

The Effect of Green Marketing on Purchase Decision on the Body Shop Indonesia Products (Case Study on the Body Shop Paris Van Java Bandung)

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Abstract

The emergence of green marketing is an opportunity to improve the way consumers and producers make sustainable decisions for the environment, especially for the millennial generation. Seeing this phenomenon, one of the ones that runs green marketing in a sustainable manner is The Body Shop which emphasizes the essence of green marketing in their company. There are four dimensions to the green marketing variable, namely green product, green price, green place, green promotion. For purchasing decision variables, there are 6 dimensions, namely product selection, brand selection, dealer selection, purchase time, purchase amount, and payment method. Green marketing has a positive and significant effect on purchasing decisions for The Body Shop Paris Van Java Bandung products by millennials in the city of Bandung. The dimensions of green marketing (green product, green price, green place, green promotion) also have a positive and significant influence on purchasing decisions for The Body Shop Paris Van Java Bandung products by millennials in the city of Bandung. For the company The Body Shop Paris Van Java Bandung with its products it is expected to strengthen the green price factor.

Keywords

Green marketing; purchase decision; the body shop; Paris Van Java Bandung



I. Introduction

The development of industry and the economy has positive impacts such as increasing national income, human welfare as well as social and economic. However, besides having a positive impact, industrial development also has a negative impact on the environment. Today's society is getting smarter in buying products and services in an effort to reduce the impact of global warming which is not good for future survival (Signh, 2012). People are also willing to pay more for goods in order to support environmentally conscious businesses that are driving the marketing revolution, namely green marketing (Zulkifli, 2020).

The Body Shop has implemented green marketing with the slogan "look good, feel good, do good" which is closely related to the company's production of natural raw materials, no animal testing, recycled packaging and refill packaging facilities (theshop.co.id, 2021). In its production, The Body Shop not only provides high quality goods that meet consumer needs but also encourages consumers to behave positively such as helping Kenyan farmers when purchasing tea tree products and Mexican farmers when consumers buy aloe vera products. Because of this social value, consumers can experience more than just product benefits (hipwee.com, accessed on January 9, 2021).

This is in line with (Nikmah et al. 2018) who define green products as fulfilling human needs and desires and having an impact on environmental health. The Body Shop items have a premium price which sells for Rp. 49,000.00 - Rp. 779,000.00. The Body Shop in determining the price is determined by the price of the raw materials used, namely natural components purchased directly from farmers. (thebodyshop.co.id, 2022). Eco-friendly products tend to be expensive because of the high quality of the ingredients, but The Body Shop tries to create differences and added value that emphasizes natural quality in products so that costs tend to be higher and understandable (Harlia et al., 2016). In facilitating consumer access to get their products, especially in the city of Bandung, The Body Shop which is located in Paris Van Java is home to the largest outlet in Indonesia by carrying out a new concept, namely "Play with Nature" which emphasizes the essence of green marketing for their company (Kompas.com accessed on 9 January 2022).

The Body Shop promotes not only the environmentally friendly products they have, but also educates its consumers with educational content about the meaning of preserving the environment. Willingness to purchase sustainable products does not affect environmental issues and subjective norms. Therefore, the desire to purchase products that do not have an impact on the environment increases if concern for the environment also increases (Sugandini et al., 2020).

II. Review of Literature

2.1 Marketing

The definition put forward by Hermawan Kertajaya in (Zulkifli, 2020) regarding marketing is part of a business strategy that contains aspects of directing the discovery process, providing and modifying value from marketing initiators to consumers, suppliers, government and other stakeholders. This is also supported by the American Marketing Association (2017) that marketing is a method of developing, communicating, delivering, and trading goods and services that are useful to consumers. In setting a marketing strategy, the company uses a marketing mix which has four dimensions such as promotion, place, product and price (Zulkifli, 2020).

2.2 Green marketing

Murthy (2010) in (Salam & Sukiman, 2021) discusses that green marketing is a marketing that combines activities with modifications to marketing communications and change activities in the creation of goods, distribution and packaging. Salam & Sukiman (2021) explain that the goal of green marketing is to reduce potential harm to the environment. Green marketing is also a tool for understanding how marketing initiatives can satisfy customers by utilizing scarce resources and achieving business goals (Pertwi & Sulistyowati, 2021). Thus, it can be concluded that in order to reduce the environmental impact of business operations during the process of acquiring raw materials, producing goods, selling them, and disposing of them, companies implement green marketing programs. Singh (2012) in Wolok (2019) explains the dimensions of green marketing which consist of 4 dimensions:

a. Green Products

It is how to create a product by taking into account that the product will be sustainable, especially for the environment, natural resources that are efficient, efficient in

energy use, saving water and electricity, and product processing with minimal waste that can be recycled.

