

IMPLEMENTATION OF GREEN MARKETING ON PURCHASING PRACTICES OF PRODUCTS IN INDOMARET

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Abstract. In this decade, environmental issues have become a global concern, particularly in the field of marketing. Some consumers have started to be selective in their product purchases. Companies that incorporate environmental concerns into their production activities have given rise to a new phenomenon in the marketing world known as environmentally friendly marketing strategies (green marketing). This study aims to investigate the influence of environmental knowledge, environmental attitude, and green purchasing behavior on green marketing. The research adopts a quantitative approach, utilizing a questionnaire as the research instrument to gather data. The population for this study consists of consumers who purchase products at Indomaret. The sample size is 100 individuals selected using purposive sampling techniques. The research employs the Structural Equation Model (SEM) with Smart-PLS as the analytical tool. The findings of the study reveal that environmental knowledge has a positive and significant impact on green marketing, environmental attitude has a positive and significant influence on green marketing, and green purchasing behavior has a positive and significant effect on green marketing. The implications of the research suggest that an increase in green marketing efforts by companies will enhance the company's image and consumers' knowledge about products, particularly in relation to green marketing. Therefore, Indomaret can adopt promotional practices through green marketing to further enhance its brand image and directly increase its customer base

.Keywords: *environmental knowledge, environmental attitude, green purchasing behavior, green marketing*

1 INTRODUCTION

Environmental damage in Indonesia often occurs due to high consumption and exploitation aimed at meeting human needs. In this context, it is clear that the role of human economic

activity is very significant in causing a negative impact on the environment through consumption excessive and irresponsible business practices. This goal can be achieved by resorting to operating patterns and styles living more friendly to the environment. Change in trend the growth of consumers who care about the environment shows that Indonesia 2 it has slowly entered the era of consumerism that is more environmentally friendly. In other words, choosing environmentally friendly products is one form responsible consumption, because it considers the impact environment when buying products (Lailiyah, 2023)

Currently, the business world has a close relationship with the problems environment. Environmental issues become a major concern Company. Problems such as air pollution, water pollution and especially garbage is very important. Septifani, achmadi & Santoso which is a big problem in Indonesia today is garbage, especially garbage plastic. Uncontrolled use of plastic is very harmful environment.

In the era of globalization as it is today, citizen participation global in maintaining the beauty of nature is very important. We must have awareness that we are part of the same environment so that preserving the beauty of nature is a shared responsibility. Environmental sustainability has motivated many companies to innovate and develop green marketing. Every company trying to implement the concept of Green Marketing. Green marketing consists of several elements such as eco-orientation, Green marketing Strategy, green marketing consequences, and green functions marketing (Jamal et al., 2023). In recent years, green marketing this is an interesting topic in the industrial world. This environmental problem encourage consumers to be more careful in choosing products and brands more environmentally friendly.

Polonsky (1994) Green marketing is a marketing strategy focusing on promotion on sustainable and friendly products or services environment. So that green marketing is defined as the consistency of all activities that design services and facilities to satisfy the needs and kaining consumers without causing any impact on the natural environment. In Indonesia, awareness of the environment and health has changed 3 human lifestyle and some business actors. This can be seen from the change in pattern business that began to lead to environmentally sustainable business approach, what is known as green marketing (Irwan & Jamal, 2021)

In today's business world, the strategy marketing approach has become a thing new, especially in an effort to reach markets that care about environment and health. One way companies show concern to the environment is through the implementation of green marketing, where the products or services offered are promoted as friendly based environment, and invite customers to behave environmentally friendly. One of the companies implementing environmental marketing strategy in Indonesia is PT Indomaret Prisma which has a vision to be a network superior retail as well as the motto of easy and frugal. Indomaret identified environmental risks arising from its daily operations her. To reduce the negative impact on the environment, the company seeks managing environmental risks through the implementation of various internal policies with the goal of creating an environmentally friendly business ecosystem. One of the 5 policies which is applied by campaigning for a plastic bag diet. Reasons is Indomaret always provide plastic bags every time the purchase of products, but the company faces difficulties to change people's habits who are used to using plastic bags. Therefore, since 2019, Indomaret provides education to the

public about diet policy plastic bags and replace them with eco bag (shopping bag) environmentally friendly so that customers become more accustomed to carrying their own shopping bags or bags eco-friendly shopping when shopping at outlets. It becomes the reason researchers are interested in making Indomaret as the focus of research.

