

Effect of Green Marketing, Brand Image, Brand Equity, and Customer Orientation on Buying Interest in Zorlien Light Emitting Diode Products Moderated by Internet Technology (Study on Students at the Universitas 17 Agustus 1945 Jakarta)

Phamendyta Aldaning Azaria¹, Nurika Haerul Utami²

^{1,2}Universitas 17 Agustus 1945 Jakarta, Indonesia

Dyta1710@yahoo.co.id, nurikaHaerulUtami26@gmail.com

Abstract

This study aims to analyze effect of green marketing, brand image, brand equity, and customer orientation on buying interest in Zorlien Light Emitting Diode products moderated by internet technology, study on Students at the Universitas 17 Agustus 1945 Jakarta. This type of research is explanatory research. The population in this study are consumers who have purchased Zorlien Light Emitting Diode products. The sample in this study are 97 respondents with the criteria of every consumer met and who had bought or had not used but already had a Zorlien Light Emitting Diode product. The type of data used in this research is quantitative data. Data analysis are tested with inner model measurement through coefficient of determination and value of path coefficients. Based on the results of the study, it shows that green marketing has significant effect on buying interest, brand image has insignificant effect on buying interest, brand equity has significant effect on buying interest, customer orientation has insignificant effect on buying interest, and internet technology has insignificant effect on buying interest. Moderation of internet technology in green marketing has insignificant effect on buying interest. Moderation of internet technology on brand image has insignificant effect on buying interest. Moderation of internet technology on brand equity has significant effect on buying interest. Moderation of internet technology on customer orientation has insignificant effect on buying interest.

Keywords

green marketing; brand image; brand equity; customer orientation; buying interest



I. Introduction

Green marketing which is a big problem faced by humans is global warming. Global warming is related to nature and the occurrence of environmental changes. The impact of global warming can fully affect aspects of people's lives. Apart from the rapid changes in global warming, people encourage people to preserve nature so as not to be polluted by global warming. The goal is to care for the community towards the environment and create a better environment with the development of an increasingly rapid marketing environment. From the issue of global warming, society plays an important role as consumers in forming a friendly environment to preserve nature and the product company Zorlien Light Emitting Diode creates an environmentally friendly environment that does not have an impact on changing people's lives.

Green marketing is a concept that includes all marketing activities developed to stimulate and maintain environmentally friendly consumer behavior. Green marketing manipulates four main principles, namely by providing goods, providing environmentally

friendly services to consumers, promoting and sponsoring environmentally friendly products for services offered from the advantages of environmental preservation (Rachmawati and Hasbi, 2020). From green marketing, it can be a benchmark for brand image marketing.

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet. Green marketing can involve a number of different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting sustainable business practices, or focusing marketing efforts on messages that communicate a product's green benefits. This type of marketing can be more expensive, but it can also be profitable due to the increasing demand. For example, products made locally in North America tend to be more expensive than those made overseas using cheap labor, but they have a much smaller carbon footprint because they don't have to fly across the globe to get here. For some consumers and business owners, the environmental benefit outweighs the price difference.

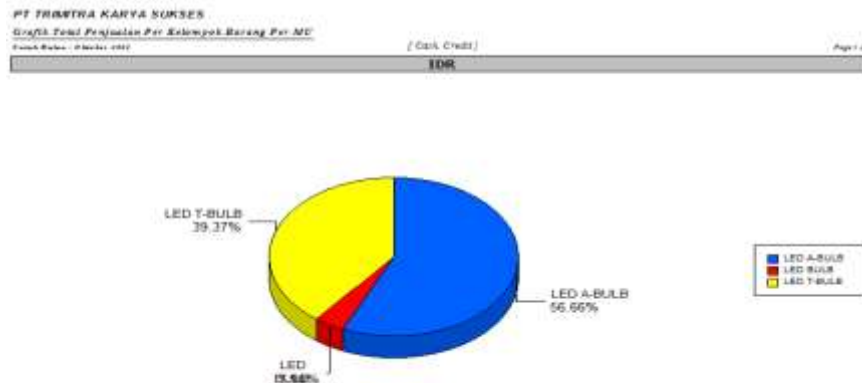
Brand image is a set of associations about a brand that is stored in the minds or memories of consumers. One that affects brand image is quality, trustworthiness, usability, price and the image owned by the brand itself to sell products and marketing media as an introduction to the Zorlien Light Emitting Diode brand or brand to consumers and will be remembered in consumer memory (Sawitri and Rahanatha, 2019). From memory, consumer memory becomes a set of consumer beliefs about a particular brand. Brand image is a memory scheme for a brand that refers to consumers' interpretations of what consumers think and feel when they hear the name of a brand. Measurement of brand image is based on aspects of a brand, namely a brand that is easy to remember, a brand that is easily recognized and a good brand reputation. Brand image as a marketing medium by the company because to offer a product a marketer must be able to touch the hearts and feelings of consumers with emotional experiences so that consumers are touched by the name of a brand.