b. Green Price

Companies that pay attention to environmental responsibility will include costs for repairing and preventing environmental damage, environmental taxes, environmental insurance as well as production activities and manufacturing methods which tend to be complicated. Therefore the price given is relatively more expensive because the process from upstream to downstream takes into account environmental factors.

c. Green place

Reflecting the company's activities to create a place to sell its production featuring environmentally friendly materials and emphasizing environmental benefits or environmental activities. In placing the location, it must be affordable and presented to consumers, so as to minimize the fuel used by consumers and make it easier to get consumer needs.

d. Green promotions.

Reflecting the company's activities in promoting excess production of goods and influencing consumer views of products that do not destroy the world.

2.3 Consumer behavior

According to Kotler & Keller (2016) consumer behavior describes how the attitude of a group of people and individuals obtains, consumes, services or services, ideas, experiences and disposes of products to fulfill desires and interests, this attitude is a consumer attitude in which each individual has a different attitude (Kotler & Keller, 2016). Consumers are currently building their own consumer space where consumers have the will to tell businesses what kind of products consumers want to companies, so companies need to build brand equity in bold new ways to attract consumer loyalty.

Major changes in consumer behavior affect how consumers search for information about products and evaluate alternative brands. So that business stakeholders need to study consumer behavior to satisfy needs because marketers can only meet needs if they understand the individuals or groups who want to use the products and services offered (Solomon, 2018). Although consumer behavior cannot be controlled, it has a significant influence on purchasing a product. As a result, consumer behavior must be considered (Kotler & Armstrong, 2018).

2.4 Purchase decision process

When an individual or group decides to buy or pass up a product is an example of making a buying decision. The buyer's choice of which brand to buy is a purchase decision (Kotler & Armstrong, 2018). Consumers make decisions when buying a product or not based on what consumers do after being influenced. So the company or marketing department needs to be involved in studying and mastering the procedures when consumers decide to buy when consumers choose substitute products to meet consumer needs.

Businesses will be successful if the effect of the influence exerted creates purchases and consumption from customers (Kotler & Armstrong, 2018). Marketers also rely on Consumers to retain learned information about company products and services, with the hope that this information will be useful when purchasing decisions have to be made (Solomon, 2018). The following is the buying decision process:

a. Problem Recognition

Recognizing the need for a service or product is the first stage in the decision-making process involved in consumer buying decisions. Recognizing consumer needs internally and externally creates the same reaction as desire. Once consumers identify wants and needs, they need to gather information to understand how they can fulfill those wants, which leads to step two.

b. Information Search

Consumers are aware of their needs or wants and consumers will buy products that can alleviate their problems at the information search stage of the process. After that, the next thing consumers do is look for information related to the product they need. Finally, consumers will try to find the best choices and solutions to their problems. A consumer obtains information from various sources, including advertisements, print media, videos, the internet, friends, and family.

c. Alternative Evaluation

Today consumers have done enough research on the types of products that can solve their problems. The next step is to evaluate alternative products that can solve the problem. Various points of information gathered from various sources are used in evaluating alternatives. Generally, consumers evaluate alternatives based on a number of product attributes. Appearance, durability, quality, price, service, popularity, brands, social media reviews are some of the factors consumers consider. The market offers many products that can solve consumer problems. Therefore, consumers must choose after evaluating the various alternatives available.

d. Purchase Decision

At this point, when the consumer is at the stage of deciding to buy something or not to buy something, then after that the consumer chooses to buy, then he chooses to buy, it can be said that the consumer has made a decision in his purchase. Kotler and Keller (2016) suggest the following indications are an indication of a decision when making a purchase:

1. Product choice

In product choice, consumers must decide what product and which one to buy, this choice will depend on factors such as advantages, benefits to quality, besides that consumers will buy products that have more value.

2. Brand choice

Since there are several different brands and variations, the consumer must choose which brand to buy. The consumer's task is to determine what to choose based on his preferences.

3. Dealer choice

The customer must choose which dealer to visit when making dealer selection. Customers are encouraged to select dealers based on location, inventory, service and other factors when they have a variety of dealers to choose from.

4. Time of purchase (purchase timing)

At the time of purchase, consumers determine when to buy according to the needs and desires of consumers so that the time of purchase and consumer intensity can vary from one to another.

5. Amount of purchase (purchase amount)

In the amount of purchases, consumers decide the quantity of goods to be purchased based on their wants and needs.

