data (2023)

The reliability test results show that green brand credibility has a Cronbach's Alpha value of 0.922, private label products have a Cronbach's Alpha value of 0.936, and electronic word of mouth is 0.919. It can be seen that the variable Cronbach's Alpha value has a reliability coefficient > 0.600 so it can be concluded that the test measuring instrument has reliability (Ghozali I, 2013).

Classic Assumption Test

Normality Test

The histogram graph can be used to test the normality of the data, the data can be normally distributed because it has bell-shaped characteristics and does not tilt to the left or right. Therefore, as a basis or decision-making guideline in the normality test, it can be concluded that the residual value is normally distributed.

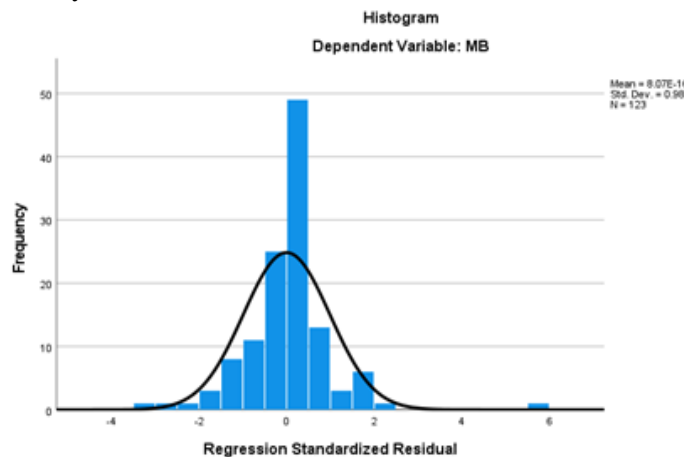


Figure 2. Histograms Result

Multicollinearity Test

Table 3. Multicollinearity Test Result

	Collinearity Statistics	
	Tolerance	VIF
Green Brand Credibility	0.268	3.738
Private Label Products	0.153	6.534
Electronic Word of Mouth	0.242	4.140

Source: Processed Data (2023)

The multicollinearity test is carried out by looking at the tolerance value and variance inflation factor (VIF). The basis for decision making in the multicollinearity test, if the tolerance value > 0.10 and VIF < 10, means that there is no multicollinearity in the statistical data tested. From table 3, the results of the examination, multicollinearity shows that the tolerance value for the green brand credibility variable is ,268 and private label products is 0.153, and electronic word of mouth is ,242, meaning there is no multicollinearity. The calculation effect also shows that the green brand credibility variable has a VIF value of 3,738 < 10. And the private label product variable has a VIF value of 6,534 < 10. Electronic word of mouth variable has a VIF value of 4,140 < 10. And so it can be concluded that there may be no symptoms of multicollinearity.

Heteroscedasticity Tests

The heteroscedasticity test has the aim of knowing whether in the regression version there is an imbalance in variance from one residual to another. One way of heteroscedasticity technique is to look at the scatter plot graph between the predicted value of the variable that has been determined (ZPRED) with its residuals (SRESID) (Ghozali, 2013). From Figure 3. shows that there is no heteroscedasticity disorder that occurs in the parameter estimation technique of the estimator version, the points spread above and below the number 0 on the Y axis without forming a certain pattern, so there is no heteroscedasticity.

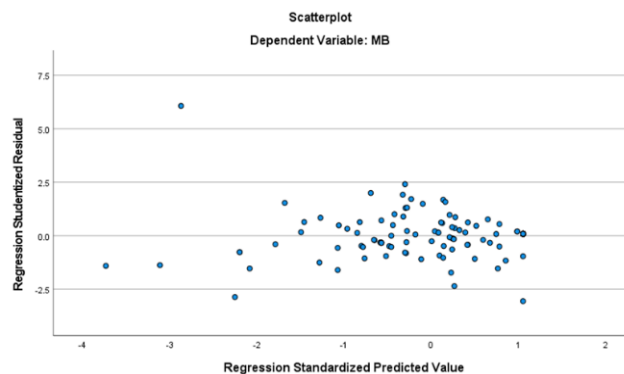


Figure 3. Heteroscedasticity Result

Multiple Linear Regression Test

Table 4. Results of Multiple Regression Tests

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.856	1.268		3.041	0.003
Green Brand Credibility	0.096	0.087	0.101	1.111	0.269
Private Label Products	0.211	0.086	0.296	2.468	0.015
Electronic Word Of Mouth	0.366	0.069	0.504	5.291	0.000

Source: processed data (2023)

Multiple linear regression is a version of regression or prediction that requires several independent variables or independent variable predictors. Based on the output of Table 5. Unstandardized Coefficients column B for regular (a) is 3.856, green brand credibility (b) is 0.096 and the coefficient of private label products (b) is 0.211 and the coefficient of electronic word of mouth (b) is 0.366 simultaneously so that the regression equation can be written $Y = 3.856 + 0.096X_1 + 0.211X_2 + 0.366X_3 + e$ the coefficient (b) is known as the regression coefficient and represents the exchange of variable X through units. After being influenced by the green brand credibility variable with an increase of one unit, it increases the value of purchase intention by 0.096, and from the private label product variable by 0.211 and the electronic word of mouth variable 0.366 for each variable increase of 1 unit.

