The Effect of Green Marketing and Green Product Implementation on Ecobag Purchasing Decisions atGoodiebag.del Medan

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ABSTRACT

People's daily activities are inseparable from the use of plastic bags, from supermarkets to small shops, all of them use a plastic bag as a means of storing groceries. Then the remaining use of plastic bags is what causes long-terms damage to the ecosystem and the surrounding natural environment. Because plastic waste is classified as difficult to decompose and if it continues to be sustainable towards the accumulation of plastic waste, it is feared that it will cause air pollution and damage to the surrounding marine ecosystem. This study used quantitative methods and the purpose of this study is to see purchasing decisions through the implementation of green marketing and green products. This study collected data through questionnaire techniques that were distributed to consumers measured by Likert scale and the sampling technique used is saturated sampling. The results showed that green marketing and green products have a significant influence on purchasing decisions.

Keywords: *Green, Green Marketing, Green Product, Purchasing Decision, Consumer.*

INTRODUCTION

People's daily activities No regardless from use pocket plastic, start from supermarkets to shop small everything use plastic bags as means for put goods groceries. Then remainder use pocket plastic this is what causes it damage period longon ecosystem and environment natural around it . Due plastic waste is classified as difficult decompose and If continuously sustainable to hoarding plastic waste then worried will cause pollution air And the damage ecosystem sea around it. Viewed from article "Why plastic is not just an ocean problem" on BBC Future page, Trash from remainder use pocket plastic This dangerous Because contain substance poisonous likelead, mercury, and cadmium are dangerous for creature live. Use pocket plastic on everyactivity public This has brought disaster very environmental bad. Lifestyle public the is Wrong One factor happen global warming, so matter this give rise to worries big from public so that push reaction positive, that is increasing awareness will environment, where they look for various solution as an alternative to problem that. Impact negative consequence rubbish plastic If no handled in a way Serious by various party, namely : cause damage ecological, spreading disease, cause happen flood, cause disturbed aesthetics something area .

Figure 1 : Plastic waste issue

Source : www.maritim.go.id

Figure 2 : Reduce the use of plastic bag

Source : www.maritim.go.id

Related problem the policy strategic by government must applied For repair pattern life public as anticipation to things bad is a possibility happened. Application policy related problem push perpetrator business to be pro active innovate create product friendly an environment that doesn't endanger environment. Jakarta's wisdom is free pocket plastic is listed policies in Praetorian Governor Number 142 of 2019 concerning Obligation Use Pocket Eco- Friendly Shopping in the Center Shopping, Shop Supermarket And People's Market.

Figure 3 : Prohibition regulation of plastic bag

Source : www.indonesiabaik.id

Figure 4. Conditions for use of bags.

Source: www.indonesiabaik.id

There is policy related problem to the number of perpetrator business apply issues environment for strategy the marketing or called also as green marketing. Green marketing includes a number of aspect of being influencing factors decision purchase that is products , promotions And distribution friendly environment, third matter this is still it become obstacle for perpetrator business specifically on MSME goodiebag.del . And p This also still become obstacle for perpetrator business For interesting interest buy consumer buy product friendly environment this.

Where is MSME goodiebag.del move in the field making bag friendly environment(green products) operating in the region Sumatra north specifically city Medan since 2010. Green products offered by goodiebag.del This made from base cloth so called spundbond as goodie bag. For implementation of green products themselves, the perpetrators business inovate create product friendly new environment as alternative , then an alternative is formed that is Ecobags. Ecobag is bag shopping friendly environment from materials that can be used many times (reusable). Usage ecobag No limited for guard environment , however Also support style eco-friendly living . Product Ecobag Alone there is a number of type that is goodiebag (made from base cloth spundbond) bag fabric (made from base cloth patchwork), tote bag (made from base cloth canvas), bag from skin trees , and also paper bags (made from base from paper). Compared to with pocket plastic , ecobag assessed more durable And own side superiority separately. Consumers who use ecobag in shop is form awareness in guard safety environment. Analyzing green marketing in goodiebag.del capable give briefing for determine more marketing targets appropriate target.

Decision purchase is the most important thing to be consideration because the matter is how some strategic marketing will be carried out by company in the future. In the decision process purchase often involve a number of influencing choices consumerWhere involve

two or more alternative as consideration. Then problem related decision purchase on goodiebag.del is How interesting interest buyer for more choose use product from goodiebag.del Where only there is One type product ecobag just that is type goodie bag from material cloth spundbound. Because in context ecobag himself, in it there is a number of type like paper bags, tote bags And goodie bag. That thing related problem in field promotion goodiebag.del as well as there is problem on the distribution is still manual yet use service delivery, then this is what causes it big influence decision purchase on consumer.