Implementation of the implementation of green marketing by involving activities to produce, market, and promote products environment friendly. The company has contributed in meeting the needs green consumers with more environmental responsibility. green advertising used by marketers to carry out promotional activities as an effort attract the attention of the public to better know the activities of go green. Green advertising help companies to disseminate information and knowledge to consumers who are not aware of eco-friendly products and features (Ahuja, 2015).

Based on the context of green marketing that has been described above, researchers want to know how the green buying behavior of consumers in Indomaret, not only on green purchasing behavior, researchers also examined how the attitude of environmental knowledge and environmental awareness in Indomaret and how real consumer ratings in buying products in indomaret that pay attention to environmental aspects. Because it is still lack of consumer understanding of concern for the environment, as well as the existence of green marketing strategies that are less implicated in the business world. This study was conducted to obtain clear information about how to implement green marketing on product purchasing practices. So that the results of this study are expected consumers are more aware of love environment. Therefore, researchers are interested in doing more research further with the title: Green Marketing implementation of purchasing practices products in Indomaret East Lombok.

2 LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

1. Marketing (Marketing)

Marketing is one of the main activities that must be done by companies to survive in this era. A company needs to know how to market a product or service appropriately for the product or service can meet customer needs and provide satisfaction to pelanggan (Jamal et al., 2021). The American Marketing Association defines marketing as is a process of planning and implementation of the conception, pricing, promotion, distribution of ideas, goods, and services to create an exchange meet individual and organizational goals. As time progressed and technology, concern for the environment is also increasing.

2. Green Marketing (Green Marketing) . Green marketing or green marketing is an idea that includes a combination of all aspects of marketing with the goal of promoting maintaining consumer behavior that cares about the environment. According to Polonsky (1994), green marketing corresponds to all activities who design services and facilities to meet the needs and consumer desires without impacting their environment. According to American Marketing Association (AMA), green marketing is development and marketing of products designed to reduce negative physical impact on the environment or to increase quality.

3. Environmental Knowledge is information that know someone stored in memory. Knowledge is a relevant construction and important that affect how consumers collect and set information about how much information is used to decision making and how consumers evaluate products and service. Knowledge of the environment is the level of understanding community as

potential consumers of green products on issues related to the negative impact of harmful chemicals, pollutants, gases greenhouse gases, recycling of packaging products, and other potential issues influencing positive attitudes towards green products (RJOAS, 6(78), June 2018, 2018)

4.Environmental behavior refers to a person's attitude toward object or environment. Milfont & Duckit (2006) in (Salmina, Abdul Rahman Lubis, 2023) defines environmental attitude as an expression psychological tendency of a person in evaluating the environment with level of support for the environment. Environmental attitudes in more specific context as a tendency to respond favorable or unfavorable consistency with respect for the environment. A person will show great emotion or more likely to form more positive environmental actions although they have little concern for the environment (Jamal et al., 2021)

5.Purchasing behavior of green products is a person's attitude in consume or make purchases on products that have an impact minimal for the environment. Buying green products is wrong one pro-environmental behavior refers to the purchase and consumption of products have little impact on the environment (Salmina, Abdul Rahman Lubis, 2023) According to Kaufmann (2012), it has been noted that 23 pro-environmental behavior is different from consumer behavior on purchases generally

the hypothesis in this research is:

H1= Environmental knowledge has a positive and significant influence on green marketing

H2= Environmental attitude has a positive and significant effect on green marketing

H3= Green Purchasing Behavior has a positive effect on Green Marketing

3 RESEARCH METHODOLOGY

This study uses quantitative analysis approach. The advantage of this PLS method is that the data does not have to be normally distributed multivariate, the sample size should not be large, and PLS not only can be used to confirm the theory, but can also be used to explain there or not the relationship between latent variables.

Populasi and sample

In accordance with the hypothesis that has been formulated, then in this study inferential statistical data analysis. (statistic inductive or probability statistics) is a statistical technique used to analyzing the sample data and the results applied to the population, Sugiyono (2013). The sampling techniques used in this study are using nonprobability sampling with a simple random approach sampling, the sample is said to be simple because sampling members 33 done randomly without regard to the literature about the population the Samples in this study are some customers who shop in Indomaret East Lombok. In this study used a sample of 100 respondents. According to Roscoe respondent data is 10 x the number of variables, ie $10 \times 4 = 40$ (minimum), but the number of targets used amounted to 100 samples Sugiyono (2019).

Data types and data sources

In this study the primary data obtained from the results of the dissemination of 100 questionnaire data on consumers Indomaret the East Lombok.

