THE EFFECT OF GREEN MARKETING AND BRAND IMAGE TOWARD PURCHASE DECISIONS ON SENSATIA BOTANICALS PRODUCTS IN JAKARTA

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ABSTRACT

Environmental issues have become a major focus in many countries, including Indonesia, where pollution, climate change, and biodiversity loss are significant challenges. The increasing public awareness of the negative impact of environmental issues companies like Sensatia Botanicals to implement green marketing strategies. The purpose of this study is to examine the effect between green marketing and brand image toward purchase decisions on Sensatia Botanical products in Jakarta. The research method used is quantitative research method. The number of respondents in this study were 150 respondents, namely consumers who have purchased Sensatia Botanicals products who live in Jakarta. The sampling technique was non-probability sampling using a questionnaire containing several statements and given to research subjects online using the google form format. The analysis method uses Multiple Linear Regression Analysis with the SPSS 26 program. The study's result demonstrates that there is a significant and positive effect between green marketing toward purchase decisions on Sensatia Botanicals products in Jakarta, and there is a significant and positive effect between brand image toward purchase decisions for Sensatia Botanicals products in Jakarta.

INTRODUCTION

Environmental issues are a global phenomenon which occurs in almost all countries, Indonesia included. Climate change, pollution, and accelerated biodiversity loss are the three crises that the world is currently facing. The Indonesian government through the Ministry of Environment and Forestry (KLHK) explained efforts to protect the environment in the agenda item 'Environment and Sustainable Development' at the 61st annual session of Asian-African Legal Consultative Organization in Nusa Dua, Bali. Indonesia also prioritizes waste management by strengthening capacity and capability by moving from a linear approach to a circular approach (3R-EPR-circular economy) through the principle of reduction through recycling or source and resource recovery. (KLHK, 2023).

As of now, Indonesia is implementing a policy to reduce plastic waste and pollution. Indonesia has enacted a National Action Plan for Marine Debris Eradication with the target of reducing marine pollution by 70% by 2024. (KLHK, 2023). An assorted of policies have been issued in order to maintain and protect environmental ecosystems, aside from the

government communities through official organizations as well as those who understand how crucial it is to preserve the environment has also begun to express their concerns about environmental problems.

The growing awareness in society about the negative impacts of environmental issues lead companies to pay more attention to environmental aspects when doing business strategy. Green marketing is one of the many business strategies that involves a product, production process, and promotion process that is environmentally friendly. Green marketing is increasingly becoming an interest for many companies to adhere to the demands of customers who are worried about how the products they use may effect the environment. In addition to that, green marketing can also improve a company's brand image and help with increasing customer satisfaction, specifically those who care about the environment. (Hendra et al., 2023)

For customers, it is compulsory to be selective when choosing and using cosmetic or skincare products, especially those that are used on a daily basis. Many factors need to be considered when making a decision to buy a product. The beauty industry continues to grow and innovate. The industrial information report released by the Republic of Indonesia's Ministry of Industry provides more details about this (Kemenperin) in 2021 (Kemenperin, 2021) & 2022 (Kemenperin, 2022) regarding the number of KBLI 20232 companies – The Cosmetic Industry, including Toothpaste, Soap Industry and Household Cleaning Materials registered with the National Industrial Information System (SIINas) are as follows:

Table 1. Total Company Report of 2021 & 2022

No	Year	KBLI	Total
1	2021	20232	552
2	2022	20232	629

Data source: (Kemenperin, 2021) and (Kemenperin, 2022)

The data provided demonstrated that there is an increase in the number of companies by 77. However, without noticing it, the packaging of beauty and self-care products is made of unrecyclable plastics.

According to the data taken form the Organization for Economic Co-operation and Development (OECD), only 9% of plastic waste is recycled globally on the year 2022 (OECD, 2022).