Customer-based brand equity is the differential effect that brand knowledge has on consumer responses to the marketing of the brand. In other words, brand equity has four responses to customers, namely brand awareness, perceived quality, brand associations, and brand loyalty to be the driving force in marketing the brand. Thus, a brand that is already recognized by consumers can have a high value on brand equity. The higher the value of equity, the stronger the attractiveness of consumers to consume the product (Salim *et al.*, 2016). Brand equity is a set of assets for companies related to a brand design that can increase or decrease the value of an item or service to customers. Brand equity is the increase in conformity that companies or consumers expect from a product's brand name.

Buying interest is part of the behavioral component in consuming attitudes. According to Assael (2001) buying interest is the tendency of a consumer to buy a brand or also take actions related to purchases which are assessed from the consumer's opportunity to make a purchase. Buying interest has four measurement principles in consumer actions

related to buying interest, namely transactional interest, referential interest, referential interest and exploratory interest as the opportunity value of consumer interest to consume (Rachmawati and Hasbi, 2020). Buying interest is consumer behavior that arises as a result of a response to an object that shows the consumer's desire to make a purchase. Buying interest is a sense of interest experienced by consumers in a product and is influenced by attitudes outside the consumer itself.

The following is data on buying interest in the sale of the company Zorlien Light Emitting Diode in October 2021:



Source: PT. Trimitra Karya Sukses (2021)

Figure 1. Sales Chart

From this data, they are consumers who have consumed Zorlien Light Emitting Diode products by repurchasing through marketing media. In the October 2021 sale, consumer buying interest in Zorlien Light Emitting Diode products that are in great demand by consumers, namely the first light emitting diode A-Bulb product is around 56.66%, the second is Zorlien Light Emitting Diode T-Bulb product is around 39.37% and the third is Zorlien Light Emitting Diode Bulb is about 3.96%.

Market orientation defines as organizational culture that is most effective in creating the behaviors essential for the creation of superior value for buyers as well as performance in business. Because, customer orientation on Zorlien Light Emitting Diode can put a high value on buying the product, the more attractive it is to market the brand's product, the higher the buying interest and the greater the orientation to the market (Jatmiko, 2015).

A light emitting diode is an electronic component that can emit monochromatic light when a forward voltage is applied. Light emitting diodes are made of a semi-conductor type of diode that is capable of emitting light. The light emitting diode on this Zorlien Light Emitting Diode product has a product quality that can last up to a usage time of 20,000/hour, brighter light for lighting, a one-year warranty and energy savings of up to 80%.

The internet is a collection of computers around the world connected to each other via a high speed series of networks. The Internet becomes the main method in exchanging cultures and transferring knowledge between people. All connected computers and networks exchange information and use various services. The internet carries many applications and services, most prominently the world wide web, including social media, electronic mail, mobile applications, multiplayer online games, Internet telephony, file sharing, and streaming media services. Internet technology as a marketing medium. The internet as an electronic medium for a brand to convey information about the use of products through online shopping using internet-based applications such as Instagram,

Facebook, and WhatsApp or using e-commerce such as Shopee, Tokopedia, and Lazada. We can also rely on marketing media to display product advertisements that we will market with online order processing applications (Widiana et al., 2012).

This study aims to analyze effect of green marketing, brand image, brand equity, and customer orientation on buying interest in Zorlien Light Emitting Diode products moderated by internet technology, study on Students at the Universitas 17 Agustus 1945 Jakarta.