Data collection techniques using questionnaires (questionnaire). (Arikunto, 2006) questionnaire or questionnaire can be an effective way for researchers to collect data, especially if researchers already know variables to be measured and what is expected of respondents. The method of data processing in this study is the equation permodelan structural equation modeling (SEM).

Validity and Reliability

Convergent validity dari measurement model dapat dilihat dari correlation between the indicator score and the score of the variable score. Indicators considered valid if it has an AVE value above 0.5 or shows the entire outer loading dimension variable has a loading value > 0.5 (Abdullah, 2015). Measurements at this stage can be seen according to the value of Fornell-Larcker Criterion dan Cross Loading dalam mengukur variabel dalam reflexive indicator. Menurut (Ghozali, 2016) nilai Cross Loading should be > 0.70 . Composite Reliability Cronbach's Alpha dan Composite Reliability merupakan dua methods of measurement in testing indicators that are reflexive. However, if testing with Cronbach's Alpha for reliability test on the construct produces a low value, then Composite Reliability harus digunakan. This measurement is intended to obtain the results of measuring the reliability value of a variable. The value that must be generated from Composite Reliability is must be $>$ than 0.70 (Ghozali & Latan, 2015).

Data analysis

Here are the measurements to be done in structural model, namely: Concluded that there are criteria on the value of R-Square is 0.75, 0.50, 0.25 means that from these criteria can be said to be the value have strong, medium and weak models according to (Hair et al., 2011). R Square in PLS can produce the variables described in the model is represented by the amount of variance. There are limits on the value of testing the Path Coefficient, ie if the value Path Coefficient > 0 , then the variable has a relationship direction positive for other variables. If the Path Coefficient is < 0 , then the variable has a negative relationship with the direction variable others. Hypothesis testing using the values in the t-table with the T-statistic generated from the bootstrapping procedure in the smartPLS software. Because hypothesis testing can be proven by looking at the value of T-statistics more large value of t-table, the conclusion of these results proved to have significant relationship between research variables. In the test hypothesis, if the value of T-statistics > 1.96 then the results are concluded significant, but the value of T-statistic < 1.96 concluded the test not significant (Ghozali & Latan, 2015)

RESULT AND DISCUSSION

Based on the results of obtaining data on the sex of respondents conducted through a questionnaire survey, this study obtained the results as follows:

Table 4.1 Gender And Frequency Percentage

Gender	Gender	Percentage (%)
Men	58	58
Girls	42	42
Total	100	100

Based on the results of data on the age of respondents conducted through a questionnaire survey, this study obtained results as here:

Table 4.2 Frequency Table Of Respondents By Age

Age	Frequency	Percentage (%)
17-21 tahun	18	18
21-26 tahun	46	46
<27 tahun	36	36
Total	100	100

Table 4.3 Frequency Of Respondents By Occupation

Jobs	Frequency	Percentage (%)
Employees	13	11,4
Self-employed	15	13,2
Teacher / Lecturer/civil serva	16	14
Student	54	47,4
Total	98	100

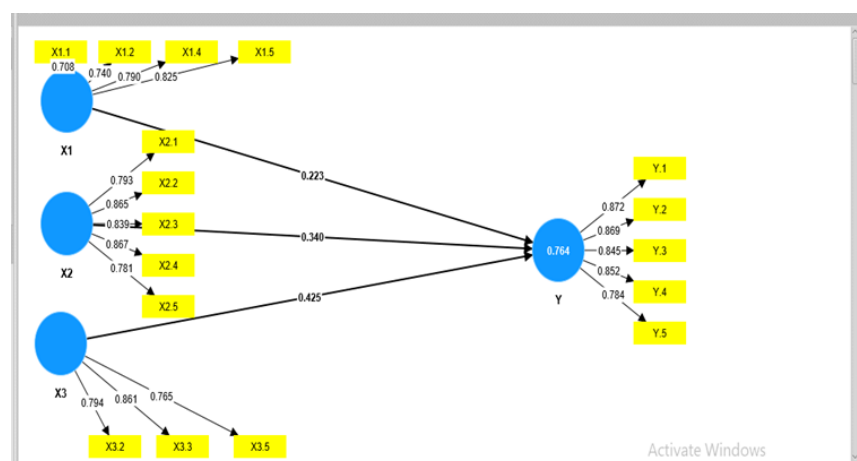
Table 4.4 Frequency Of Respondents By Income

Monthly income	Frequency	Percentage (%)
IDR 0-IDR 1,500,000	64	64
IDR 1,500,000-IDR 3,000,000	19	19
IDR 3,000,000-Rp 4,500,000	8	8
IDR >4.500.000	9	9
Total	100	100