6. Method of payment (payment method)

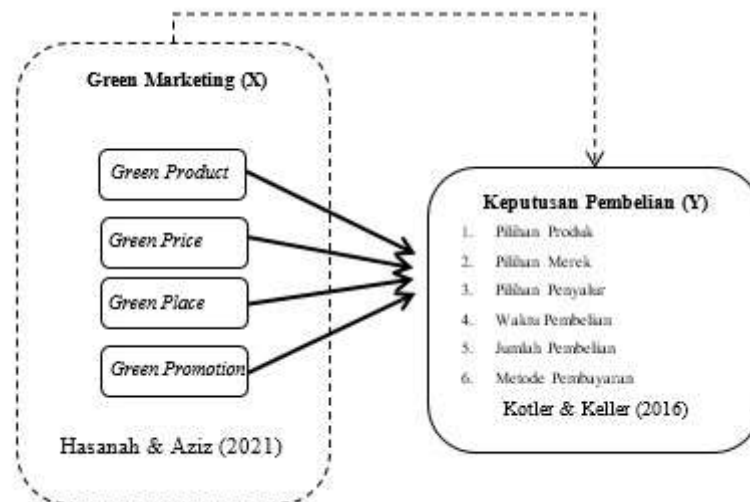
In terms of payment methods, consumers will choose from a variety of payment options to use when making purchases, including cash, credit cards, debit cards, and technology-based payment options such as e-wallets (digital wallets).

7. Repurchase

Consumers may experience cognitive dissonance after making a purchase as a result of seeing or hearing positive things about a competitor's company, making them skeptical of information supporting consumer options. As a result, marketers must consider post-purchase activities, the satisfaction of post-purchase actions, and the use and disposal of the product after purchase.

2.5 Framework

The framework of thought that underlies this research can be seen in Figure 1 below



Source: Hasanah & Aziz (2021); Kotler dan Keller (2016)

Figure 1. Framework

2.6 Research hypothesis

Based on Wolok's research framework and research (2019), the researchers formulated the following hypotheses:

- H1: Green marketing has a positive and significant effect on purchasing decisions of The Body Shop by millennials in the city of Bandung.
- H2: Green products have a significant and positive influence on purchasing decisions for The Body Shop Paris Van Java products by millennials in Bandung City.
- H3: Green price has a significant and positive influence on purchasing decisions on The Body Shop Paris Van Java products by millennials in the city of Bandung.
- H4: Green place has a significant and positive influence on purchasing decisions for The Body Shop Paris Van Java products by millennials in the city of Bandung.
- H5: Green promotion has a significant and positive influence on purchasing decisions on The Body Shop Paris Van Java products by millennials in the city of Bandung.

III. Research Method

3.1 Variable operationalization

The variables in this study used two variables to be examined, namely one independent variable X (green marketing) and one dependent variable Y (purchasing decision).

Table 1. Variable operationalization

| Variable | Sub Variable | Indicator | No Item | Measurment scale |
|---|---------------|---|---------|------------------|
| Green Marketing (X) Hasanah & Aziz (2021). Green marketing refers to new marketing methods that companies have developed in response to societal concerns about the global environment and planetary life forms that are declining in quality Tsai et al. (2020). According to Hasanah & Aziz (2021) the dimensions of green marketing are divided into: 1. Green product; 2. Green prices; 3. Green places; 4. Green promotion. | Green Product | The packaging of The Body Shop products is environmentally friendly | 1 | 1-5 |
| | | The Body Shop packaging is recyclable | 2 | 1-5 |
| | | The label shows The Body Shop products are environmentally friendly | 3 | 1-5 |
| | Green Price | The Body Shop products are relatively expensive because they are environmentally friendly | 4 | 1-5 |
| | | The prices offered by The Body Shop products are very attractive in comparison to what is | 5 | 1-5 |

| | | | | |
|---|-------------------|--|----|-----|
| | | being done to the environment | | |
| | | The suitability of The Body Shop product prices with my ability to buy | 6 | 1-5 |
| | Green Place | It's easy to get The Body Shop products | 7 | 1-5 |
| | | There are a large number of The Body Shop stores that provide eco-friendly products | 8 | 1-5 |
| | | The store environment of The Body Shop conforms to the go green concept | 9 | 1-5 |
| | Green Promotion | The Body Shop promotes products with the concept of going green including special promotions (discounts, vouchers for returning packaging, etc.) | 10 | 1-5 |
| | | Kampanye penghijauan terhadap kegiatan promosi sangat menarik | 11 | 1-5 |
| | | The Body Shop motivates consumers to love the environment through advertising. | 12 | 1-5 |
| Purchase Decision(Y) Kotler & Keller (2016). Purchase decision is wrong a subset of consumer behavior which includes the study of individuals, groups, and organizations to choose, buy, use, and how goods, services, ideas or experiences to | Product Selection | The Body Shop products according to the needs | 13 | 1-5 |