II. Research Method

This type of research is explanatory research. Explanatory research is an explanation and aims to test a theory or hypothesis in order to strengthen or even reject the theory or hypothesis of existing research results (Asyraini et al., 2022, Octiva, 2018). Explanatory research is a research method that explores why something occurs when limited information is available. It can help you increase your understanding of a given topic, ascertain how or why a particular phenomenon is occurring, and predict future occurrences (Octiva et al., 2018; Pandia et al., 2018; Pandiangan, 2015).

The population in this study are consumers who have purchased Zorlien Light Emitting Diode products. The sample in this study are 97 respondents with the criteria of every consumer met and who had bought or had not used but already had a Zorlien Light Emitting Diode product. Determination of the sample is determined by purposive sampling method, namely taking samples from the population by determining certain criteria to get a representative sample (Pandiangan, 2018; Pandiangan et al., 2021).

The type of data used in this research is quantitative data. Quantitative data aims to explain the relationship between variables X and Y (Pandiangan et al., 2022).

Data analysis are tested with inner model measurement through coefficient of determination and value of path coefficients. Coefficient of determination of the ability of all independent variables in explaining the dependent variable (Octiva et al., 2021; Pandiangan et al., 2018). The higher the r-square value, the better the prediction model of the proposed research model. Value of path coefficients indicates the level of significance in hypothesis testing (Pandiangan, 2022; Tobing et al., 2018).

III. Results and Discussion

3.1 Inner Model Measurement

Inner model measurement can be evaluated by looking at the r-square (reliability indicator) for the dependent construct and the t-statistical value of the coefficient test. In this study the dependent variable is variable of buying interest and internet technology as a moderating variable. While the independent variables are green marketing, brand image, brand equity, and customer orientation.

Table 1. R-Square (R^2)

Variable	R Square	R Square Adjusted
Buying Interest	0.731	0.703

Source: Smart PLS Version 3.3.3 Data Processing (2022)

Based on Table 1, the value in the original sample is 0.731 for buying interest as construct. The results of this r-square model reveal that effect of green marketing, brand image, brand equity, and customer orientation on buying interest to the feasibility of this research model is 73.1%, while the rest is 26.9% is can be influenced by other variables.

3.2 Path Coefficients

Table 2. Path Coefficients

Variable	Original Sample (O)	T Statistics	P Value
Z Moderate Effect on X ₁ -> Y Buying Interest	0.018	0.195	0.846
Z Moderate Effect on X ₂ -> Y Buying Interest	0.103	0.980	0.327
Z Moderate Effect on X ₃ -> Y Buying Interest	-0.205	2.219	0.027
Z Moderate Effect on X ₄ -> Y Buying Interest	0.133	1.648	0.100
X ₁ Green Marketing -> Y Buying Interest	0.384	4.283	0.000
X ₂ Brand Image -> Y Buying Interest	0.184	1.745	0.082
X ₃ Brand Equity -> Y Buying Interest	0.224	2.498	0.013
X ₄ Customer Orientation -> Y Buying Interest	-0.058	0.742	0.459
Z Internet Technology -> Y Buying Interest	0.188	1.614	0.107

Source: Smart PLS Version 3.3.3 Data Processing (2022)

Based on the results of the study, it shows that green marketing has significant effect on buying interest, brand image has insignificant effect on buying interest, brand equity has significant effect on buying interest, customer orientation has insignificant effect on buying interest, and internet technology has insignificant effect on buying interest.

Moderation of internet technology in green marketing has insignificant effect on buying interest. Moderation of internet technology on brand image has insignificant effect on buying interest. Moderation of internet technology on brand equity has significant effect on buying interest. Moderation of internet technology on customer orientation has insignificant effect on buying interest.

IV. Conclusion

Based on the results of the study, it shows that green marketing has significant effect on buying interest, brand image has insignificant effect on buying interest, brand equity has significant effect on buying interest, customer orientation has insignificant effect on buying interest, and internet technology has insignificant effect on buying interest. Moderation of internet technology in green marketing has insignificant effect on buying interest. Moderation of internet technology on brand image has insignificant effect on buying interest. Moderation of internet technology on brand equity has significant effect on buying interest. Moderation of internet technology on customer orientation has insignificant effect on buying interest.

