

## **ANALYSIS OF THE APPLICATION OF GREEN MARKETING, PERCEIVED VALUE AND BRAND IMAGE ON PURCHASING DECISIONS KOPI KENANGAN PRODUCTS**

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**Abstract:** *In this era where economy raise to the extent of all brand have competitors even the smallest one. This raise in economy brings another problem which is waste, generally plastic waste. Therefore, brands need to use a better packaging for both customer and environment. This study aims to determine whether green marketing, perceived value and brand image affect purchasing decisions for Kopi Kenangan products. This study uses quantitative data using primary data. The population in this study were all Kopi Kenangan customers totaling 16,104 customers with a sample of 100 respondents. The results showed that partially, green marketing have a positive and significant effect on purchasing decisions for Kopi Kenangan, perceived value have a positive and significant effect on purchasing decisions for Kopi Kenangan, brand image have a positive and significant effect on purchasing decisions for Kopi Kenangan, and simultaneously, green marketing, perceived value and brand image have a positive and significant effect on purchasing decisions for Kopi Kenangan.*

**Keywords:** *brand image, green, marketing, perceived, purchase decision, value*

**Abstrak:** Di era ekonomi yang semakin maju ini semua merek memiliki pesaing bahkan yang terkecil sekalipun. Meningkatnya ekonomi ini membawa masalah lain yaitu sampah, umumnya sampah plastik. Oleh karena itu, merek perlu menggunakan kemasan yang lebih baik bagi pelanggan dan lingkungan. Penelitian ini bertujuan untuk mengetahui apakah pemasaran hijau, nilai yang dirasakan dan citra merek mempengaruhi keputusan pembelian untuk produk Kopi Kenangan. Penelitian ini menggunakan data kuantitatif dengan menggunakan data primer. Populasi dalam penelitian ini adalah seluruh pelanggan Kopi Kenangan yang berjumlah 16.104 pelanggan dengan sampel sebanyak 100 responden. Hasil penelitian menunjukkan bahwa secara parsial, pemasaran hijau berpengaruh positif dan signifikan terhadap keputusan pembelian Kopi Kenangan, nilai yang dirasakan berpengaruh positif dan signifikan terhadap keputusan pembelian Kopi Kenangan, citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian Kopi Kenangan, dan secara simultan, pemasaran hijau, nilai yang dirasakan dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian Kopi Kenangan.

**Kata kunci:** citra merek, hijau, pemasaran, persepsi, keputusan pembelian, nilai

### **INTRODUCTION**

Global warming and climate change have become major concerns around the world, and one of the causes is the increasing volume of plastic waste generated by various industries, including the food and beverage industry. Plastic waste, which takes hundreds to thousands

of years to decompose, has become a serious threat to the environment. The problem faced by almost every country in the world is waste (Rahimah et al., 2022). Plastic waste, especially packaging and straws, is a serious and very concerning problem in Indonesia that has a negative impact on the climate. In this context, Indonesia also faces a major challenge

due to the high level of single-use plastic consumption, especially from food and beverage product packaging. Environmental issues, especially regarding plastic waste that affects health, are currently starting to attract the attention of consumers who are now starting to realize the importance of using environmentally friendly products. The trend of using environmentally friendly products among consumers is driving the presence of green marketing in the industry. Manufacturers engaged in the food and beverage industry have begun to apply green marketing as one of the strategies to influence and increase purchasing decisions from customers.

Purchasing decisions are the key to consumer behavior where consumers take actions in collaboration with the consumption of products or services needed. Purchasing decisions are the final result of the evaluation process carried out by consumers after being exposed to various information and promotions conveyed through social media (Handayani & Rinaldi, 2023). Purchasing decisions can also be interpreted as actions taken by consumers in deciding whether or not to buy a product (Situmorang, 2023). Consumers will make various evaluations to determine the selection of the product they want and the selection that consumers will use in making the decision to buy the product (Nainggolan et al., 2022). Therefore, companies continue to compete to be able to influence consumer purchasing decisions by making marketing more attractive with green marketing and making various flavors or innovations to match themselves with the perceived value of each consumer.