| | | | | |
|--|-----------------|---|----|-----|
| <p>satisfy needs and desire for a brand. Every purchase decision has a six-component purchase decision structure, namely: 1. Type of product; 2. Product brand; 3. Seller consideration; 4. Number of purchases; 5. Purchase time; 6. Method of payment (Kotler & Keller, 2016).</p> | | | | |
| | | The Body Shop products as desired | 14 | 1-5 |
| | Brand Choice | The position of The Body Shop products is better than other brands | 15 | 1-5 |
| | | The Body Shop is an alternative choice of environmentally friendly brands | 16 | 1-5 |
| | Dealer Choice | Strategic location of The Body Shop outlets | 17 | 1-5 |
| | Purchase Time | Purchases of The Body Shop products are made when promotions are given | 18 | 1-5 |
| | Purchase Amount | I can buy The Body Shop products more than once | 19 | 1-5 |
| | Payment method | The payment method provided by The Body Shop is very helpful | 20 | 1-5 |

3.2 Population and sample

In this study, the population selected was all the millennial generation in the city of Bandung who had purchased The Body Shop products because this generation has better knowledge about environmental issues and is more concerned about saving the planet and has a greater tendency to buy environmentally friendly products than the younger

generation. before (Bonera et al., 2020). The age of the millennial generation is between 22 and 42 with birth years 1980 to 2000 (Melović et al., 2021). The millennial generation is also the generation that contributes the most to the population in Indonesia, which also includes the city of Bandung (Budiati et al., 2018). The number of millennials aged 20-44 years is 969,394 people (BPS City of Bandung, 2021).

The sample in this study are individuals in the city of Bandung who have purchased The Body Shop products from millennials, this is related to the segment targeted by The Body Shop which targets the market for millennials and consumers who want natural products. The researcher uses a non-probability sampling approach, namely a sampling technique that does not provide equal opportunities for each component of the population to be selected as a sample (Sugiyono, 2019). The purposive sampling technique used, namely the sample method based on special attention, was used as a sampling strategy in this study. (Sugiyono, 2019). The consideration criteria for selecting the sample in this study are as follows: Domiciled in Bandung City, 22 - 42 years old, and Individuals who have purchased The Body Shop products at least once

With the large number of people in the city of Bandung, especially those belonging to the millennial generation category who have purchased The Body Shop products and are not known for certain, the determination of the total sample will be determined by the Slovin formula as follows:

$$n = \frac{N}{1 + (N \times e^2)}$$

Information:

N = Population n = Sample

e = limit of error tolerance (error tolerance)

$$n = \frac{969.394}{1 + (969.394 \times 0.05^2)}$$

= 399.83, and rounded up to 400 respondents

The media used by researchers in distributing questionnaires containing statements according to the research topic by utilizing the Google form and in the form of a questionnaire.

IV. Result and Discussion

Respondents in this study are millennials who have purchased The Body Shop products in Paris Van Java, Bandung City. Then the questionnaire in this study used an online questionnaire, namely the Google Form which was disseminated within the scope of the City of Bandung online via Whatsapp, Line, Instagram and Twitter. In this study obtained respondents as many as 400 respondents.

Then from the results that have been obtained, this study classifies the types of age, gender, last education, and income with the aim of providing an overview of the characteristics of the respondents so that it is easy to analyze data and easy to see the distribution of data. Respondents who will be used in data processing have gone through a filtering stage with questions about whether the respondent has ever purchased The Body Shop products and is domicile in Bandung City. As well as whether the respondent has ever purchased The Body Shop products at Paris Van Java Bandung.

The majority of respondents aged 20-24 years, namely as many as 174 people or (43.50%). This is in line with the collage explorer survey of students and obtained as many

as 33% results that students like products that are environmentally friendly and socially friendly (Pratidhina, 2020). Based on gender, the majority of respondents answered women, namely as many as 304 people or (76.00%). While the minority of respondents who answered were male, namely as many as 96 people or (24.00%). Based on recent education, the majority of respondents answered SMA/SMK/equivalent, namely 145 people or (36.25%). Based on income, the majority of respondents had an income of IDR 2,000,000-IDR 5,000,000, namely 212 people or (53.00%).