Suggestions

1. Seller

According to the data that has been collected, users of Zorlien Light Emitting Diode products are in a fairly high category, namely the assessment of green marketing, brand image, brand equity, customer orientation, and internet technology. Therefore, the marketing management of PT. Trimitra Karya Sukses is suggested to be more directed at distribution and retail sales to be able to improve again the factors of green marketing, brand image, brand equity, customer orientation, and internet technology that have a positive effect on buying interest.

2. Further Research

Recondition the limitations that exist in this study by attracting the sample quantity and data collection techniques to obtain complex results. Further research is expected to expand the research by including other variables, some of which are customer relationship management, customer retention, customer experience, electronic word of mouth, brand trust, and others that can measure buying interest.

References

- Asyraini, Siti, Fristy, Poppy, Octiva, Cut Susan, Nasution, M. Hafiz Akbar, & Nursidin, M. (2022). Peningkatan Kesadaran Protokol Kesehatan di Masa Pandemi Bagi Warga di Desa Selamat Kecamatan Biru-biru. *Jurnal Pengabdian Kontribusi (Japsi)*, 2(1), 33-36.
- Asmuni, *et al.* (2020). Implementation of the principle of sale and purchase transactions through MLM in Brand Branch (BC) PT. Herba Penawar Alwahida Indonesia (HPAI) Tanjungbalai. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 3, No. 4, Page: 3376-3385*
- Jatmiko, M. R. (2015). Analisis Pengaruh Persepsi atas Orientasi Pelanggan dan Reputasi Perusahaan Terhadap Orientasi Pelayanan Strategik dan Dampaknya pada Kepuasan Pelanggan. *Sekolah Tinggi Ilmu Ekonomi Totalwin Semarang*, 6(11), 67–87.
- Marlizar, *et al.* (2020). The Role of Market Orientation and Creativity in Affecting the Marketing Performance of Market Traders in Aceh Market Banda Aceh City. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*.P. 1114-1127
- Octiva, Cut Susan. (2018). *Pengaruh Pengadukan pada Campuran Limbah Cair Pabrik Kelapa Sawit dan Tandan Kosong Kelapa Sawit terhadap Produksi Biogas*. Tesis. Medan: Fakultas Teknik, Program Studi Teknik Kimia, Universitas Sumatera Utara.