Numerous businesses are becoming more conscious of producing and promoting environmentally friendly products as a result of environmental concerns. One of the brands which have already implemented green marketing is Sensatia Botanicals. Established in 2000 in a small village in Jasri, Karangasem, Bali, with the objective to make cosmetic products made from natural ingredients. From then on, Sensatia Botanicals has grown into a globally recognized brain that aims to conduct a sustainable business by reducing its impact on the environment. (sensatia.com, 2023)

Sensatia Botanicals' products went through a rigorous quality check process before being released in order to ensure that all product meets the standards and specification set by the company. Sensatia Botanicals is a GMP (Good Manufacturing Practice) accredited company with more than 200 items registered with the Food and Drug Administration (BPOM). In order to guarantee halal certification, all products and raw materials from Sensatia are also registered with the Indonesian Ministry of Religious Affairs. Sensatia Botanicals also provides customers with biodegradable shopping bags for every item purchased at the store and take in empty bottles returned by the customers for recycling. (sensatia.com, 2023)

According to (Hendra et al., 2023) green marketing is an important concept for business in an era with a growing concern for the environment. By developing and implementing the right green marketing strategy, the business can benefit in the long run. (Fatmawati & Alikhwan, 2021) express that green marketing has a significantly positive effect towards the customer's purchasing decisions. This is in line with (Nekmahmud & Fekete-Farkas, 2020) who states that the future estimation of green marketing has a positive effect on the purchasing decision for environmentally products.

The marketing process and many

brand choices can are considerations when choosing and using products. Some consumers do not immediately take action to buy because trust in needed. Customers use this trust as the foundation for their decisions in purchasing products. In a research (Sudaryanto et al., 2021), stated that brand image has a significant effect on purchasing decisions. Similarly, in research (Asnawati et al., 2022) mentioned that brand image has a positive impact and significance towards a customer's purchasing decision. However, it is different according to (Tupti et al., 2021) which mentioned that brand image has a partially negative impact on purchasing decision, though it is not significant.

From the background and information mentioned above, the authors would like to carry out studies under the title "**The Effect of Green Marketing and Brand Image towards Purchase Decisions on Sensatia Botanicals Products in Jakarta**".

METHODS

1. Research Object

The object of research is Sensatia Botanicals products. Meanwhile, the research subjects are consumers who have purchased Sensatia Botanicals products.

2. Research Design

According to (Cooper & Schindler, 2017), there are eight research design classification perspective, which includes:

- Level of Research Question Resolution

The research conducted by researchers can be said to be formal studies, due to the fact that this study starts with a hypothesis or research question, which is followed by the necessary steps and data source specifications. To test the hypothesis and provide answers to all research questions posed, a formal study design is used.

- Data Collection Method

The research used the communication study method through a questionnaire that contained several statements and was given to the research subjects. The researcher then collected responses based on personal and general meanings.

- Researcher Control of Variables

This research adopts an ex post facto design, implying that researchers cannot control certain variables and are unable to manipulate data. Researchers can only report what has occurred or is occurring regarding the variables studied.

- Study Objectives

This research includes causal research, because the purpose of this study is to quantify the impact of the relationship between the research variables or to examine the relationship between a variable's changes in one variable and those in another.

- Time Dimension

This research uses cross-sectional, which is a study conducted once and presents a portrait of one event at a time.

- Topic Coverage

This research is a statistical study designed to generalize rather than delve deeply into the subject. By drawing conclusions from sample characteristics and conducting quantitative testing on hypotheses, it aims to estimate population characteristics..

- Research Environment

This research involves field research (field study), where the research subject and object are situated in their natural surroundings. In the city of Jakarta, data for the research was collected directly from the field by distributing questionnaires (via Google Forms).

- Participant Perception Awareness

Participants' perceptual awareness can affect research results when the subject knows the research is being conducted, so it is necessary to endeavor that the subject does not feel any deviation in his daily routine.

3. Operational Variables

According to (Sekaran & Bougie, 2017), operationalization involves translating behavioral dimensions, aspects, or characteristics of a concept into observable and measurable elements to create a measurement index.

The dependent variable, as per (Sekaran & Bougie, 2017), is the primary focus of the researcher and is influenced by independent variables. The researcher's goal is to understand and describe the dependent

variable or explain its variability. In this study, the dependent variable is Purchase Decision (Y).

According to (Sekaran & Bougie, 2017), independent variables are variables that influence the dependent variable. In this study, the independent variables are:
Green Marketing (X_1) and Brand Image (X_2).