On the variable Green marketing (X) with 12 statement items. The following presents the overall results regarding the Green marketing variable (X):

Table 2. Distribution of Responses Regarding Overall Green Marketing

| No | Question | | Respondent Answer Score | | | | | Total Score | Percentage |
|----|---|---|-------------------------|---------|---------|--------|--------|-------------|------------|
| | | | 5 | 4 | 3 | 2 | 1 | | |
| 1 | The packaging of The Body Shop products is environmentally friendly | F | 229 | 144 | 27 | 0 | 0 | 1802 | 90,10 % |
| | | % | 57,25 % | 36,00 % | 6,75 % | 0,00 % | 0,00 % | | |
| 2 | The Body Shop packaging is recyclable | F | 187 | 173 | 40 | 0 | 0 | 1747 | 87,35 % |
| | | % | 46,75 % | 43,25 % | 10,00 % | 0,00 % | 0,00 % | | |
| 3 | The label indicates The Body Shop products are environmentally friendly | F | 183 | 191 | 26 | 0 | 0 | 1757 | 87,85 % |
| | | % | 45,75 % | 47,75 % | 6,50 % | 0,00 % | 0,00 % | | |
| 4 | The Body Shop products are relatively expensive because they are environmentally friendly | F | 173 | 185 | 33 | 9 | 0 | 1722 | 86,10 % |
| | | % | 43,25 % | 46,25 % | 8,25 % | 2,25 % | 0,00 % | | |
| 5 | The prices offered by The Body Shop products are | F | 207 | 163 | 27 | 3 | 0 | 1774 | 88,70 % |
| | | % | 51,75 % | 40,75 % | 6,75 % | 0,75 % | 0,00 % | | |

| No | Question | | Respondent Answer Score | | | | | Total Score | Percentage |
|----|---|---|-------------------------|---------|---------|--------|--------|-------------|------------|
| | | | 5 | 4 | 3 | 2 | 1 | | |
| | very attractive in comparison to what is being done to the environment | | | | | | | | |
| 6 | The suitability of The Body Shop product prices with buying ability | F | 163 | 184 | 50 | 3 | 0 | 1707 | 85,35 % |
| | | % | 40,75 % | 46,00 % | 12,50 % | 0,75 % | 0,00 % | | |
| 7 | It's easy to get The Body Shop products | F | 194 | 173 | 32 | 1 | 0 | 1760 | 88,00 % |
| | | % | 48,50 % | 43,25 % | 8,00 % | 0,25 % | 0,00 % | | |
| 8 | There are a large number of The Body Shop stores that provide eco-friendly products | F | 186 | 179 | 35 | 0 | 0 | 1751 | 87,55 % |
| | | % | 46,50 % | 44,75 % | 8,75 % | 0,00 % | 0,00 % | | |
| 9 | The store environment of The Body Shop conforms to the go green concept | F | 186 | 167 | 40 | 7 | 0 | 1732 | 86,60 % |
| | | % | 46,50 % | 41,75 % | 10,00 % | 1,75 % | 0,00 % | | |
| 10 | <i>The Body Shop promotes products with a go green concept including special</i> | F | 178 | 193 | 29 | 0 | 0 | 1749 | 87,45 % |
| | | % | 44,50 % | 48,25 % | 7,25 % | 0,00 % | 0,00 % | | |

| No | Question | | Respondent Answer Score | | | | | Total Score | Percentage |
|-----------------------------------|--|---|-------------------------|---------|---------|--------|-------------|----------------|------------|
| | | | 5 | 4 | 3 | 2 | 1 | | |
| | <i>promotions (discounts, vouchers for returning packaging, etc.)</i> | | | | | | | | |
| 11 | Green campaign against promotional activities is very interesting | F | 186 | 171 | 43 | 0 | 0 | 1743 | 87,15 % |
| | | % | 46,50 % | 42,75 % | 10,75 % | 0,00 % | 0,00 % | | |
| 12 | <i>The Body Shop motivates consumers to love the environment through advertising</i> | F | 214 | 163 | 23 | 0 | 0 | 1791 | 89,55 % |
| | | % | 53,50 % | 40,75 % | 5,75 % | 0,00 % | 0,00 % | | |
| Total Score and Percentage | | | | | | | 2103 | 87,65 % | |

Based on Table 4.5, the average score is 1768 from the ideal score of 2000 which, when percentaged, yields a figure of 87.65