- <https://repositori.usu.ac.id/bitstream/handle/123456789/12180/157022002.pdf?sequence=1&isAllowed=y>.
- Octiva, C. S., Irvan, Sarah, M., Trisakti, B., & Daimon, H. (2018). Production of Biogas from Co-digestion of Empty Fruit Bunches (EFB) with Palm Oil Mill Effluent (POME): Effect of Mixing Ratio. *Rasayan J. Chem.*, 11(2), 791-797.
- Octiva, Cut Susan, Indriyani, & Santoso, Ari Beni. (2021). Effect of Stirring Co-digestion of Palm Oil and Fruith for Biogas Production to Increase Economy Benefit. *Budapest International Research and Critics Institute-Journal*, 4(4), 14152-14160. DOI: <https://doi.org/10.33258/birci.v4i4.3521>.
- Pandia, S., Tanata, S., Rachel, M., Octiva, C., & Sialagan, N. (2018). Effect of Fermentation Time of Mixture of Solid and Liquid Wastes from Tapioca Industry to Percentage Reduction of TSS (Total Suspended Solids). *IOP Conference Series: Materials Science and Engineering*, 309, 012086. DOI: 10.1088/1757-899X/309/1/012086.
- Pandiangan, Saut Maruli Tua. (2015). *Analisis Lama Mencari Kerja Bagi Tenaga Kerja Terdidik di Kota Medan*. Skripsi. Medan: Fakultas Ekonomi dan Bisnis, Program Studi Ekonomi Pembangunan, Universitas Sumatera Utara. https://www.academia.edu/52494724/Analisis_Lama_Mencari_Kerja_Bagi_Tenaga_Kerja_Terdidik_di_Kota_Medan.
- Pandiangan, Saut Maruli Tua. (2018). *Analisis Faktor-faktor yang Mempengaruhi Penawaran Tenaga Kerja Lanjut Usia di Kota Medan*. Tesis. Medan: Fakultas Ekonomi dan Bisnis, Program Studi Ilmu Ekonomi, Universitas Sumatera Utara. <http://repositori.usu.ac.id/bitstream/handle/123456789/10033/167018013.pdf?sequence=1&isAllowed=y>.
- Pandiangan, Saut Maruli Tua, Rujiman, Rahmanta, Tanjung, Indra I., Darus, Muhammad Dhio, & Ismawan, Agus. (2018). An Analysis on the Factors which Influence Offering the Elderly as Workers in Medan. *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 23(10), 76-79. DOI: 10.9790/0837-2310087679. <http://www.iosrjournals.org/iosr-jhss/papers/Vol.%2023%20Issue10/Version-8/K2310087679.pdf>.
- Pandiangan, Saut Maruli Tua, Resmawa, Ira Ningrum, Simanjuntak, Owen De Pinto, Sitompul, Pretty Naomi, & Jefri, Riny. (2021). Effect of E-Satisfaction on Repurchase Intention in Shopee User Students. *Budapest International Research and Critics Institute-Journal*, 4(4), 7785-7791. DOI: <https://doi.org/10.33258/birci.v4i4.2697>.
- Pandiangan, Saut Maruli Tua, Oktafiani, Fida, Panjaitan, Santi Rohdearni, Shifa, Mutiara, & Jefri, Riny. (2022). Analysis of Public Ownership and Management Ownership on the Implementation of the Triple Bottom Line in the Plantation Sector Listed on the Indonesia Stock Exchange. *Budapest International Research and Critics Institute-Journal*, 5(1), 3489-3497. DOI: <https://doi.org/10.33258/birci.v5i1.4016>.
- Pandiangan, Saut Maruli Tua. (2022). Effect of Packaging Design on Repurchase Intention to the Politeknik IT&B Medan Using E-Commerce Applications. *Journal of Production, Operations Management and Economics (JPOME)*, 2(1), 15–21. <http://journal.hmjournals.com/index.php/JPOME/article/view/442>.
- Rachmawati, M., & Hasbi, I. (2020). Pengaruh Green Marketing Dan Brand Image Terhadap Minat Beli Amdk Ades (Studi pada Konsumen Produk Air Minum dalam Kemasan Ades di Indonesia). *Jurnal Bisnis dan Kajian Strategi Manajemen*, 4(1), 71–79.

- Romdonny, J., Rosmadi, M. L. N. (2019). Factors Affecting Customer Loyalty in Products. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)* Volume 2, No 1, Page: 337-343
- Salim, A., Rachma, N., & ABS, K. M. (2016). Pengaruh Brand Image Terhadap Minat Beli Smartphone Oppo Melalui Brand Equity sebagai Variabel Intervening (Studi pada Konsumen Smartphone Oppo Tiga Putra Malang). *E-Jurnal Riset Manajemen Prodi Manajemen*, 118–127.
- Sawitri, I. G. A. T. D., & Rahanatha, G. B. (2019). Pengaruh Green Marketing dan Brand Image Terhadap Loyalitas Pelanggan. *E-Jurnal Manajemen Universitas Udayana*, 8(8), 5267. <https://doi.org/10.24843/ejmunud.2019.v08.i08.p22>.
- Tobing, Murniati, Afifuddin, Sya'ad, Rahmanta, Huber, Sandra Rouli, Pandiangan, Saut Maruli Tua, & Muda, Iskandar. (2018). An Analysis on the Factors Which Influence the Earnings of Micro and Small Business: Case at Blacksmith Metal Industry. *Academic Journal of Economic Studies*, 5(1), 17-23. <https://www.cceol.com/search/article-detail?id=754945>.
- Widiana, M. E., Supit, H., & Hartini, S. (2012). Penggunaan Teknologi Internet dalam Sistem Penjualan Online untuk Meningkatkan Kepuasan dan Pembelian Berulang Produk Batik pada Usaha Kecil dan Menengah di Jawa Timur. *Jurnal Manajemen dan Kewirausahaan*, 14(1), 71–81. <https://doi.org/10.9744/jmk.14.1.72-82>.