

The Influence of Green Product, Green Marketing, and Green Brand Image Towards Green Purchase Intention on Sensatia Botanicals Products in Surabaya

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ABSTRACT

This research aims to investigate the influence of green product, green marketing, and green brand image on green purchase intention for Sensatia Botanicals products in Surabaya City. The variables used in this study are green product, green marketing, and green brand image as independent variables, and green purchase intention as the dependent variable. The research employs a quantitative method with data analysis using multiple linear regression analysis. The sample size for this study is 100 respondents, selected through nonprobability sampling using purposive sampling technique. Data collection is conducted through the use of questionnaires. The findings of this study suggest that the combination of green products, green marketing, and a green brand image all significantly and have a positive influence on green purchase intention for Sensatia Botanicals products. The green product variable, on a partial basis, exerts a positive and significant influence on green purchase intention for Sensatia Botanicals products. Similarly, the green marketing variable, partially, exerts a positive and significant impact on green purchase intention for Sensatia Botanicals products.

INTRODUCTION

Business development that is increasing simultaneously brings an increase in environmental problems that are getting worse with negative impacts such as climate change, disruption to water quality, and air pollution that threatens environmental sustainability. Environmental sustainability is a responsibility that can be carried out by companies and consumers. Before buying a particular product, consumers conduct an objective evaluation of the product to be purchased by considering the environmental impact that may arise. On the other hand, companies struggle to maintain significant market share, financial stability, and corporate social reputation, in order to remain competitive in the business world.

According to (Madjidan & Sulistyowati, 2022) Green purchase intention is the tendency of customers to buy goods that include environmentally friendly goods or green products and realize the benefits of doing so on things that do not yet have an environmental impact. Green purchase intention has important benefits in the context of environmental sustainability issues. By possessing green purchasing intentions, consumers are more inclined to prioritize the acquisition of environmentally friendly products as part of their commitment to upholding environmental sustainability. To cultivate green purchase intentions, as indicated by the phenomena highlighted in this study, there is a correlation with green products, green marketing, and green brand image.

One of the steps that can be taken is to adopt sustainable consumption patterns, which include the use of environmentally friendly products or green products. Green products are those manufactured in an environmentally friendly manner, causing minimal negative impact, being recyclable, conserving natural resources, and locally sourced (Alharthey, 2019). Marketing strategy can be said to be a strategy that can increase effectiveness in conveying messages and communicating about products to customers. Forward-thinking companies perceive environmental issues as opportunities to influence consumer purchasing decisions regarding their products (Zaky, M. H., & Purnami, 2020). Companies will integrate environmental concerns into their marketing strategies, giving rise to a new phenomenon in the marketing realm known as the concept of green marketing (Zaky, M. H., & Purnami, 2020). In an effort to maintain sustainability and respond to environmental issues, the company tries to form a positive brand image known as "green brand image". According to (Yahya, 2022) Green brand image relates to belief in a particular brand which bases information related to facts received before consuming a product, if consumers have a positive image of a product, it is likely that consumers will encourage consumer interest in making purchases.

The increase in public awareness about environmental conservation is what encourages companies to produce skin care products with environmentally friendly concepts. One of the local companies that applies the principle of environmentally friendly cosmetic products is Sensatia Botanicals. Sensatia Botanicals manufactures cosmetic products using natural ingredients that are eco-friendly, ensuring both the safety of consumers and the environment. The company is also committed to reducing its environmental impact and implementing an environmentally focused marketing strategy (green marketing).

The emergence of many new skincare brands has made it difficult for Sensatia Botanicals to compete with other local products. Through the phenomenon of lack of transactional interest in green products, namely Sensatia Botanicals, a deeper understanding of why local brands such as Sensatia Botanicals still have a mediocre number of enthusiasts and sales are still inferior compared to other local brands. Some factors that can influence this phenomenon include, limited brand information recognition, consumers today are more influenced by various sources of information about green products, including advertising, social media, and online reviews. In addition to these factors, lack of accessibility of green products, lack of product variety, and cultural and social influences can also play a role in the phenomenon of lack of transactional interest in green products. Based on this background, this study was conducted to explore and further research the influence of green products, green marketing, and green brand image on the green purchase intention of Sensatia Botanicals products. Referring to this, the author took the title "The Influence of Green Product, Green Marketing, and Green Brand Image on Green Purchase Intention on Sensatia Botanicals Products in the City of Surabaya". The aim of this study is to assess and analyze the impact of green products, green marketing, and a green brand image on green purchase intention in Sensatia Botanicals products.