The following table data MSME sales goodiebag.del :

Table I: Goodiebag.del MSME Sales Data

MONTH	YEAR				
	2018	**2019**	**2020**	**2021**	**2022**
January	8,150,000	10,880,000	13,120,000	17,200,000	20,230,
February	9,330,000	9,780,000	13,770,000	16,950,000	20,650,
Maret	9,850,000	9,980,000	12,980,000	16,540,000	19,998,
April	10,470,000	11,400,000	13,100,000	17,130,000	20,140,
May	11,070,000	11,800,000	13,960,000	17,000,000	21,760,
June	8,900,000	10,790,000	14,520,000	17,670,000	21,940,
July	9,120,000	10,200,000	15,110,000	18,905,000	22,630,
August	10,240,000	11,000,000	14,950,000	19,430,000	23,770,
September	10,670,000	11,347,000	15,430,000	19,200,000	23,640,
October	11,145,000	11,900,000	15,690,000	18,960,000	24,430,
November	11,050,000	11,780,000	16,230,000	19,890,000	23,940,
December	11.980.000	12.270.000	16.870.000	19.650.000	24.540.

LITERATURE REVIEW

Purchasing Decision

Consumers make purchase decisions based on which available options best match their needs, and to minimize the risk of investing poorly, they will make sure there are no better options for them. Their evaluation is influenced by two major characteristics:
1. Objective : Features, functionality, price, ease of use
2. Subjective : Feelings about a brand(based on previous experience or input from past customers)

The purchasing decisions are results taken by consumers in choosing products with a variety of alternative used (Nurhasanah et al., 2019).
The Purchasing decisions are a process decision making carried out by consumer to use an item or services that involve a deliberative process such as what products or services to be purchased as well quality, how much, how to purchase these goods or services. (Maryati & Khoiri.M, 2021)

According to (Agustin et al., 2020) there is some of indicators in decision purchase as following :
1. Decision about the type of product.
2. Brand decisions.
3. Decision about points of sale.
4. Decision on time of purchase.
5. Decision on How to Pay.

Green Marketing

Green marketing is a concept that refers to on meeting consumer needs with trying to

minimize the impact of damage towards the environment. (Agustin et al., 2020).

Green marketing activities are the concept of product marketing strategies by manufacturers aimed at consumers who care about the environment. (Yuliana & Pantawis, 2022).

Indicator of Green Marketing, according to (Puspa Dewi & Rahyuda, 2018) :
 1. Eco-Label
Eco-label as tools used to facilitate deep decision making choose environmentallyfriendly products and enable consumers to know how the product is made.
 2. Eco-Brand
An eco-brand is a name, symbol or product design that is not dangerous for the environment. By using the eco-brand feature, companies can help consumer to differentiate between green products and non-green products.

Green Product
Green product (environmentally sound products) is a product designed and processed with a way to reduce the effects that can pollute the environment, both in its production, distribution, and consumption. (Tri Handayani, 2012)
Green products are products that are not pollutes the environment and can be recycled repeat (Panggih & Krisnadi, 2022).

Indicator of Green Product, according to (Panggih & Krisnadi, 2022) :
1. Friendly Products milieu.
2. Green Product Performance Meets Consumer Expectations
3. Raw materials are not dangerous

Based on the above framework, the hypotheses of this research are:
H1: Green Marketing expected has an effect on Purchasing Decision
H2: Green Product expected has an effect on Purchasing Decision
H3: Green Marketing and Green Product expected have an effect on Purchasing Decision

RESEARCH METHOD

This research was conducted at UMKM Goodiebag.del. This lesson using quantitative research methods. The results of this study were obtained through the distribution of questionnaires to the respondents. This study examines the effect of independent variable partially and simultaneously on the dependent variable, namely Green Marketing (X_1), Green Product (X_2) on Purchasing Decision (Y).

The data obtained from the questionnaire was processed using the SPSS (Statistical Product and Science Solution) computer application program for each respondent to answer the questionnaire using a Likert scale, namely 5 (Strongly agree),4 (agree), 3 (Doubtful), 2 (No Agree), 1 (Strongly Disagree).

Population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusion (Sugiyono ,2022:126). The population applied in this study is all customers from UMKM Goodiebag.del as many as 75 customers.

