


# The Influence Of Green Marketing Mix On The Decision To Purchase Cosmetic Products The Body Shop In Jakarta

<sup>1</sup>Lucky Dhananjaya, <sup>2</sup>Muchsin Saggaf Shihab

<sup>1</sup>Master of Management, Bakrie University Jakarta, <sup>2</sup>Master of Management Lecturers, Bakrie University Jakarta

Article Info	ABSTRACT
<b>Keywords:</b> Green Marketing Mix, Purchasing Decisions, The Body shop Indonesia	Consumer purchasing decisions are important for companies. For this reason, it is important to carry out an analysis of the factors that influence consumer purchasing decisions on The Body Shop products. The aim of this research is to analyze the influence of the green marketing mix consisting of environmentally friendly products, prices, environmentally friendly distribution channels and environmentally friendly promotions on purchasing decisions. The research method used was a quantitative method with sampling using simple random sampling with a sample of 250 respondents, then the data was analyzed using SEM-PLS analysis. Based on the results and discussion, it can be concluded: (1) The Influence of Green Products on Purchasing Decisions. There is a significant positive influence between green products on purchasing decisions. (2) The Effect of Green Prices on Purchasing Decisions. There is a significant positive influence between green prices on purchasing decisions. (3) The Influence of Green Place on Purchasing Decisions. There is a significant positive influence between green place on purchasing decisions. (4) The Effect of Green Promotion on Purchasing Decisions. There is a significant positive influence between green promotion on purchasing decisions.
This is an open access article under the <a href="#">CC BY-NC</a> license 	<b>Corresponding Author:</b> Lucky Dhananjaya Master of Management, Bakrie University Jakarta <a href="mailto:luckydhananjaya@gmail.com">luckydhananjaya@gmail.com</a>

## INTRODUCTION

A purchasing decision is a process carried out to combine the knowledge obtained by consumers as a consideration to choose two or more alternatives so that they can decide on one product (Setiawan & Yosepha, 2020). Then, (Makatumpias et al., 2018), defining consumer purchasing decisions to buy or not buy a product or service is an important moment for most marketers. This decision can indicate whether a marketing strategy is wise enough, insightful, and effective, or whether it was poorly planned or set targets incorrectly. If a person has a choice between making a purchase or not, that person is in a position to make a decision. A decision is a reaction to several alternative solutions that is carried out consciously by analyzing the possibilities of these alternatives along with their consequences. Every decision will make the final choice, it can be an action or an opinion.

The purchasing decisions chosen by consumers are influenced by several factors. According to (Komalasari et al., 2021), several factors that influence purchasing decisions are perceived benefit, trust, and brand image. This is because perceived benefit, trust, and

brand image are important components for consumers that make consumers choose a product or not. Then, according to (Satrio et al., 2021), the factors that influence consumer purchasing decisions are green products, green price, green place, and green promotion. Furthermore, according to (Sohn & Kim, 2020) states that several factors that influence purchasing decisions are necessity, reliability, interaction, and sales promotion.

Consumer purchasing decisions are important for companies. For this reason, it is important to carry out an analysis of the factors that influence consumer purchasing decisions on The Body Shop products. For this reason, on May 7 2023, researchers conducted interviews with 10 customers who came to The Body Shop outlets/stores in Jakarta to look for variables or factors that underlie customers making purchases. In the interview, it was found that environmentally friendly products, price, perceived benefits, trust, brand image, environmentally friendly places or distribution channels, and environmentally friendly promotions were the 7 main variables chosen by consumers. Of the 7 selected variables, researchers made a pre-survey of 25 respondents who had purchased The Body Shop products. Respondents were asked to choose one or two options regarding their basic reasons for buying, namely option 1 for environmentally friendly products, option 2 for price, option 3 for perceived benefit, option 4 for trust, option 5 for brand image, option 6 for place or distribution channel environmentally friendly, and choice 7 for environmentally friendly promotions.

The pre-survey results in Table 1.2 show that 5 (seven) respondents chose based on environmentally friendly products, 5 (five) respondents chose based on price, 2 respondents chose based on perceived benefit, 2 respondents chose based on trust, 3 respondents chose based on brand image, 4 (three) respondents chose environmentally friendly locations or distribution channels, and 4 (two) respondents chose environmentally friendly promotions.