LITERATURE REVIEW

Definition of Marketing

According to Panjaitan (2018: 6) Marketing is the science and art of exploring social or managerial processes where individuals or organizations obtain what they need by creating, offering and exchanging products to other parties aimed at building strong relationships with customers and obtaining value from customers or consumers. According to the American Marketing Association (AMA), marketing is described as a combination of organizational tasks and procedural activities intended to create, convey, and provide value to customers, alongside proficiently administering customer relations to mutually benefit the organization and its stakeholders.

Definition of Green Product

According to Alharthey (2019) that a green product is characterized as being produced in an environmentally friendly manner, with minimal adverse effects, recyclability, conservation of natural resources, and local preparation. Green products, as identified, are those that refrain from polluting the earth or depleting natural resources. They are recyclable and consist of environmentally friendly materials or packaging, aimed at reducing environmental impact (Manongko & Dr.Allen, 2018).

Green Product Indicator

According to Rath in (Hanifah et al., 2019) green product indicators are divided into 4 (four), namely:

- 1) Product Hazard/Safety Level
- 2) Product Packaging

- 3) Raw Materials
- 4) Eco Label Certificate

Definition of Green Marketing

According to the American Marketing Association (AMA) as cited in Manongko (2018), green marketing refers to the promotion of products believed to be environmentally safe. Charter (1992) in (Manongko & Dr.Allen, 2018) delineates green marketing as a comprehensive strategic management process aimed at recognizing, foreseeing, fulfilling, and addressing the requirements of stakeholders to provide equitable benefits that do not jeopardize human health or the integrity of the natural environment.

Green Marketing Indicator

According to Zaky, M. H., & Purnami (2020) The green marketing indicators are as follows:

- 1) Green product
- 2) Green price
- 3) Green place
- 4) Green promotion

Definition of Green Brand Image

According to Y. Chen (2018) (Dedy, 2020) the green brand image represents consumers' perception of a brand's dedication to environmental commitment and the environmentally friendly attributes of its products or services. Another opinion was expressed by (Mourad & Ahmed, 2020) which states that with the green brand image owned by a brand, the brand fulfills the environmental desires of consumers and also reduces problems that arise and contributes positively to the company.

Green Brand Image Indicator

According to Sutisna (2012) in Osiyo et al. (2018), Green Brand Image has 3 indicators, namely:

- 1) Corporate branding
- 2) User perception
- 3) Product perception

Definition of Green Purchase Intention

According to (Madjidan & Sulistyowati, 2022) The term green purchase intention tends customers to buy goods that include environmentally friendly goods or green products and realize the benefits of doing so over things that do not yet have an environmental impact. According to Chen and Chang (2021) in (Musfar et al., (2021) Green purchase intention pertains to customers' inclination or eagerness to purchase products or offering that have minimized environmental impacts.

Green Brand Purchase Intention

According to (Widyastuti & Changda, 2019), green purchase intention has 4 indicators, namely:

- 1) Transactional intent
- 2) Referential intent
- 3) Preferential intentions
- 4) Exploratory intention:

METHODOLOGY

The research titled "Influence of Green Product, Marketing, and Brand Image on Purchase Intention of Sensatia Botanicals Products in Surabaya" utilizes quantitative methods for analyzing the significance of relationships between variables. Quantitative research was employed in assessing the impact of independent variables (green product, marketing, and brand image) on the dependent variable (purchase intention) among 100 respondents aged 17-40 in Surabaya, Indonesia. Non-probability sampling, specifically purposive sampling, was utilized due to the unknown population size. Data classifications utilized in this study include primary data and secondary data, which serve to bolster the findings. Primary data, gathered through questionnaires distributed via Google Form. Secondary data is data obtained from secondary sources, usually derived from books, journals, articles, websites, brochures, reports, and other sources relevant to the research.