Table 3. Distribution of Responses Regarding the Overall Purchase Decision

| No | Question | | Respondent Answer Score | | | | | Total Score | Percentage |
|----|---|---|-------------------------|---------|--------|--------|--------|-------------|------------|
| | | | 5 | 4 | 3 | 2 | 1 | | |
| 1 | The Body Shop products according to the needs | F | 208 | 159 | 33 | 0 | 0 | 1775 | 88,75% |
| | | % | 52,00 % | 39,75 % | 8,25 % | 0,00 % | 0,00 % | | |
| 2 | The Body Shop products as desired | F | 183 | 185 | 31 | 1 | 0 | 1750 | 87,50% |
| | | % | 45,75 % | 46,25 % | 7,75 % | 0,25 % | 0,00 % | | |
| 3 | The position | F | 159 | 203 | 35 | 3 | 0 | 1718 | 85,90% |

| No | Question | | Respondent Answer Score | | | | | Total Score | Percentage |
|-----------------------------------|---|---|-------------------------|---------|--------|--------|--------------|---------------|------------|
| | | | 5 | 4 | 3 | 2 | 1 | | |
| | of The Body Shop products is better than other brands | % | 39,75 % | 50,75 % | 8,75 % | 0,75 % | 0,00 % | | |
| 4 | The Body Shop is an alternative choice of environmentally friendly brands | F | 213 | 158 | 29 | 0 | 0 | 1784 | 89,20% |
| | | % | 53,25 % | 39,50 % | 7,25 % | 0,00 % | 0,00 % | | |
| 5 | Strategic location of The Body Shop outlets | F | 174 | 196 | 30 | 0 | 0 | 1744 | 87,20% |
| | | % | 43,50 % | 49,00 % | 7,50 % | 0,00 % | 0,00 % | | |
| 6 | Purchases of The Body Shop products are made when promotions are given | F | 188 | 172 | 37 | 3 | 0 | 1745 | 87,25% |
| | | % | 47,00 % | 43,00 % | 9,25 % | 0,75 % | 0,00 % | | |
| 7 | Can buy The Body Shop products more than once | F | 209 | 158 | 31 | 2 | 0 | 1774 | 88,70% |
| | | % | 52,25 % | 39,50 % | 7,75 % | 0,50 % | 0,00 % | | |
| 8 | The payment method provided by The Body Shop is very helpful | F | 214 | 160 | 26 | 0 | 0 | 1788 | 89,40% |
| | | % | 53,50 % | 40,00 % | 6,50 % | 0,00 % | 0,00 % | | |
| Total Score and Percentage | | | | | | | 14078 | 87,99% | |

Based on the results of the average score in Table 3 there is an average score of 1766 from the ideal score of 2000 which, when percentaged, yields a figure of 87.99%. The linearity test aims to determine whether the two variables have a significant linear relationship or not. The results in the linearity test are as follows:

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|--|----------------|--------------------------|----------------|-----|-------------|--------|-------|
| Keputusan Pembelian * Green Product | Between Groups | (Combined) | 3134.502 | 134 | 23.392 | 1.491 | .003 |
| | | Linearity | 724.940 | 1 | 724.940 | 46.211 | <.001 |
| | | Deviation from Linearity | 2409.562 | 133 | 18.117 | 1.155 | .164 |
| | Within Groups | | 4141.553 | 264 | 15.688 | | |
| Total | | | 7276.055 | 398 | | | |

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|--------------------------------------|----------------|--------------------------|----------------|-----|-------------|-------|-------|
| Keputusan Pembelian * Green Price | Between Groups | (Combined) | 4200.028 | 167 | 25.150 | 1.889 | <.001 |
| | | Linearity | 43.941 | 1 | 43.941 | 3.300 | .071 |
| | | Deviation from Linearity | 4156.088 | 166 | 25.037 | 1.880 | .083 |
| | Within Groups | | 3076.026 | 231 | 13.316 | | |
| Total | | | 7276.055 | 398 | | | |

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|--------------------------------------|----------------|--------------------------|----------------|-----|-------------|--------|-------|
| Keputusan Pembelian * Green Place | Between Groups | (Combined) | 3593.562 | 155 | 23.184 | 1.530 | .002 |
| | | Linearity | 1177.947 | 1 | 1177.947 | 77.730 | <.001 |
| | | Deviation from Linearity | 2415.615 | 154 | 15.686 | 1.035 | .402 |
| | Within Groups | | 3682.493 | 243 | 15.154 | | |
| Total | | | 7276.055 | 398 | | | |

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|--|----------------|--------------------------|----------------|-----|-------------|--------|-------|
| Keputusan Pembelian * Green Promotion | Between Groups | (Combined) | 2973.213 | 126 | 23.597 | 1.492 | .004 |
| | | Linearity | 380.095 | 1 | 380.095 | 24.027 | <.001 |
| | | Deviation from Linearity | 2593.118 | 125 | 20.745 | 1.311 | .345 |
| | Within Groups | | 4302.841 | 272 | 15.819 | | |
| Total | | | 7276.055 | 398 | | | |