4. Sampling Technique

The sampling technique used in this study is non-probability sampling. According to (Sugiyono, 2014), non-probability sampling is a method of sampling that does not provide equal chance or opportunity for every element or member of the population to be selected as a sample. The approach used in this research is judgment sampling, as described by (Sekaran & Bougie, 2017). Judgment sampling involves selecting subjects who are most advantageous or in the best position to provide the required information. In this study, the researcher has chosen a sample size of 150 respondents, specifically consumers who have purchased Sensatia Botanicals products and are residing in Jakarta.

5. Data Collection Techniques

The data collection method employed in this research involves using a questionnaire containing several statements, which is administered to research subjects. The questionnaire will be distributed online using the Google Forms platform through social media or instant messaging. The variables to be measured will be detailed into indicator variables and assessed using a Likert scale.

According to (Sugiyono, 2014), the Likert scale is utilized to measure individuals' or groups' attitudes, opinions, and perceptions regarding social phenomena. In this study, specific social phenomena have been identified by the researcher and termed as research variables. Each indicator variable item will be measured using the following interval data:
1. Strongly Disagree
2. Disagree
3. Uncertain
4. Agree
5. Strongly Agree

RESULTS AND DICUSSIONS
1. Validity Test

Table 1. Green Marketing Variable Validity Test

Statement	rxy	r table	Conclusion
Sensatia Botanicals uses recyclable packaging.	0,612	0,361	Valid
Sensatia Botanicals products do not harm the environment	0,751	0,361	Valid
Sensatia Botanicals products can be stored for a long period of time.	0,795	0,361	Valid
Sensatia Botanicals is an environmentally friendly product	0,643	0,361	Valid
Sensatia Botanicals has a higher price because it includes the cost to maintain an environmentally friendly product	0,702	0,361	Valid
Sensatia Botanicals' prices are commensurate with the quality offered.	0,681	0,361	Valid
Sensatia Botanicals products are sold in environmentally conscious places (no plastic bags).	0,804	0,361	Valid
Sensatia Botanicals' product delivery process is environmentally conscious.	0,714	0,361	Valid
In every promotion that Sensatia Botanicals does, there is an effort to care for the environment.	0,859	0,361	Valid
Sensatia Botanicals always informs the positive impact of using eco-friendly products in its advertisements.	0,746	0,361	Valid

Table 1. presents the findings from the validity test conducted on the green marketing variable. The results indicate that each statement has r_{xy} > r table (0,361) with n=30, level > α = 5%, Therefore, it may be concluded that every assertion made about the green marketing variable is accepted as valid

Table 2. Brand Image Variable Validity Test Results

Statement	rxy	r table	Conclusion
Sensatia Botanicals is a product that is easily remembered.	0,858	0,361	Valid
Sensatia Botanicals offers environmentally friendly products that is in accordance to needs.	0,714	0,361	Valid
Sensatia Botanicals has a unique packaging when compared to other brands.	0,857	0,361	Valid

Source: SPSS Processing Results

Table 2. presents the findings from the validity test conducted on the brand image variable. The results indicate that every statement has a r_{xy} > r table (0,361) with n=30, level > α = 5%, Therefore, it may be concluded that every assertion made about the brand image variable is accepted as valid.

Table 3. Purchasing Decision Variable Validity Test Results

Statement	rxy	r table	Conclusion
I choose Sensatia Botanicals Products as an environmentally friendly product from a wide selection of alternative similar products,	0,524	0,361	Valid
Sensatia Botanicals is the brand I choose when I want to buy environmentally friendly products.	0,754	0,361	Valid
Buying Sensatia Botanicals products through an online shop is very convenient for me.	0,611	0,361	Valid
I am more likely to buy Sensatia Botanicals products when there is a discount.	0,433	0,361	Valid
In one transaction, I tend to buy more than one Sensatia Botanicals	0,554	0,361	Valid
I routinely buy products of Sensatia Botanicals once every month.	0,805	0,361	Valid
Various payment methods (cash and cashless) make it easy for me to purchase Sensatia Botanicals products.	0,629	0,361	Valid

Source: SPSS Processing Results

Table 3. presents the findings from the validity test conducted on the purchasing decisions variable. The results showed that every statement has r_{xy} > r table (0,361) with n=30, level > α = 5%, as such it can be concluded that every statement regarding the purchasing decision variable is valid.