The hypothesis model used in this study can be seen in Figure 1.

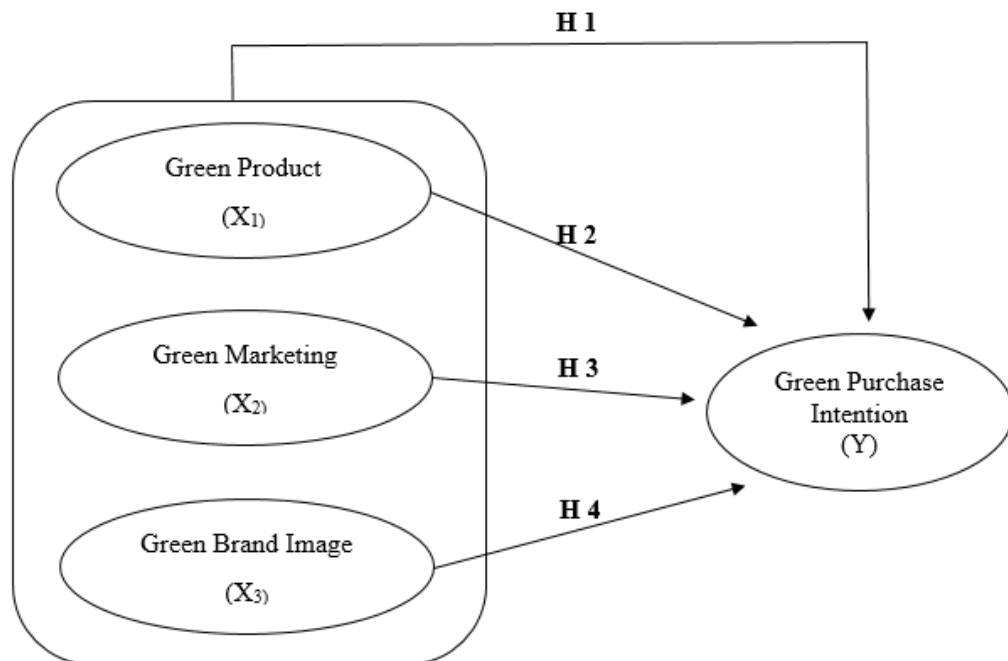


Figure 1. Framework for research

The hypotheses being investigated in this study are:

H1: Green product, green marketing, and green brand image simultaneously have a positive and significant effect on green purchase intention in Sensatia Botanicals products

H2: Green product partially has a positive and significant effect on green purchase intention in Sensatia Botanicals products

H3: Green marketing has a partial positive and significant effect on green purchase intention in Sensatia Botanicals products

H4: Green brand image partially has a positive and significant effect on green purchase intention in Sensatia Botanicals products

RESEARCH RESULT

The study employs the method of multiple linear regression analysis to analyze the data. This technique helps determine whether there exists a positive or negative correlation between the independent variable and the dependent variable.

Based on the questionnaire results, characteristics of respondents categorized by gender can be identified through a table 1. as follows:

Table 1. Characteristics of respondents by gender

Gender	Percentage (%)	Frequency (Total Respondents)
Male	30%	30
Female	70%	70
Total	100%	100

Source: Processed by researchers (2023)

Based on table 1. It can be seen that the characteristics of respondents based on gender are 30% of male respondents consisting of 30 people and 70% of female respondents consisting of 70 people. So, from these data it can be concluded that the majority of respondents are female with a percentage of 70% with a total of 70 people.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the level of influence of the independent variable or independent variable (X) in this study consisting of green product (X1), green marketing (X2), and green brand image (X3) on the dependent variable (Y), namely green purchase intention.

