

# Analysis The Influence of Green Marketing Mix on Beverage Product Purchasing Decision at Deles Genteng Banyuwangi

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**Abstract:** Global warming is one of the results of waste that is difficult to decompose, namely plastic waste. Among them is micro plastic waste that can infiltrate the human body through eating and drinking utensils used daily. So the Deles company is involved in applying green marketing by producing Deles tumbler products to reduce plastic packaging for they drinks. The purpose of this study was to analyze the effect of Green Product, Green Promotion, Green Price, Green Place on Purchasing Decisions for Deles Beverage Products Genteng, Banyuwangi. The population in this study were consumers of Deles Genteng products, Banyuwangi. The sample in this study were 100 peoples who used purposive sampling technique. This type of research is descriptive quantitative. The analysis method in this study is multiple linear regression analysis. The data used in this study used primary data, namely questionnaires. The results of this study indicate that the green product variable does not have a significant effect on purchasing decisions. Meanwhile, the variables of green promotion, green price and green place have a significant effect on purchasing decisions.

**Keywords:** Green Product, Green Promotion, Green Price, Green Place

## INTRODUCTION

The current public awareness about the importance of environmental conservation is increasing, initially this became a concern by the possibility of a large environmental disaster that threatens, not only from health, but even to the survival of human life itself [1] (Ariyanto, 2014). As times are increasingly advanced nowadays, globalization is one of the factors that have an impact on various aspects, especially on the environment. Globalization has a serious impact on the environment, marked by damage such as global warming [2] (Ayu dkk, 2023). According to Riphah (2015) [3] global warming is the phenomenon of increasing the average temperature on the earth's surface, with the main problem causing global warming itself, namely due to waste, waste itself is one of the problems faced by many countries around the world. According to Data from the National Waste Management Information System in 2022, there were waste piles of around 35 million tons, of which 33.3 percent were unmanaged or around 11.7 million tons. The problem is caused by the high number of population and their activities that are not accompanied by good waste management. plastic waste is one of the most dangerous wastes and can only be decomposed in the next hundreds of years, including microplastic waste. Microplastic waste can be dangerous because it can infiltrate the human body through eating and drinking utensils used daily. It is explained that this problem must be taken seriously, as well as the government which has also tried to make steps to deal with this environmental problem, such as making policies that contain that companies must produce environmentally friendly products (Ayu et al., 2020)[2]. Smart companies will take this opportunity as an opportunity to meet the needs and desires of po-

tential customers. This concept is commonly known as green marketing [5]. According to [6] Manongko & Pd (2018) green marketing as environmental considerations that are integrated into all aspects of marketing, new product development including product modifications, production processes, packaging and advertising modifications, with a marketing mix approach (product, price, place, and promotion).

Currently, many companies have realized that green marketing is one of the important components in running their business, in this thesis the green marketing mix strategy by Deles Genteng, Banyuwangi as an application of the marketing mix. This study aims to determine whether the concept of green marketing mix, namely green product, green promotion, green price, and green place has a positive impact on purchasing decisions for Deles beverage products. By paying attention to the green marketing mix strategy, it is expected to influence consumer purchasing decisions. The purpose of green marketing itself is not only to seek profit as the company's main goal, but also as a step to care more about the environment. Therefore, along with the development of times and technology, several industrial sectors are now starting to switch to the concept of green marketing, namely by making products made from natural raw materials, environmentally friendly production processes, or by using recyclable packaging [7](Karlina and Setyorini, 2018). The following table shows the sales target and realization of Deles Genteng Banyuwangi products for the last 4 years. products for the last 4 years.

<b>Tahun</b>	<b>Target Penjualan (unit)</b>	<b>Realisasi Penjualan (unit)</b>	<b>Penjualan Produk (%)</b>
2020	50.000	7.300	10%
2021	50.000	11.315	20%
2022	50.000	20.075	30%
2023	50.000	39.420	40%

Source: Primary Data of Deles Genteng Banyuwangi, 2024

Based on the table above, sales of Deles Tile products during 2020 to 2023 have increased significantly from year to year, namely seen from the percentage of product sales in 2020 of 10% starting when it was still a covid pandemic then in 2021 it rose to 20% then in 2022 to 30% until 2023 where the year of launching the Deles tumbler product became 40%, but the percentage of sales is still not in accordance with the amount targeted by the company. Companies that implement green marketing strategies hope to influence consumer purchasing decisions. Purchasing decisions made by consumers are influenced by consumer confidence in a product, so that a sense of confidence in the decisions made arises [8] (Khayatin et al., 2017).