**Table 1.** Initial Research Results

Variabel	Jumlah Responden
Produk Ramah Lingkungan	5
Harga Produk	4
Perceived Benefit	2
Trust	2
Brand Image	3
Tempat/Saluran Distribusi Ramah Lingkungan	4
Promosi Ramah Lingkungan	4

Sumber: data diolah (2023)

The pre-survey results show that environmentally friendly products are the first consideration when purchasing The Body Shop products, consumers have the perception that environmentally friendly cosmetic products will be safer to use compared to cosmetic products made from chemicals, this is what makes the author interested in taking product variables environmentally friendly as a research variable. The second consideration is price, consumers consider that price is a component that influences the decision to purchase The Body Shop, consumers state that environmentally friendly products tend to be more

expensive than chemical products, but the price is still in line with the benefits and advantages offered, therefore the author takes price variable as a research variable. The third consideration is consumer-friendly distribution locations or channels. Consumers think that The Body Shop products are very easy to find in Jakarta because there are many places/shops that sell these products. Apart from that, also because the distribution channel used is quite short so it doesn't waste energy and fuel. The distribution channel system used by The Body Shop also uses official distributors to maintain product quality until it reaches consumers, therefore the author took the environmentally friendly location/distribution channel variable as a research variable. The fourth consideration is environmentally friendly promotions, consumers consider environmentally friendly promotions to be more effective and efficient. There are three types of environmentally friendly promotions, namely first, campaigns that discuss the relationship between products or services and the biophysical environment. Second, campaigns that promote a green lifestyle by highlighting a product or service, and third, campaigns that present a company image of environmental responsibility. Then, perceived benefit, trust, and brand image were not chosen as variables in this research because based on the initial survey results, respondents chose at least these three variables. Meanwhile, the other four variables have a larger number of voters. Apart from that, the variables perceived benefit, trust, and brand image are not included in the green marketing mix, whereas in this research we want to focus on the green marketing mix.

## METHODS

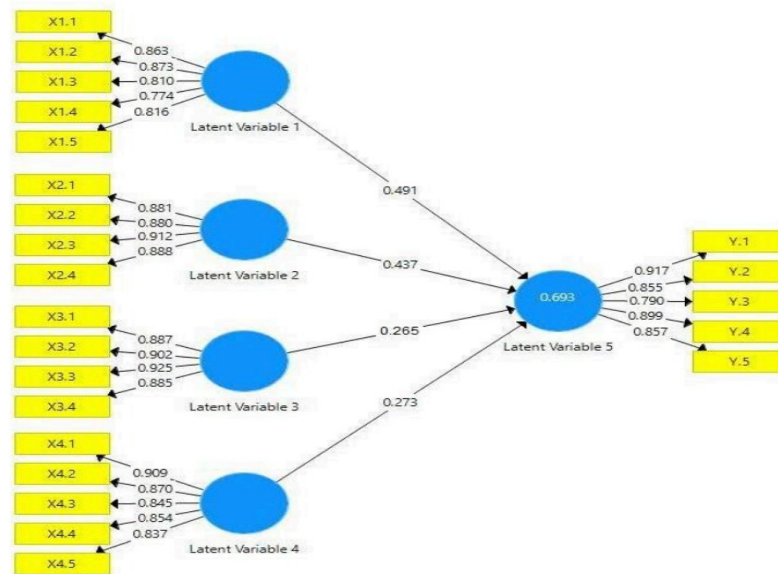
The type of research used is quantitative. This type of quantitative research is a type of research whose specifications are systematic, planned and clearly structured from the start until the creation of the research design. This type of quantitative research, as stated by (Sugiyono, 2018), is a research method based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing hypotheses that have been established. set. The use of quantitative research is directed at explaining a relationship or influence between one variable and another variable. The variables used in this research consist of five independent variables, namely green product (X1), green price (X2), green place (X3), green promotion (X4), while the dependent variable is purchasing decision (Y). According to the research objectives, overall this research uses a cross-sectional survey method where researchers collect data directly by taking one sample from a sample using a questionnaire. The questionnaire was used to find out whether the green marketing mix consisting of green product, green price, green place and green promotion was able to increase consumer purchasing decisions for The Body Shop Jakarta.