Figure 2. Linearity Test Results

Based on Figure 2, it can be seen that the sig. Deviation from linearity values obtained from green product, green price, green place, and green promotion are 0.164, 0.083, 0.402, 0.345. Based on the requirements of the linear test, if the test results are > 0.05 , then there is a significant linear relationship between the green product, green price, green place, and green promotion variables from the green marketing variable section on the purchasing decision variable. To detect the occurrence of multicollinearity in multiple regression, it can be seen from the Variance Inflation Factor (VIF) value < 10 and the tolerance value > 0.1 . The following Figure 3 multicollinearity test results:

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 9.580 | 1.233 | | 7.773 | <.001 | | |
| | Green Product | .449 | .095 | .224 | 4.731 | <.001 | .668 | 1.498 |
| | Green Price | .302 | .093 | .126 | 3.233 | .001 | .981 | 1.019 |
| | Green Place | .742 | .093 | .370 | 7.972 | <.001 | .694 | 1.442 |
| | Green Promotion | .358 | .089 | .173 | 4.020 | <.001 | .805 | 1.242 |

a. Dependent Variable: Keputusan Pembelian

Figure 3. Multicollinearity Test

Based on Figure 3 above, the collinearity value can be seen as follows:

1. The green product sub variable has a VIF value of 1.498 and a tolerance value of 0.668.
2. The green price sub variable has a VIF value of 1.019 and a tolerance value of 0.981.
3. The green place sub variable has a VIF value of 1.442 and a tolerance value of 0.694.
4. The green promotion sub variable has a VIF value of 1.242 and a tolerance value of 0.805.

All of the above results are known to have a VIF value <10 and a tolerance value > 0.1 so it can be concluded that there is no collinearity in the research data.

In this study, simple regression analysis was intended to determine the influence of green marketing on purchasing decisions for The Body Shop products.

The simple regression model to be formed is as follows:

$$Y = a + bX1 + bX2 + bX3 + bX4$$

Where:

Y = Purchase Decision

a = Constant number

b = Regression coefficient

X1 = Green Products

X2 = Green Prices

X3 = Green Place

X4 = Green Promotion

Based on the test results, the results of the multiple linear regression test are based on Figure 4 below.

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 9.580 | 1.233 | | 7.773 | <,001 |
| | Green Product | .449 | .095 | .224 | 4.731 | <,001 |
| | Green Price | .302 | .093 | .126 | 3.233 | .001 |
| | Green Place | .742 | .093 | .370 | 7.972 | <,001 |
| | Green Promotion | .358 | .089 | .173 | 4.020 | <,001 |

a. Dependent Variable: Keputusan Pembelian

Figure 4. Multiple Linear Regression Test Results

Based on Figure 4, we can know the constant values and regression coefficients so that a simple regression equation can be formed as follows:

$$\text{Purchase Decision} = 9.580 + 0.449X1 + 0.302X2 + 0.742X3 + 0.358X4$$

The above equation can be interpreted as follows:

a = 9.580 means that if green product, green price, green place, green promotion is zero (0), then the purchase decision will be worth 9.580 units;

The green product regression coefficient is 0.449, the green price is 0.302, the green place is 0.742, the green promotion is 0.358 meaning that if each sub-variable of the green marketing variable increases by one unit, the purchasing decision will increase by 1.901 units.

Partial hypothesis testing is intended to determine whether or not there is a partial influence of the independent variable on the dependent variable. The results of the hypothesis in this test are as follows:

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 9.580 | 1.233 | | 7.773 | <.001 |
| | Green Product | .449 | .095 | .224 | 4.731 | <.001 |
| | Green Price | .302 | .093 | .126 | 3.233 | .001 |
| | Green Place | .742 | .093 | .370 | 7.972 | <.001 |
| | Green Promotion | .358 | .089 | .173 | 4.020 | <.001 |

a. Dependent Variable: Keputusan Pembelian

Figure 5. T test results

A significant level (α) of 5%, and degrees of freedom (v) = $(n-(k+1)) = 400 - (1+1) = 398$) obtained a ttable value of 1.966. Based on the results in table 4.14 for the T test as follows:

1. The green product sub-variable has t count (4.731) > t table 1.966 with a significance value of 0.001 < 0.05, then H2 is accepted and H02 is rejected. There is a positive and significant influence between the green product sub-variables on purchasing decisions.
2. The green price sub-variable has t count (3.233) > t table 1.966 with a significance value of 0.001 < 0.05, then H3 is accepted and H03 is rejected. There is a positive and significant influence between the green price sub-variables on purchasing decisions.
3. The green place sub-variable has t count (7.972) > t table 1.966 with a significance value of 0.001 < 0.05, then H4 is accepted and H04 is rejected. There is a positive and significant influence between green place sub-variables on purchasing decisions.
4. The green promotion sub-variable has t count (4.020) > t table 1.966 with a significance value of 0.001 < 0.05, then H5 is accepted and H05 is rejected. There is a positive and significant influence between the green promotion sub-variables on purchasing decisions.