The success of companies in marketing products is highly dependent on the tips and marketing strategies carried out because with the implementation of the right marketing strategy, companies can create and maintain and develop consumer demand convincingly and continuously (Situmorang, 2021). Green Marketing is a

marketing concept that applies the concept of environmental issues in its marketing activities. Previous research conducted by Fatharani (2023) and Mubarokhah et al. (2024), show that green advertising or green marketing affects purchasing decisions. The purpose of green marketing is to improve the relationship between industry and the environment to monitor the impact of the economy, and as a response to government regulations on the environment (Nuraisyah & Nuzil, 2023). Green marketing that is now widely applied by F&B products today is biodegradable coffee cups and tote bags. This marketing concept, in addition to increasing company sales, is also expected to create a cleaner environment. Perceived value is one of the things that is considered in making a purchase of products or services. Previous research conducted by Suryani et al. (2022) and Rosanti et al. (2022), perceived value affects purchasing decisions. People will make several considerations in deciding a purchase that can be assessed whether the product / service is worth it or comparable to the benefits of the service to be received (Suryani et al., 2022). Apart from green marketing and perceived value, brand image is also one of the determinants of customer purchasing decisions. Brand image is the consumer's impression of a brand. Brands are an important part of marketing success because they act to distinguish a company's products from competitors' products, through the use of names, terms, designs, symbols and other features (Tina Muhardika Handayani & Muammar Rinaldi, 2023). A good representation / positive image produced will be one of the customer's considerations in deciding whether or not to buy the product (Suryani et al., 2022). Companies that have a good brand image have a greater chance of being chosen by customers. Previous research conducted by Suryani et al. (2022) and Fatharani (2023), show that brand image and green brand image affect purchasing decisions.

Kopi kenangan is one of the fastest growing coffee beverage companies in Indonesia. Kopi kenangan was founded by Edward Tirtanata, James Prananto and Cynthia Chaerunnisa in 2017 and has now opened more than 230 stores across Indonesia. Kopi kenangan provides coffee with a Starbucks-like concept but at a more affordable price. The following is the sales data from one of Kopi Kenangan's branches at Irian Supermarket Marelan

**Table 1. Sales Data of Kopi Kenangan, Irian Supermarket Marelan branch**

Year	Sales
2019	Rp. 387.960.000,-
2020	Rp. 497.760.000,-
2021	Rp. 483.120.000,-
2022	Rp. 417.240.000,-
2023	Rp. 322.080.000,-

Source: Kopi Kenangan Irian Supermarket Marelan branch (2024)

The current problem with Kopi Kenangan Irian Supermarket Marelan branch is the decline in sales over the past few years. Based on an initial survey, it is suspected that the decline in sales levels is suspected because there are so many coffee retailers that carry the same concept so that there are more and more competitors and there are complaints from customers who are concerned about the packaging of Kopi Kenangan still using a lot of plastic packaging. In response, Kopi Kenangan is currently trying to reduce the environmental impact of their operations by implementing the concept of green marketing in the form of product promotion and environmentally friendly business practices. The implementation of green marketing at Kopi Kenangan is done by using recyclable cups so as to reduce the use of single-use plastic, adopting a packaging return system and promoting the use of tumblers by consumers.

Kopi Kenangan realizes that currently there are many competitors engaged in the coffee beverage business so that there is coffee of various qualities available on the market. Amid the intense

competition in the market, Kopi Kenangan tries to provide the best for the products sold both through the provision of flavor variants and also in terms of prices that are adjusted to current consumer preferences, especially considering that currently consuming coffee is a new trend in people's lifestyles. Because it has become a trend, consumers will always look for coffee that suits their tastes and purchasing power. Therefore, Kopi Kenangan always tries to fulfill customers' perceived value by conducting surveys to customers and choosing products that are felt to be the tastes of the community.