Referring to the analysis method used, namely the Structural Equation Model (SEM), the determination of the minimum representative sample size according to (Hair et al., 2017) depends on the number of indicators multiplied by 5 to 10. The number of samples for this research is: Minimum Sample Size =  $15 \times 5 = 75$  and maximum sample size =  $15 \times 10 = 150$ , and the sample used in this research uses a maximum sample of  $15 \times 10 = 150$

respondents. Furthermore, sampling techniques can generally be grouped into two techniques, namely probability sampling and nonprobability sampling. The sampling technique used in this research is probability sampling where each member of the population has the same opportunity or opportunity as a sample. The method used in this research is simple random sampling or simple random sample collection.

## RESULTS AND DISCUSSION

### Measurement Model Test Results (Outer Model)



**Figure 1.** Outer Model Analysis Results

The Discriminant Validity Test is used to test the validity of a model by looking at the Cross Loading value which shows the magnitude of the correlation between constructs and their indicators and indicators from other constructs. The standard value used for cross loading must be greater than 0.7 or by comparing the square root Average Variance Extracted (AVE) value of each construct with the correlation between the construct and other constructs in the model. If the AVE root value for each construct is greater than the correlation value between the construct and other constructs in the model, then it can be said to have good discriminant validity values (Hidayat, 2018). According to Hidayat (2018), an indicator is declared valid or meets Discriminant Validity if the indicator's Cross Loading value on the variable is the largest compared to other variables. The results of the cross loading from this research can be seen in the following table.

**Table 1.** Discriminant Validity Test of Cross Loading Values

	X1	X2	X3	X4	Y
X1.1	0,863	0,393	0,500	0,526	0,553
X1.2	0,873	0,479	0,585	0,543	0,641
X1.3	0,810	0,399	0,508	0,547	0,537
X1.4	0,774	0,495	0,522	0,602	0,711
X1.5	0,816	0,537	0,606	0,505	0,591
X2.1	0,505	0,881	0,823	0,725	0,612
X2.2	0,466	0,880	0,802	0,697	0,529
X2.3	0,472	0,912	0,836	0,609	0,589
X2.4	0,549	0,888	0,818	0,726	0,675
X3.1	0,587	0,791	0,887	0,628	0,538
X3.2	0,600	0,810	0,902	0,629	0,529
X3.3	0,594	0,831	0,925	0,557	0,563
X3.4	0,592	0,867	0,885	0,698	0,689
X4.1	0,632	0,724	0,664	0,909	0,693
X4.2	0,576	0,628	0,572	0,870	0,602
X4.3	0,491	0,653	0,575	0,845	0,566
X4.4	0,579	0,630	0,577	0,854	0,698
X4.5	0,569	0,709	0,638	0,837	0,663
Y.1	0,727	0,601	0,582	0,679	0,917
Y.2	0,628	0,640	0,600	0,718	0,855
Y.3	0,543	0,500	0,490	0,526	0,790
Y.4	0,670	0,563	0,548	0,689	0,899
Y.5	0,627	0,629	0,597	0,616	0,857

Based on the table above it can be seen that the correlation of construct X1 with its indicators (X1.1 is 0.863, X1.2 is 0.873, X1.3 is 0.810, X1.4 is 0.774, other constructs. Then the correlation of X2 with the indicators (X2.1 is 0.881, X2.2 is 0.880, X2.3 is 0.912, Furthermore, the correlation of X3 with its indicators (X3.1 is 0.887, X3.2 is 0.902, X3.3 is 0.925, Then, the correlation of X4 with its indicators (X4.1 is 0.909, X4.2 is 0.870, X4.3 is 0.845, X4.4 is 0.854, Then, the correlation of Y with the indicators (Y.1 is 0.917, Y.2 is 0.855, Y.3 is 0.790, Y.4 is 0.899, Y.5 is 0.857) is higher when compared to the correlation of other construct indicators. Based on the explanation above, it can be concluded that all constructs or latent variables already have good discriminant validity, where the indicators on the construct variables that have been determined are higher than the indicators on other variables.

Cronbach's Alpha testing aims to test the reliability of the instrument in a research model or measure internal consistency and the value must be  $\geq 0.60$ . If all latent variable values have composite reliability and Cronbach alpha values  $\geq 0.70$ . This shows that the construct has good reliability or that the questionnaire used as a tool in this research is reliable and consistent (Ghozali, 2018).