Table 4.5 Percentage of respondents		
Statement	Frequency	Percentage (%)
Yes	78	78
No	22	22
Total	100	100

Table 4.6 Percentage of respondents answer shopping in Indomaret		
Statement	Frequency	Percentage (%)
Yes	98	98
No	2	2
Total	100	100

Here are the test results of the outer model that shows the value of the outer loading dengan menggunakan alat analisis SmartPLS v 4



Based on the results of re-estimation of the Loading Factor. value item yang dihasilkan oleh konstruk environmental knowledge, environmental attitude, green purchasing behavior dan green marketing telah memenuhi convergent validity standard value because all factors are worth more than 0.7. thus, it can be concluded that the entire construct is valid.

It can be said qualified if the resulting Ave value must be > 0.50 in the evaluation Convergent Validity.

Average Variance Extracted (AVE) Results

Variable	Nilai Average Variance Exstracted (AVE)
<i>Environmental Knowledge (X1)</i>	0.589
<i>Environmental Attitude (X2)</i>	0.689
<i>Green Purchasing Behavior (X3)</i>	0.653
<i>Green Marketing (Y)</i>	0.714

how to test Fornell-Larcker Criterion by looking at the correlation of variables with the variable itself is not allowed if the value is less than 68 correlation of variables with other variables.

Hasil Fornell-Larcker

Variabel	X1	X2	X3	Y
<i>Environmental Knowledge (X1)</i>	0.767			
<i>Envirmental Attitude (X2)</i>	0.732	0.830		
<i>Green Purchasing Behavior (X3)</i>	0.655	0.636	0.808	
<i>Green Marketing (Y)</i>	0.750	0.773	0.787	0.845

Based On Table above seen that the value of correlation variables with other variables have a greater value, so it can it is concluded that Discriminant Validity testing has been met.

Cross Loading

test phase in this study used by comparing the relationship between the indicators of variables latent with indicators of other latent variables

Based that the correlation value of variable indicators latent has a higher value than the latent variable others, it can be said that the indicators of latent variables can determining the magnitude of the block is even better than other latent variables

1. Composit Reliability

The value that must be generated from Composite Reliability must be $>$ from 0.70. Nilai Composite Reliability dapat diketahui pada software SmartPLS dengan prosedur Path Algorithm.

Hasil Composit Reliability

Variable	Nilai <i>Composit Reliability</i>
<i>Green Purchasing Behavior (X3)</i>	0.849
<i>Environmental Knowledge (X1)</i>	0.851
<i>Environmental Attitude (X2)</i>	0.917
<i>Green Marketing (Y)</i>	0.926

shows that the value of Composite Reliability generated from each variable $>$ 0.70, it can be said that all variables are reliable.

1. Cronbach's Alpha

Hasil *Cronbach's Alpha*

Variable	Nilai <i>Cronbach's Alpha</i>
<i>Green Purchasing Behavior (X3)</i>	0.734
<i>Environmental Knowledge (X1)</i>	0.766
<i>Environmental Attitude (X2)</i>	0.887
<i>Green Marketing (Y)</i>	0.900

it can be seen that all the values of variables in pengujian menggunakan Cronbach's Alpha maupun composite reliability has a value above 0.7, and testing the validity of using AVE with value greater than 0.5. Therefore, it can be concluded that the variable tested valid and reliable, so it can be done model testing structural

1. R-Square

There is a criterion for the value of R-Square variables latent dependent (endogenous) is 0.75, 0.50, 0.25 mean criteria the value can be said to be strong, medium and weak models (Hair et al., 2011).

Nilai *R-Square*

Item	<i>R-Square</i>	<i>R-Square Adjusted</i>
<i>Green Marketing</i>	0.764	0.757

shows that the value of R-Square has value of 0764, then the value indicates that variabel Environmental knowledge, Environmental attitude dan Green purchasing behavior affects green variables marketing 76.4%.

2. Estimasi Path Coefficient

There is a limit value on the test Path Coefficient, yaitu jika nilai Path Coefficient > 0 , maka variabel have a positive relationship with other variables. Conversely, if the Path Coefficient < 0 , then the variable has a direction negative relationship to other variables.

<i>Hipotesis</i>	<i>Sampel Asli (0)</i>	<i>Rata--rata Sampel (M)</i>	<i>Standar Deviasi (STDEV)</i>	<i>TStatistic (10/STDEVI)</i>	<i>Nilai P (values)</i>
X1 -> Y	0.223	0.229	0.104	2.150	0.032
X2 -> Y	0.340	0.339	0.089	3.817	0.000
X3 ->Y	0.425	0.423	0.089	4.796	0.000

shows that the value of the entire Path Coefficient hypothesis > 0 , then it states that the relationship of each the hypothesis provides a positive relationship.