The sampling technique used is the saturated sample. Saturated samples are samples that when added in number will not increase representation so that it will not affect the value of the information that has been obtained. So, saturated sampling technique is a sampling technique that pays attention to the saturation value of the sample (Sugiyono

,2022:133). So the number of samples used in this study is 75 samples.

RESULTS

Table 1. Validity Test

Variable		Rcount	Rtable	Criteria	Conclusion
Green Marketing	X1.1	0.795	0.3610	Rcount > Rtable	Valid
	X1.2	0.867	0.3610	Rcount > Rtable	Valid
	X1.3	0.519	0.3610	Rcount > Rtable	Valid
	X1.4	0.786	0.3610	Rcount > Rtable	Valid
Green Product	X2.2	0.894	0.3610	Rcount > Rtable	Valid
	X2.3	0.726	0.3610	Rcount > Rtable	Valid
	X2.4	0.673	0.3610	Rcount > Rtable	Valid
	X2.5	0.853	0.3610	Rcount > Rtable	Valid
	X2.6	0.626	0.3610	Rcount > Rtable	Valid
Purchasing Decision	Y1	0.601	0.3610	Rcount > Rtable	Valid
	Y2	0.710	0.3610	Rcount > Rtable	Valid
	Y3	0.704	0.3610	Rcount > Rtable	Valid
	Y4	0.601	0.3610	Rcount > Rtable	Valid
	Y5	0.683	0.3610	Rcount > Rtable	Valid
	Y6	0.805	0.3610	Rcount > Rtable	Valid

In the above validity test, it shows that the Pearson Correlation has a value greaterthan the Correlation value (0.3610) so that the results of the questionnaire statement arevalid.

Table 2. Reliability Tes

Variable	Cronbach's Alpha Grades	Reliability Value	Criteria	Conclusion
Green Marketing	0.740	0.600	Cronbach's Alpha Grades > Reliability Value	Reliable
Green Product	0.797	0.600	Cronbach's Alpha Grades > Reliability Value	Reliable
Purchasing Decision	0.733	0.600	Cronbach's Alpha Grades > Reliability Value	Reliable

In the reliability test table above, it can be seen that the data above shows that all statements that represent each variable are reliable. It is proven that the statement item has a Cronbach's Alpha value greater than the minimum reliability value (0.600) and a positive value.

Table 3. One Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		75
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.71700998
Most Extreme	Absolute	.062

Differences	Positive	.062
	Negative	-.044
Test Statistic		.062
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Based on the above, it is known that the results of the One Kolmogorov-Smirnov normality test are greater than 0.05. So, it can be concluded that the tested data is normally distributed. The multicollinearity test is a linear relationship which indicates a strong correlation between two or more independent variables.

Table 4. Multiple Linear Regression Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	3.207	1.132		2.832	.006		
	Green_Marketing	1.057	.076	.798	13.991	.000	.809	1.237
	Green_Product	.170	.050	.195	3.424	.001	.809	1.237

Dependent Variable: Purchasing_Decision

Data in Table 4, it is known that the tolerance value obtained is greater than 0.1 and the VIF value obtained is less than 10, so it can be concluded that there are no symptoms of multicollinearity with other independent variables.

Multiple Linear Regression Analysis was used to measure the effect of more thanone predictor variable (independent variable) on the dependent variable. Multiple linear regression analysis :

Purchasing Decision = 3.207 + 1.057 Green Marketing + 0.170 Green Product +0.05

Multiple Linear Analysis Test Results:
1. Constant (α) = 3.207 indicates a constant value, if the value of the independent variable (X_1) is Green Marketing and the variable (X_2) is Green Product is 0 then the Purchasing Decision is fixed at 3.207.
2. Green Marketing Coefficient (B1), based on the Purchasing Decision regression coefficient equation, it is obtained at 1.057.
3. Green Product Coefficient (B2), based on the Purchasing Decision regression coefficient equation, it is obtained a 0.170.

Partial test results :
1. In the Green Marketing variable (X_1), it can be seen that the value of t_{Count} (13.991) > t_{Table} (1.99346) with a significant level of 0.000 < 0.05 so it can be concluded that there is a partially significant positive effect between Green Marketing on Purchasing Decision.
2. In the Green Product variable (X_2), it can be seen that the value of t_{count} (3.424) > t_{Table} (1.99346) with a significant level of 0.001 < 0.05 so it can be concluded that there is a partially significant positive effect between Green Product on Purchasing Decision.