Simultaneous hypothesis testing is intended to determine whether or not there is an influence of the entire set of independent variables simultaneously on the dependent variable. The results of the hypothesis in this test are as follows:

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|--------------------|
| 1 | Regression | 2305.263 | 4 | 576.316 | 68.752 | <.001 ^b |
| | Residual | 3311.110 | 395 | 8.383 | | |
| | Total | 5616.374 | 399 | | | |

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X2, X3, X1

Figure 6. F Test result

The results of the F test in table 4.15 above get a calculated F value of 68.752 which is greater than F Table 3.02, with a significance value below 0.05, namely 0.001. So it can be concluded that there is a positive and significant influence between green marketing on purchasing decisions on The Body Shop Paris Van Java products by millennials in the city of Bandung.

The green marketing variable has a calculated F value of $68.752 > F$ table 3.02. then H0 is rejected. It can be concluded that green marketing (X) simultaneously has a positive and significant effect on purchasing decisions (Y) for The Body Shop Paris Van Java products by millennials in the city of Bandung. This result means that strong green marketing will make a company able to compete and have an advantage over other companies.

The better green marketing is implemented, consumers will make purchasing decisions.

The green product variable has a calculated t value of $4.731 > t$ table 1.966. then HO is rejected. It can be concluded that green product (X1) has a positive and significant effect on purchasing decisions (Y) for The Body Shop Paris Van Java products by millennials in the city of Bandung. This result means that a strong green product will make a company able to compete and have an advantage over other companies. The better the green product is implemented, the consumer will make a purchasing decision.

The green price variable has a calculated t value of $3.233 > t$ table 1,966. then HO is rejected. It can be concluded that green price (X2) has a positive and significant effect on purchasing decisions (Y) for The Body Shop Paris Van Java products by millennials in the city of Bandung. This result means that a strong green price will make a company able to compete and have an advantage over other companies. The better the green price is implemented, the consumer will make a purchasing decision.

The green place variable has a calculated t value of $7.972 > t$ table of 1.966. then HO is rejected. It can be concluded that green place (X2) has a positive and significant effect on purchasing decisions (Y) for The Body Shop Paris Van Java products by millennials in the city of Bandung. This result means that a strong green place will make a company able to compete and have advantages over other companies. The better the green place is implemented, the consumer will make a purchasing decision.

The green promotion variable has a calculated t value of $4.020 > t$ table of 1.966. then HO is rejected. It can be concluded that green place (X2) has a positive and significant effect on purchasing decisions (Y) for The Body Shop Paris Van Java products by millennials in the city of Bandung. These results mean that a strong green promotion will make a company able to compete and have advantages over other companies. The better green promotion is implemented, consumers will make purchasing decisions.

V. Conclusion

Based on the results of the analysis and discussion carried out in the previous chapter, it can be concluded that the green marketing carried out by The Body Shop Paris Van Java for the millennial generation in the city of Bandung is included in the very good category, purchasing decisions made by the millennial generation in the city of Bandung for The Body Shop Paris Van Java are included in the very good category, there is a positive and significant influence between green marketing and purchasing decisions on The Body Shop products by the Bandung City millennial generation with an influence percentage of 41%, while the remaining 59% is influenced by other factors not examined, and there is a positive and significant influence from each dimension of green marketing (green product , green price, green place and green promotion) on purchasing decisions on The Body Shop products by the millennial generation in Bandung City.

The Body Shop Paris Van Java Bandung is expected to continue to maintain and strengthen the consistency of the company's strategy in the future The Body Shop Paris Van Java Bandung Green Place concept. In addition, based on the results of the study, Green Price has the lowest factor compared to other factors in indicator 6 regarding "The price compatibility of The Body Shop products with my ability to buy". So that it is hoped that it will further improve the company's strategy by increasing the product quality factor and environmental benefits so that it better adjusts to the prices given by consumers by listening to input from consumers and providing promos so that they can compete in the market and also consumers feel comfortable. The Body Shop Paris Van Java Bandung is expected to show more that their brand position is not inferior to other brands.

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