## METHOD

The method used in this research is quantitative with descriptive data analysis and causality. According to [9]Sugiyono (2015) causal research method is a research method to determine the effect of one or more independentvariables on the dependent variable. In this study, researchers describe the relationship between each variable and thevariable using a research instrument in the form of a questionnaire, using statistical calculations, and the researchaims to test the hypothesis that has been made. This analysis is used to determine the simultaneous influence of greenmarketing mix (green product, green price, green place and green promotion) on purchasing decisions for Delesproducts. In this case the data used is from the results of respondents' answers to questions asked in interviews, bothorally and in writing. The data that must be collected can be primary data and secondary data. According to[9]Sugiyono (2015) population is a generalization area consisting of objects / subjects that have certain qualities andcharacteristics set by researchers to study and then

draw conclusions. So the population is not only people, but also objects and other natural objects. The population in this study were consumers of Deles Genteng beverage products, Banyuwangi. According to [9] Sugiyono (2015) the sample is part of the number and characteristics of the population. What is learned from the sample, the conclusion will be applicable to the population. For this reason, the sample taken from the population must be truly representative (representative). The population in this study is unknown, so the sample formula uses Purba's formula in [10] Kharis (2011). With a total sample size of 100 respondents. In this study the data studied is sample data taken from the population with non probability sampling technique, namely purposive sampling. In this study to obtain the data needed as a basis for research, the authors used observation and questionnaire data collection techniques. In this study, the questionnaire used was in the form of questions given to respondents, namely consumers of Deles Genteng products through a google form link which was used as a sample to obtain responses. There are several criteria for respondents such as, having bought at least 1 time Deles beverage products, at least 17 - 45 years old, and domiciled in Genteng and surrounding areas. The questionnaire distributed to respondents used Likert scale measurements with a numerical score of 1-10. According to [9] Sugiyono (2015) Likert scale is a scale used to measure the opinions, attitudes, and perceptions of a person or group of people about social phenomena. This Likert scale calculation confronts respondents with several questions and then asked to provide answers. The data collected from the questionnaire will then be measured with a weight of 1 - 10. Data were analyzed by multiple linear regression, normality test, multicollinearity test, heteroscedasticity test, t test, and determination test with the testing tool used is SPSS.

## RESULTS AND DISCUSSION

### T-Test (Partial)

The t test basically shows the magnitude of the influence of an explanatory variable or independent variable in explaining changes in the dependent variable [11] (Ghozali, 2018). The t test results are as follows:

Variabel	t-score	t-Tabel	Sig	Information
<i>Green Product (X<sub>1</sub>)</i>	.754	1,661	0,45	H <sub>0</sub> accepted
<i>Green Promotion (X<sub>2</sub>)</i>	2.330	1,661	0,02	H <sub>0</sub> reject
<i>Green Price (X<sub>3</sub>)</i>	5.391	1,661	0,00	H <sub>0</sub> reject
<i>Green Place (X<sub>4</sub>)</i>	2.244	1,661	0,02	H <sub>0</sub> reject

Source: Primary Data, 2024

Based on table 4.29, it can be seen the magnitude of the influence of each independent variable on the dependent variable as follows:

#### 1. Green Product (X<sub>1</sub>) on the Purchase Decision variable (Y)

Based on Table 4.16, it can be seen that the significance level ( $\alpha$ ) of the green product variable (X<sub>1</sub>) is  $0.453 > 0.05$ . This means that Green Product has no significant effect on Purchasing Decisions (H<sub>1</sub> rejected). This shows that people's perceptions of environmentally friendly products are very good, but that is not the

basis for people to use Deles beverage products as consumption products. This research is in line with the results of research conducted by [12]Hartini (2021) entitled "Purchasing Decisions for Aqua Green Marketing Products in Sumbawa Besar Seen from Green Product and Green Brand" and and research by[13] (Siti Mardiyah et al (2022) entitled "The Role of Green Product and Green Packaging in Purchase Decisions"which states that the Green Product variable has no significant effect on the purchasing decision variable.

## 2. Green Promotion (X2 ) to the Purchase Decision variable (Y)

Based on Table 4.16, it can be seen that the significance level ( $\alpha$ ) of the green promotion variable (X2) is  $0.022 < 0.05$ . This means that Green Promotion has a significant effect on Purchasing Decisions (H2 is accepted). This proves that the promotion carried out by Deles has succeeded in helping consumers create purchasing decisions. This research is in line with the results of research conducted by [2] Lestari et al (2023) entitled "The Effect of Green Product, Green Price, Green Place, Green Promotion on Purchasing Decisions for Starbucks Tangerang Tumblers" which states that the green promotion variable has a significant effect on the purchasing decision variable.