The decline in sales experienced by Kopi Kenangan in several years has encouraged Kopi Kenangan to improve its brand image by collaborating with various parties such as Tahilalats, an Indonesian comic artist and One Piece, an animated film from Japan. The collaboration carried out by Kopi Kenangan is in the form of providing character merchandise and one piece-themed flavors. The collaboration is certainly expected to improve the brand image and be able to attract a large market in Indonesia. However, based on a survey conducted, it was found that the product information offered seemed less attractive to customers so that customers who had bought tended not to make repeat purchases.

Based on the conditions found at Kopi Kenangan, Irian Supermarket Marelan branch, this study was conducted to determine whether the application of Green Marketing, Perceived Value and Brand Image has an impact on Purchasing Decisions at Kopi Kenangan.

After implementing Green Marketing, Perceived Value and Brand Image carried out by Kopi Kenangan, Irian Supermarket Marelan branch, but based on the sales data that has been obtained, it shows that sales of Kopi Kenangan, Irian Supermarket Marelan branch are still decreasing so it is interesting to review how the role of Green Marketing, Perceived Value and Brand Image on purchasing decisions

specifically at Kopi Kenangan, Irian Supermarket Marelan branch.

## METHOD

This research was conducted on Kopi Kenangan customers at Irian Supermarket Marelan, Jl. Marelan Raya Ps.II No. 188, Rengas Pulau, Medan Marelan District, Medan City, North Sumatra 20255 from June 2024 to September 2024. This research was conducted using quantitative methods by distributing questionnaires to Kopi Kenangan customers at Irian Supermarket Marelan. According to Amruddin et al. (2022), quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative / statistical with the aim of testing predetermined hypotheses.

The questionnaire distributed contains statement items related to the indicators of the research variables with a Likert measurement scale of 1 - 5. According to Amruddin et al. (2022), the Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena or symptoms that occur or are referred to as research variables.

The data source in this study is primary data. The population in this study were all Kenangan Coffee customers totaling 16,104 customers. The sample in this study amounted to 100 respondents obtained using the Slovin formula with a percentage error of 10%.

Slovin formula (Machali, 2021):  $n = N/(1+Nd)$

Description:

$n$  = number of samples

$N$  = total population

$d$  = precision value / error tolerance limit assuming an error rate (10%)

## Literature Review

According to Ferdiana Fasha et al. (2022), purchasing decision is a form of process of combining knowledge to assess two or more behaviors in options and choose one of the goods. Based on the opinion of Nurliyanti et al. (2022), the indicators of purchasing decisions are: Product selection, Brand selection, Channel selection, Purchase amount, Purchase time, Payment method

According to Wandani & Utami (2023), Green marketing is a marketing approach that promotes the environment through generating profits for the environment. Based on the opinion of Mubarokhah et al. (2024), the indicators of green marketing are: Eco-friendly brand, Eco-friendly label, Advertising area

According to Fadli Setiawan & A. Malik (2022), perceived value or commonly called consumer perceived value is an overall consumer assessment of the usefulness of a product based on the perception of what is received and what is given. Based on the opinion of Zulfikar & Mayvita (2018), the indicators of perceived value are: Emotional value, Economic value, Functional value, Social value

According to Nurliyanti et al. (2022), A brand is a form of identity of a product offered to customers that can distinguish a company's products from competitors' products in the form, name, word, sign, symbol, design, or a combination of all of these things. Based on the opinion of Nurliyanti et al. (2022), the indicators of brand image are: Superiority of brand association, Strength of brand association, Uniqueness of brand association