Berikut hasil uji hipotesis menggunakan prosedur *bootstrapping*:

	<i>Path Coefficients</i>	<i>T Statistics</i>	<i>P Values</i>	Pengaruh
<i>Environmental knowledge Green Marketing</i>	0.223	2.150	0.032	Positif dan Signifikan
<i>Enviromentak Attitude Green Marketing</i>	0.340	3.817	0.000	Positif dan Signifikan
<i>GreenPurchasing Behavior Green Marketing</i>	0.425	4.796	0.000	Positif dan Signifikan

ANALYSIS AND DISCUSSION

Environmental Knowledg berpengaruh positif terhadap Green Marketing

Variabel Environmental Knowledge menunjukkan pengaruh positif significant to the variable Green Marketing. Nilai Path Coefficients sebesar 0.223, maka nilai Path Coefficients > 0 , untuk nilai T-Statistics sebesar 2.150, then the value of T-Statistics > 1.96 and then for the value of P-Value equal to 0.032. maka nilai P-Values < 0.05 . From these results can be concluded that the first hypothesis is that there is an influence relationship antara environmental knowledge terhadap green marketing di Indomaret East Lombok proven true

1. Environmental Attitude berpengaruh positif terhadap Green Marketing

Variabel Environmental Knowledge menunjukkan pengaruh positif significant to the variable Green Marketing. Nilai Path Coefficients sebesar 0.340, maka nilai Path Coefficients > 0 , untuk nilai T-Statistics sebesar 3.817, then the value of T-Statistics > 1.96 and then for the value of P-Value 81 sebesar 0.000, maka nilai P-Values < 0.05 . From these results can be concluded that the second hypothesis is that there are environmental influences attitude positif and significant effect on green marketing in Indomaret East Lombok proven truth

2. Green Purchasing Behavior has a positive impact on Green Marketing From the analysis of pls note that the company's business processes significant positive effect on variable green purchasing behavior. It is based on the value of Path Coefficients of 0.425, then the value Path Coefficients > 0 , untuk nilai T-Statistics sebesar 4.796, maka nilai TStatistics > 1.96 and later for the value of P-Value of 0.000. then the value P-Values < 0.05 . From these results it can be concluded that green purchasing behavior positif and significant effect on green marketing proven the truth

4.CONCLUSION & RECOMENDATION

Environmental knowledge berpengaruh positif dan signifikan terhadap green marketing at Indomaret East Lombok, the results are drawn conclusions bahwa environmental knowledge pada PT Indomaret telah memiliki tingkat application of green marketing because consumers are increasingly aware of the issue 85 environment and tend to choose environmentally friendly products, with promote environmentally friendly products and practices, companies can reduce their own environmental impact and also contribute to greater social change leads to sustainability. Thus, 86 environmental knowledge plays an important role in influencing behavior consumers and the success of green marketing strategies.

Environmental attitudes have a positive and significant effect on green garketing. these results can be concluded that the enviromnetal attitude become increasingly important due to increasing awareness of the importance of environmental sustainability. This leads to changes in consumer behavior and increased interest in environmentally friendly products, so it is important for businesses to understand and implement friendly marketing strategies environment to align with consumer preferences and environmental concerns .

Green Purchasing Behavior has a positive and significant effect on green marketing, the results can be concluded that the implementation of green marketing of product purchasing practices in Indomaret, because consumers who tend to choose environmentally friendly products tend to be more support corporate initiatives that are committed to business practices responsible for the environment. Product buying behavior in Indomaret can be influenced by environmentally friendly marketing strategies with the green purchasing behavior, Indomaret can increase sales of environmentally friendly products and build

corporate image care about environmental issues, thus encouraging the effectiveness of green Marketing they

For Companies ,based on the results of the study, it is recommended to increase the green marketing by improving the implementation of environmentally friendly strategies, companies must also be able to create new innovations so that demonstrate a commitment to sustainability by reducing impact negative to the environment, and most importantly do not damage environment.

For The Government the results showed that green knowledge (knowledge Environment) affect green marketing, of course this has a good impact on the preservation lingkungan because it can minimize damage lingkungan due to the use of plastic products

For further researchers For subsequent researchers who want to research or continue this study, is expected to be a reference to be developed again for subsequent research with other factors that are not studied so that can increase knowledge about green marketing

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