Table 5. Ftable Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	934.506	2	467.253	154.208	.000[b]
	Residual	218.161	72	3.030		
	Total	1152.667	74			

a. Dependent Variable: Purchasing_Decision
b. Predictors: (Constant), Green_Product, Green_Marketing

Based on the results of the test above, the independent variable has a value of F_{count} (154.208) > Ft_{able} (3.12) with a significance of 0.000 < 0.05 so it can be concluded that there is a significant effect between Green Marketing and Green Productsimultaneously on the Purchasing Decision.

Table 6. Determination Coefficient Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.900[a]	.811	.805	1.741

a. Predictors: (Constant), Green_Product, Green_Marketing
b. Dependent Variable: Purchasing_Decision

Based on the results of the coefficient of determination above, it is known that theR Square value is 0.811, which means that the influence of Green Marketing and Green Product on Purchasing Decision is influenced by 81.1% and the remaining 18.9% is influenced by other factors not examined.

DISCUSSION

Based on the results of research conducted, it was found that Green Marketing hasa significant influence on Purchasing Decision at Goodiebag.del Medan. For the Green Product, it has a significant influence on Purchasing Decision at Goodiebag.del Medan. The independent variable has a value of F_{count} (154.208) > $F_{table.}$ (3.12) with a significance of 0.000 < 0.05 so it can be concluded that there is a significant effect between Green Marketing and Green Product simultaneously on the Purchasing Decision.

CONCLUSION

Based on the results of research and discussion, we can see that green marketingand green products have an influence on purchasing decisions at Goodiebag.del Medan. consumers buy products from Goodiebag.del Medan because it is already trusted products and quality so that consumers do not feel confused about the quality of their products. Green marketing also has a strong role for Goodiebag.del Medan, because Goodiebag has become one of the main choices in keeping the environment clean and avoiding the use of existing plastics. so that paid plastic bags are also used to prevent the use of plastic bags and switch to Goodiebag.This also means to support eco friendly lifestyle.

For enthusiasts of goodiebags themselves quite a lot and even everyone has usedit at

various events and every moment. Interesting shapes, colors, design or motifs varyso much that many people are interested in using this type of goodiebag ecobag. The results of the research that has been carried out there is a significant influence of green marketing variables on ecobag purchasing decisions on goodiebags. Del is due to the promotion through social media to introduce products to the public. This is what helps goodiebags. Del has a label & brand that is known to the public such as eco label and eco brand. A label and brand can be used as a promotional tool in accordance with the products offered, in the sense of providing added value to ecobag products from goodiebag. Del.

For green product variables in the research results also provide significant value to ecobag purchasing decisions. With the issue of global warming that can be caused byone of the use of plastic bags, it indirectly encourages people to look for other alternatives as a substitute. And on goodiebags. Del is engaged in environmentally friendly bag manufacturing services that offer ecobags as its products. Ecobag products from goodiebag. Del can to compete with plastic bags because it can help reduce the use of plastic bags significantly if done by almost the entire community. They also supported by the policy issued by the government regarding reducing the use of plastic bags, environmentally friendly products produced by goodiebags. Del can to compete in its market. However, on goodiebag. Del himself also still can to make developments every month so that he can still have his name and image in the community.

For green products produced by goodiebags. Del is expected to provide the latest innovations every month so that consumers can make repurchases with different motives. If consumers are given many choices of goodiebag motifs, it can indirectly attract consumer buying interest for their respective needs because it is seen that there

are many variations of models given for the choice of goodiebags. For the price offered by goodiebag. Del towards its green products tends to be more expensive whencompared to the price of plastic bags, but not a few consumers are willing to pay a muchmore expensive price for products that they consider to have more value. Many consumers assume that green products have value and benefits for themselves and theenvironment because they come from natural materials and can be recycled again. Therefore, green product consumers consider that the money they spend is proportionalto the benefits they will receive from the products they have purchased.

For green marketing done on goodiebags. Del includes marketing strategies that are being popularly used. Supported by an increase in consumer knowledge about the issue of protecting the environment which is a driver of consumer buying interest in environmentally friendly products. This social phenomenon makes green marketing done goodiebag. Del became right on target in his market. Green marketing focuses on consumer satisfaction, needs, wants, and desires in relation to the maintenance and preservation of the environment, so that green marketing becomes a necessity in today's business world. Green marketing is also able to influence consumers' feelings, emotions, and plans that have an impact on buying interest. Green marketing on goodiebag del has the aim of conveying that when consumers use it, there will be more value and benefits besides being satisfied and feeling that these consumers have contributed to protecting the environment. Therefore, the concept of green branding is here to refer to meeting consumer needs with an effort to minimize the impact of damage to the environment.

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