**Table 2.** Internal Reliability Test

	X1	X2	X3	X4	Y
X1	0,828				
X2	0,562	0,890			
X3	0,660	0,921	0,899		
X4	0,663	0,776	0,703	0,863	
Y	0,742	0,680	0,653	0,751	0,865



Based on the table above, it can be seen that the composite reliability value for all research variables is  $>0.6$  with values ranging from 0.916 to 0.944 and the Cronbach's alpha value is  $>0.7$  with values ranging from 0.885 to 0.922. These results indicate that all variables have met the criteria so it can be concluded that all variables have a good level of reliability and meet the requirements for further testing.

### Inner Model Test Results

#### Hypothesis Testing

The influence test in this research was carried out by looking at the T-Statistics values and P-Values values. The research hypothesis for direct influence can be declared influential if the P-Values  $< 0.05$ . The hypothesis used is as follows: H1 = Green Products have a positive and significant influence on purchasing decisions.

H2 = Green Price has a positive and significant influence on purchasing decisions.

H3 = Green Place has a positive and significant influence on purchasing decisions.

H4 = Green Promotion has a positive and significant influence on purchasing decisions. The criteria used are as follows:

- If the P-Value value is  $> 0.05$  and the T-Statistics value  $< T$  table = 1.655) then there is no effect.
- If the P-Value value  $< 0.05$  and the T-Statistics value  $> T$  table = 1.655) then there is an influence.

**Table 3.** Direct Effect Test

Path	Original Sample	T Statistics	P Values	Keterangan
Green Product -> Keputusan Pembelian	0,491	6,159	0,000	Signifikan
Green Price -> Keputusan Pembelian	0,437	2,524	0,012	Signifikan
Green Place -> Keputusan Pembelian	0,265	2,532	0,000	Signifikan
Green Promotion -> Keputusan Pembelian	0,273	2,742	0,006	Signifikan

Based on the table above, it is found that:

- The Influence of Green Products on Purchasing Decisions. The original sample value was 0.491. It is also known that the P-Values value (0.000)  $< 0.05$  and the T-Statistics value (6.159)  $> T$  table (1.655), so there is a significant positive influence between green products on purchasing decisions. This explains that the better the green product, the higher the purchasing decisions made by consumers.
- The Influence of Green Prices on Purchasing Decisions. The original sample value was obtained at 0.437. It is also known that the P-Values value (0.012)  $< 0.05$  and the T-Statistics value (2.524)  $> T$  table (1.655), so there is a significant positive influence between green prices on purchasing decisions. This explains that the better the green price, the higher the purchasing decisions made by consumers.
- The Influence of Green Place on Purchasing Decisions. The original sample value was 0.265. It is also known that the P-Values value (0.000)  $< 0.05$  and the T-Statistics value (2.532)  $> T$  table (1.655), so there is a significant positive influence between green places on purchasing decisions. This explains that the better the green place, the higher the purchasing decisions made by consumers.

- d. The Effect of Green Promotion on Purchasing Decisions. The original sample value was 0.273. It is also known that the P-Values value (0.000) < 0.05 and the T-Statistics value (2.742) > T table (1.655), so there is a significant positive influence between green promotion on purchasing decisions. This explains that the better the green promotion, the higher the purchasing decisions made by consumers.

## CONCLUSIONS

Based on the results and discussion described above, it can be concluded as follows: (1) The Influence of Green Products on Purchasing Decisions. There is a significant positive influence between green products on purchasing decisions. This indicates that H1 is accepted. These results explain that the better the green product, the higher the purchasing decisions made by consumers. (2) The Effect of Green Prices on Purchasing Decisions. There is a significant positive influence between green prices on purchasing decisions. This indicates that H2 is accepted. These results explain that the better the green price, the higher the purchasing decisions made by consumers. (3) The Influence of Green Place on Purchasing Decisions. There is a significant positive influence between green place on purchasing decisions. This indicates that H3 is accepted. These results explain that the better the green place, the higher the purchasing decisions made by consumers. (4) The Effect of Green Promotion on Purchasing Decisions. There is a significant positive influence between green promotion on purchasing decisions. This indicates that H4 is accepted. These results explain that the better the green promotion, the higher the purchasing decisions made by consumers.

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