2. Reliability Test

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Description
Green Marketing	0,901	Reliable
Brand Image	0,721	Reliable

Purchasing Decision	0,727	Reliable

The re test using SPSS version 26 that is carried out using the Reliability Analysis with Cronbach's Alpha (α). The requirement when using Cronbach's Alpha (α) is that its value > 0.60 to be considered reliable. Based on table 4. Provided above, it can be seen that all variables have a Cronbach's Alpha (α) value greater than 0.60. Thus, all statement can be declared reliable and are suitable for use.

3. Classic Assumption Test
a. Normality Test

Table 5. Normality Test Results

Criteria	Result
Asymp. Sig. (2-tailed) > 0,05	0,003

From the normality test results which was conducted using One-Sample Kolmogorov-Smirnov Test as shown from in the table 5. above, the result of the Asymp. Sig. <0.05, which means that the data used in the test is not normally distributed from the One-Sample Kolmogorov-Smirnov Test results, the Central Limit Theory states that if the sample taken from the population has a large enough size (usually more than 30), then the distribution sample of the mean will approach the normal distribution. This means that even if the original date is not normally distributed, the average sample from the population will have a distribution that is close to normal when the sample size reaches or exceed 30 samples (Bowerman et al., 2017). In this study, the sample used was 150 samples, so the data is assumed to be close to normal distribution.

b. Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Variable	Sig	Conclusion
Green Marketing	0,252	No Heteroscedasticity
Brand Image	0,115	No Heteroscedasticity

From table 6, the heteroscedasticity test showed that the Sig. value is bigger than 0,252 for the green marketing variable and 0,115 for the brand image variable in which the significant value is bigger than $\alpha = 0,05$ so there is no heteroscedasticity in this regression model.

c. Multicollinearity Test

Table 7. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Green Marketing	0,835	1,198	No multicollinearity
Brand Image	0,835	1,198	No multicollinearity

From the table 7, the multicollinearity test results for the green marketing and brand image variable has a tolerance level of 0,835 and VIF of 1,198. From this result, no multicollinearity happened between the independent variables with the regression model because the tolerance level > 0,1 and VIF < 10.

4. Multiple Linear Regression Analysis Test
a. Model Fit Test (F Test)

Table 8. Model Fit Test (F Test) Results

F Count	Sig.	Description
69,962	0,000	There is a significant impact between the independent variable and the dependent variable.

From table 8, the model fit test (F test) provides the F count of this study are 69.962 which is 69.962> F table=3.06 (Df=2, Df2=148) and has a sig, value of 0.000 which is 0.000 < α (0,05), then there is a significant effect between the independent variable and the dependent variable.

b. Regression Coefficient Test (t-test)

Table 9. Regression Coefficient Test (t-test) Results

Variable	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
Constants	5,831		2,888	0,004
Green Marketing	0,447	0,578	8,948	0,000
Brand Image	0,380	0,222	3,432	0,001

Source: SPSS Processing Results

Table 9 yielded the regression equation, which is as follows::
Y = 5.831 + 0.447X1 + 0.380X2
Description:
Y = Purchase Decision Variable
X1 = Green Marketing Variable
X2 = Brand Image Variable
Based on the t test findings for the variable green marketing, the value of t = 8.948 is obtained with the significance value of 0.000. Unstandardized Coefficients beta value for green marketing variable is 0.447. Because the value is positive and the significant value is < α (0.05), this shows that the green marketing variable has a positive and significant effect on purchasing decisions.

Moreover, based on the t test result for the variable of brand image, the value of t=3,432 with the significance level of 0,001. The Unstandardized Coefficients beta for the brand image variable is 0,280. Due to the value being positive and significant towards purchasing decision.
The Standardized Coefficients beta value for green marketing is 0,578 while for brand image it is 0,222. This means that the green marketing variable matters has the greatest effect on purchasing decision when compared to brand image.

c. Determinant Coefficient Test

Table 10. Determinant Coefficient Test Results
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,698ª	0,488	0,481	1,955
a. Predictors: (Constant), BrandImage, GreenMarketing				
b. Dependent Variable: PurchaseDecisions				

Source: SPSS Processing Results

From the results of the coefficient of determination test, it can be seen that the magnitude of the R Square value is 0.488, meaning that 48,8% of variations in purchasing decisions can be explained by green marketing and brand image variables. On the other hand, the 51,2% is influenced by other variables not included in this research model.