## RESULT AND DISCUSSION

### The Effect of Green Marketing on Purchasing Decisions

Based on the results of partial hypothesis testing, it is known that green marketing has a significant effect on purchasing decisions for Kopi Kenangan

products. This research is in line with research by Wandani & Utami (2023) with the research title "The Effect of Green Marketing on Purchasing Decisions with Brand Image as an Intervening Variable (Study on Ades AMDK Product Consumers in DKI Jakarta)" which states that green marketing variables influence purchasing decisions. The plastic packaging used by Kopi Kenangan Irian Supermarket Marelan branch causes some customers to hesitate to buy because the packaging used is less environmentally friendly, this causes customer purchasing decisions to decrease. Kopi Kenangan Irian Supermarket Marelan branch can replace the plastic packaging with paper packaging that is easy to use and still maintain promotions using tumbler packaging.

#### **The Effect of Perceived Value on Purchasing Decisions**

Based on the results of partial hypothesis testing, it is known that perceived value has a significant effect on purchasing decisions for Kopi Kenangan products. This research is in line with research by Rosanti et al. (2022) with the research title "Analysis of Perceived Value and Lifestyle on Purchasing Decisions for Iphone Products (Empirical Study on Students at Sukabumi City College)" which states that there is a positive and significant influence between perceived value on purchasing decisions. Perceived value affects consumer purchasing decisions because consumers will certainly choose products that they feel have more value. Some customers complain about the price of coffee memories that are increasingly not proportional to the quality provided, the packaging used is also getting smaller and the quality of service is decreasing. Kopi Kenangan Irian Supermarket Marelan branch can change the packaging to be bigger, improve the quality of coffee sold according to people's tastes and improve service quality to be able to improve customer purchasing decisions.

#### **The Effect of Brand Image on Purchasing Decisions**

Based on the results of partial hypothesis testing, it is known that brand image has a significant effect on purchasing decisions for Kopi Kenangan products. This research is in line with research by Andrianto & Fianto (2020) with the research title "Brand image among the purchase decision determinants" which states that there is a positive and significant influence of brand image on purchasing decisions. Brand image is a representation produced by the company, a positive image can encourage customers to make purchasing decisions. The increasing competition in the culinary world, especially in the world of coffee, has reduced the brand image of Kopi Kenangan, Irian Supermarket Marelan branch. therefore, Kopi Kenangan, Irian Supermarket Marelan branch, needs to innovate with the latest strategies that can improve the brand image of Kopi Kenangan, Irian Supermarket Marelan branch in order to increase customer purchasing decisions.

#### **The Effect of Green Marketing, Perceived Value and Brand Image on Purchasing Decisions**

The three variables of green marketing, perceived value and brand image each have a different influence on customer purchasing decisions. Of course, these variables must be developed by the company to increase customer purchasing decisions. Based on the results of simultaneous hypothesis testing using the F test, it is known that there is a significant influence between green marketing, perceived value and brand image on purchasing decisions for Kopi Kenangan products. This research is in line with research by Fatharani (2023) with the research title "The Effect of Green Product, Green Brand Image, and Green Advertising on Purchasing Decisions" which states that Green Brand Image and Green Advertising or what can be referred to as Green Marketing have an

effect on purchasing decisions for Starbucks Coffee products and Suryani et al. (2022) with the research title “Analysis of the Effect of Perceived Value and Brand Image on Netflix Service Purchase Decision” which states that brand image and perceived value have an effect on purchasing decisions.

## **CONCLUSION**

The results showed that partially, green marketing has a significant effect on purchasing decisions for Kopi Kenangan products. The results showed that partially, perceived value has a significant effect on purchasing decisions for Kenangan Coffee products. The results showed that partially, brand image has a significant effect on purchasing decisions for Memorable Coffee products. Simultaneously, green marketing, perceived value and brand image have a significant effect on purchasing decisions for Kenangan Coffee products. Based on the results of the coefficient of determination test, it is known that green marketing, perceived value and brand image can be explained in relation to the decision to purchase Kenangan Coffee products. Kopi Kenangan can try to increase their product quality, collaborating with a local artist and changing the packaging to much more environmentally friendly packaging.

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