Table 2. Multiple Linear Regression Analysis Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.197	.967		.203	.839
<i>Green Product (X1)</i>	.335	.083	.342	4.013	.000
<i>Green Marketing (X2)</i>	.293	.091	.290	3.221	.002
<i>Green Brand Image (X3)</i>	.263	.076	.310	3.445	.001

a. Dependent Variable: *Green Purchase Intention (Y)*

Source: Processed by researchers (2023)

Based on the results of the calculation above, the multiple linear regression equation can be obtained as follows:

1. A constant value of 0.197 indicates that the value of the variable coefficient of green purchase intention is 0.197
2. The green product regression coefficient (X1) of 0.335 shows that when respondents' assessment of the green product variable increases by 1 unit, it will increase consumer repurchases of Sensatia Botanicals products by 0.335 assuming that the other independent variable is a constant
3. The regression coefficient of green marketing (X2) of 0.293 shows that when respondents' assessment of the green marketing variable increases by 1 unit, it will increase consumer repurchases for Sensatia Botanicals products by 0.293 assuming that the other independent variable is a constant
4. The regression coefficient of green brand image (X3) of 0.263 shows that when respondents' assessment of the green brand image variable increases by 1 unit, it will increase consumer repurchases for Sensatia Botanicals products by 0.263 assuming that the other independent variable is a constant

Hypothesis Test Results

Simultaneous Test (F-Test)

The simultaneous test or F test is carried out with the aim of determining the effect of all independent variables simultaneously on the dependent variable.

Table 3. Table of F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	451.021	3	150.340	94.965	.000 ^b
	Residual	151.979	96	1.583		
	Total	603.000	99			
a. Dependent Variable: Green Purchase Intention (Y)						
b. Predictors: (Constant), Green Product (X1), Green Marketing (X2), Green Brand Image (X3)						

Source: Processed by researchers (2023)

Based on the results of simultaneous tests or F tests that have been carried out in table 3. above, it can be seen that the significant value for the influence on the variables green product (X1), green marketing (X2), and green

brand image (X3) simultaneously on the variable green purchase intention (Y) is $0.000 < 0.05$ with the value of $F_{\text{calculate}} \geq F_{\text{table}}$ which is $94,965 \geq 2.70$ so that it can be concluded that H_0 is rejected and H_1 is accepted at a significant level which means simultaneously the variable green product (X1), green marketing (X2), and green brand image (X3) have a positive and significant influence on the dependent variable (Y), namely the green purchase intention of Sensatia Botanicals products.

Partial Test (t-Test)

This test was conducted to determine the partial influence between independent variables, namely green product (X1), green marketing (X2), and green brand image (X3) on the dependent variable, namely green purchase intention (Y).

Table 4. Table of t-Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.197	.967		.203	.839
Green Product (X1)	.335	.083	.342	4.013	.000
Green Marketing (X2)	.293	.091	.290	3.221	.002
Green Brand Image (X3)	.263	.076	.310	3.445	.001

a. Dependent Variable: Total Y1

Source: Processed by researchers (2023)

Based on table 4. It can be seen that the calculated value of \geq table is $4.013 > 1.985$ with a signification value of $0.000 < 0.05$ then H_0 is rejected and H_1 is accepted. With this statement, it can be concluded that the green product variable (X1) has a positive and partially significant influence on the green purchase intention variable (Y). The green marketing variable can be seen that the calculated value of the $t_{\text{table}} \geq$ is $3.221 > 1.985$ with a signification value of $0.002 < 0.05$ then H_0 is rejected and H_1 is accepted. With this statement, it can be concluded that the green marketing variable (X2) has a positive and partially significant influence on the green purchase intention variable (Y). While the green brand image variable has a $t_{\text{calculate}}$ value of $t_{\text{table}} \geq$ of $3.445 > 1.985$ with a signification value of $0.001 < 0.05$, then H_0 is rejected and H_1 is accepted. With this statement, it can be concluded that the variable green brand image (X3) has a positive and partially significant influence on the variable green purchase intention (Y).

DISCUSSION

The Influence of Green Product, Green Marketing, Green Brand Image Simultaneously on Green Purchase Intention

The hypothetical results using the F test in this study show evidence that the variables green product (X1), green marketing (X2), and green brand image (X3) have a simultaneous influence on green purchase intention (Y). This is evidenced by the significance value of $0.000 < 0.05$ with the value of $F_{\text{calculate}} \geq F_{\text{table}}$ which is $94,965 \geq 2.70$ so that it can be concluded that H_0 is rejected and H_1 is accepted at a significant level which means simultaneously the variables green product (X1), green marketing (X2), and green brand image (X3) have a positive and significant influence on the dependent variable (Y), namely the green purchase intention of Sensatia Botanicals products.