Discussion

1. The Effect of Green Marketing Towards Purchase Decisions on Sensatia Botanicals Products in Jakarta.

The findings indicated that there is a positive and significant effect between green marketing on purchase decisions for Sensatia Botanicals products in Jakarta. This is evidenced by the results of the t test value of

8.984 with a significance value of 0.000 <0.05 and a regression coefficient with a positive value of 0.447. Thus, this study succeeded in proving the hypothesis which states that green marketing has a positive and significant effect on purchase decisions for Sensatia Botanicals products in Jakarta. These results also show that consumers assess Sensatia Botanicals products as implementing a green marketing strategy that can attract consumers. This is in accordance to (Hendra et al., 2023) which states that green marketing is a growing concern for many companies to meet customer demand which is increasingly aware about the environmental impact of the products they purchase.

The results of this study are in line with previous research conducted by (Fatmawati & Alikhwan, 2021), "*green marketing* berpengaruh positif terhadap keputusan pembelian". The results of a similar research conducted by (Jouzdani & Esfahani, 2020) where green marketing variables presented by green products have a positive and significant influence on green product purchase decisions. Research conducted by (Alharthey, 2019) indicates that there is a positive relationship between green products and purchase decisions. Aside from that, research conducted by (Nekmahmud & Fekete-Farkas, 2020) states that predicting the development of green marketing has a positive and significant effect on green purchase decisions as well as research conducted by (Mahmoud et al., 2022) which states that customers' desire to pay more for environmentally friendly products positively and significantly predicts customer purchase decisions and research conducted by (Lee et al., 2021) expressed that if a company uses green supply chain management (GSCM) practices as an environmentally friendly marketing strategy that reduces customer distrust and considers product characteristics, it can have a positive effect on customer decisions to buy green products.

2. The Effect of Brand Image Towards Purchase Decisions on Sensatia Botanicals Products in Jakarta.

The findings indicated that there is a positive and significant effect between brand image on purchase decisions for Sensatia Botanicals products in Jakarta. This is backed up by the t test results for brand image which obtained a t value of 3.432 with a significance value of 0.001<0.05 and a regression coefficient with a positive value of 0.380. So, this study succeeded in proving the hypothesis which states that brand image has a positive and significant effect on purchase decisions for Sensatia Botanicals products in Jakarta. These results mean that Sensatia Botanicals products have implemented a good brand image and are in accordance with consumer expectations so that they become consumer considerations in making purchasing decisions. This is in line with the opinion (Firmansyah, 2018) which says that consumers who have a positive image of a brand, will be more likely to make purchases.

Results of this study is in line with previous research conducted by (Vendrell-Herrero et al., 2018) which states that brand image has a positive effect on purchase decisions. The results of a similar research conducted by (Kusumaradya et al., 2021) show that brand image has a significant effect on purchase decisions. Research conducted by (Sudaryanto et al., 2021) indicates that brand image has a significant effect on purchase decisions. Moreover, research conducted by (Ida & Hidayati, 2020) state that the brand image has a positive and significant effect on purchasing decisions as well as research conducted by (Asnawati et al., 2022) claim that brand image has a positive and significant effect on purchasing decisions and is very important to improve purchase decisions and research conducted by (Wiratama et al., 2022) states that brand image has a direct effect on purchase decisions.

CONCLUSIONS

The results showed that green marketing has a positive and significant effect

on purchase decisions for Sensatia Botanicals products in Jakarta. Consumer perceptions of Sensatia Botanicals' implementation of green marketing can be considered positive, as the average respondent strongly agreed with the indicators used to measure green marketing in Sensatia Botanicals' products. This also shows that marketing aspects that focus on sustainability and are environmentally friendly can influence consumer purchasing decision. Additionally, the results showed that brand image has a positive and significant effect on purchase decisions for Sensatia Botanicals products in Jakarta. Consumer perceptions of the brand image of Sensatia Botanicals products are considered good because the average respondent rates agree on the indicators used to measure brand image on Sensatia Botanicals products. This also indicates that consumers' perceptions of brands are crucial in shaping their purchasing decisions.

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