Determination Coefficient Test

Table 5. Results of Testing the Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
.860 ^a	.739	.732	1.92465

Source: processed data (2023)

The Adjusted R Square value of 0.732 is then multiplied by 100% according to the coefficient of determination test formula ($r^2 \times 100\%$), so that the result is 73.2%. Thus the magnitude of the contribution of the influence of Green Brand Credibility, Private Label Products and Electronic Word Of Mouth on Purchase Intention is 73.2%, while the remaining 26.8% is influenced by other variables not examined.

Hypothesis Testing

T Test

To determine the effect of green brand Credibility (X1), private label products (X2) electronic word of mouth (X3) on purchase intention (Y), by looking for a comparison between tcount and ttable Ha accepted Ho rejected. if tcount < ttable then Ha rejected Ho accepted and if tcount > ttable or if sig value. <0.05 then Ha is accepted Ho is rejected. Hypothesis testing t is done with a two-sided test (two tailed test) by comparing the tcount value with the ttable at a significant level of 5% (0.05).

Based on Table. shows the regression test results obtained by the green brand credibility variable, the t value is 11.964 > t table 1.979, and the significance value is 0.000 <0.05, so the conclusion is H1 is accepted. So it can be concluded that there is a positive and significant effect of green brand credibility on buying interest.

The results of this study are supported by (Gilaninia, S., & Rahimi, 2012) (Lina, 2015) that interest in people's green brand credibility is directly proportional to buying interest in Iphone products. Iphone products that are already environmentally friendly make people more confident by buying iphone products directly participating in protecting nature.

Based on the table. Shows the regression test results obtained by the private label product variable t count 15.785 > t table 1.979, and a significance value of 0.000 <0.05, it is concluded that H1 is accepted, so it can be concluded that there is a positive and significant effect of private label products on buying interest. The results of this study are supported by (Syahbana, 2022) (Noverita Wirayanthi, 2019) that interest in private label products is a product produced by a certain company and sold under the company's trademark. They tend to have lower prices compared to well-known brands such as the iPhone. Private label products can often attract consumers who are looking for alternatives at more affordable prices.

Based on Table 4. shows the regression test results obtained by the electronic word of mouth variable, the t value is 16.880 > t table 1.979, and the significance value is 0.000 <0.05, so the conclusion is H1 is accepted. So it can be concluded that there is a positive and significant effect of green brand credibility on purchase intention. The results of this study are supported by (Anggitasari & Wijaya, 2016) (Lestari & Gunawan, 2021) The results showed that buying interest is influenced by recommendations, suggestions and reviews received by respondents or potential consumers reviews received by respondents or potential consumers. The more often potential consumers collect information with high credibility and good quality information, it will increase the tendency towards buying interest.

F Tests

For simultaneous hypothesis testing between green brand credibility (X1) and private label products (X2) and electronic word of mouth (X3) in purchase intention, it can be seen that the F count is 112.283. > F table 2.68, or by comparing the value (p sig. F) 0.000 <0.05, then the decision is H3 accepted. The relationship between green brand credibility and private label products and electronic word of mouth shows a strong and significant influence on iphone purchase interest, because the positive relationship means that the higher the purchase interest in iphone products continues to increase, even affecting purchase interest.

LIMITATION AND SUGGESTIONS

with regard to the green brand credibility variable Apple must continue to improve and strengthen its existing sustainability efforts. The company should continue to invest in renewable energy, recycling, and reduced environmental impact in its supply chain. pple should continue to improve and strengthen its existing sustainability efforts. The company should continue to invest in renewable energy, recycling, and reduced environmental impact in its supply chain, Actively Leverage E-wom Apple should continue to harness the power of eWOM by developing user-focused marketing strategies and strengthening the Apple fan community. in order to increase interest in purchasing Iphone smartphone products

For further research on the same topic, research can also be carried out on other objects because based on the determination value of 73.2%, so that the information obtained can later be used to further develop the information made by respondents. In addition, future researchers can use other more complex variables such as lifestyle, price perception, product opinion, marketing techniques, service systems and many more.

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