Based on these results, it can be concluded that when the company implements a good green product strategy, optimal green marketing, and high green brand image with a commitment to the environment will encourage consumers to tend to have purchase intentions on Sensatia Botanicals products, and vice versa if the green products offered do not reflect environmentally friendly products, Green marketing that is carried out has an impact on the natural environment, and green brand image is not in accordance with consumer perceptions of the environment, so the opportunity for consumers to have purchase intentions for Sensatia Botanicals products is getting lower.

The Influence of Green Product on Green Purchase Intention

Green products have a significant effect on green purchase intention in Sensatia Botanicals products. This is expressed by the calculated value of \geq table of $4.013 > 1.985$ with a signification value of $0.000 < 0.05$, then H_0 is rejected and H_2 is positively accepted at a significant level. This implies that green products or environmentally friendly products owned by Sensatia Botanicals have a crucial role in influencing the buying interest of consumers who have high environmental awareness. Therefore, if the company is able to present products with better and optimal quality, consumers will be more likely to make purchases on Sensatia Botanicals products.

Green purchase intention is influenced by green product. This is because the increasing level of public awareness of environmental issues also plays an important role. Along with the desire to fulfill their wants and needs, consumers strive to buy products that not only reduce their negative impact on the environment, but are also free from harmful materials, thus creating a high green purchase intention towards environmentally friendly products such as those offered by Sensatia Botanicals.

The Influence of Green Marketing on Green Purchase Intention

Green marketing has a significant effect on green purchase intention in Sensatia Botanicals products. This is expressed by the calculated value of \geq table of $3.221 > 1.985$ with a signification value of $0.002 < 0.05$ then H_0 is rejected and H_3 is positively accepted at a significant level. This implies that green marketing owned by Sensatia Botanicals has a crucial role in influencing the buying interest of consumers who have high environmental awareness.

Green marketing affects the green purchase intention of Sensatia Botanicals products positively. So if the Company continues to improve its green marketing strategy consisting of indicators, namely green product, green price, green place, and green promotion properly and optimally, it will open opportunities for consumers to make green purchase intentions on Sensatia Botanicals products.

The Influence of Green Brand Image on Green Purchase Intention

Green brand image has a significant effect on green purchase intention in Sensatia Botanicals products. This is expressed by the calculated value of \geq table of $3.445 > 1.985$ with a signification value of $0.001 < 0.05$, then H_0 is rejected and H_4 is positively accepted at a significant level. This implies that the green brand image owned by Sensatia Botanicals has a crucial role in influencing the buying interest of consumers who have high environmental awareness.

In this study, green brand image with its indicators is that it has high credibility in maintaining its commitment to the environment, the brand has a good reputation for the environment, the brand has success in protecting the environment, the brand has high concern for the environment, the promise that the brand has can be trusted in preserving the environment affects the green purchase intention on Sensatia Botanicals products.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research that has been conducted through the process of data collection, data processing, to the process of data analysis regarding the Influence of Green Product, Green Marketing, and Green Brand Image on Green Purchase Intention on Sensatia Botanicals Products in Surabaya City, it can be concluded that Green Product, Green Marketing, and Green Brand Image simultaneously have a positive and significant effect on Green Purchase Intention on Sensatia Botanicals Products. Green Product partially has a positive and significant effect on Green Purchase Intention on Sensatia Botanicals Products. Green Marketing partially has a positive and significant effect on Green Purchase Intention on Sensatia Botanicals products. Green Brand Image partially has a positive and significant effect on Green Purchase Intention on Sensatia Botanicals products.

Based on the results of the research and discussion described above, the researcher provides suggestions, namely, Sensatia Botanicals is expected to maintain the environmentally friendly concept that has been carried so that it can provide confidence to consumers about environmentally friendly products and can generate purchase intentions from potential consumers. Then to increase competitiveness, Sensatia Botanicals can further optimize marketing strategies such as promoting on e-commerce platforms so that they can compete with other local skincare products.

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