## 3. Green Price (X3) to the Purchase Decision variable (Y)

Based on Table 4.16, it can be seen that the significance level ( $\alpha$ ) of the green price variable (X3 ) is  $0.000 < 0.05$ . This means that Green Price has a significant effect on Purchasing Decisions (H3 accepted). This is because there are often promos, or discounts by Deles which are factors that can make consumers interested in creating purchasing decisions. This research is in line with the results of research conducted by [14] Pertiwi & Paulus (2022) entitled "Green Marketing Mix and Purchasing Decisions of Ades AMDK Consumers in Madiun City" which states that the green price variable has a significant effect on the purchasing decision variable.

## 4. Green Place (X4) to the Purchase Decision variable (Y)

Based on Table 4.16, it can be seen that the significance level ( $\alpha$ ) of the green place variable (X3 ) is  $0.027 < 0.05$ . This means that Green Place has a significant effect on Purchasing Decisions (H4 accepted). This can explain that Deles beverage products are sold and spread widely in almost all areas of Banyuwangi, making it easier for consumers if they want to buy their products. This research is in line with the results of research conducted by [15] Irsalina & Susilowati (2023) entitled "The Effect of Green Marketing Mix on Purchasing Decisions for Tupperware Products" which states that green place variables have a significant effect on purchasing decision variables.

## Test Coefficient of Determination (R2)

The coefficient of determination basically measures the ability of the model to explain changes in the dependent variable. The coefficient value is between zero and one ( $0 \leq R^2 \leq 1$ ). A small  $R^2$  value means that the ability of the independent variables to explain changes in the dependent variable is very limited. A value close to 1 indicates that the independent variables provide almost all the information needed to predict changes in the dependent variable [11] (Ghozali, 2018).  $R^2$  test results as follows:

<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>
0,794	0,630	0,614

Source: Primary Data, 2024

Based on the table shows that the model has an R Square value of 0.630. This means that the dependent variable of purchasing decisions (Y) is influenced by green product (X1 ), green promotion (X2 ), green

price (X3 ), and green place (X4 ) by 63%. This value shows that overall the independent variables affect 63% of the dependent variable while the rest is influenced by other variables outside the model.

## CONCLUSION

Based on the results of calculations and hypothesis testing in the previous chapter, several conclusions are obtained, namely:

1. The results of this study indicate that green products show positive but insignificant results on purchasing decisions. It can be seen from the results of the t test, thus the hypothesis which states that green products have no significant effect on purchasing decisions has been proven. The results of these findings mean that green product is not a determining factor in making purchasing decisions on Deles Genteng beverage products, Banyuwangi.

2. The results of this study indicate that green promotion shows positive and significant results on purchasing decisions. It can be seen from the results of the t test, thus the hypothesis which states that green promotion has a significant effect on purchasing decisions has been proven. The results of these findings mean that green promotion is one of the determining factors for making purchasing decisions on Deles Genteng beverage products, Banyuwangi.

3. The results of this study indicate that the green price shows positive and significant results on purchasing decisions. It can be seen from the results of the t test, thus the hypothesis which states that green price has a significant effect on purchasing decisions has been proven. The results of these findings mean that green price is one of the determining factors for making purchasing decisions on Deles Genteng beverage products, Banyuwangi.

4. The results of this study indicate that green place shows positive and significant results on purchasing decisions. It can be seen from the results of the t test, thus the hypothesis which states that green place has a significant effect on purchasing decisions has been proven. The results of these findings mean that green place is one of the determining factors for making purchasing decisions on Deles Genteng beverage products, Banyuwangi.

Based on the results of research that has been conducted on the variables of green product, green promotion, green price, green place which will affect purchasing decisions, this study provides several inputs to be accepted, these inputs include:

### 1. For Company (Deles Genteng, Banyuwangi)

a. Deles should also start innovating related to its green products, namely tumblers that still use plastic raw materials, even though they are already from recyclable and BPA free materials, it would be better if they are upgraded with raw materials such as stainless which are safer and environmentally friendly. So that maybe it can make consumers more interested in buying these green products.

b. Deles should also emphasize or include more promotions related to the call for environmental conservation, namely reducing plastic waste with the motivation to use its green product tumbler. So that more consumers will be educated and understand the importance of environmental conservation.

### 2. For Consumers

It is expected for consumers to increase their awareness of environmentally friendly products by starting to switch to using Deles green products, namely tumblers as a way to reduce plastic waste and help protect the earth to be healthier.

### 3. For Next Researchers

For next researchers, it is hoped that there will be other studies that develop this research, for example with other methods and add other variables that are not examined in this study

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