

The Influence Of Green Marketing Towards Customer Loyalty Store Mustika Ratu Market

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Abstract: This study aims to examine the effect of green marketing on customer loyalty at Mustika Ratu Pasar Raya Blok M, South Jakarta. The population of this study were all Mustika Ratu customers who visited Pasar Raya Blok M, South Jakarta during the study period. The sample of this research was 40 Mustika Ratu customers who were taken using the incidental sampling technique. This research uses associative quantitative research methods. The results showed that there was an effect of green marketing on customer loyalty.

Keywords: Green Marketing, Customer Loyalty, Education Administration

Abstrak: Penelitian ini bertujuan untuk menguji pengaruh Green Marketing terhadap Loyalitas Pelanggan di Toko Mustika Ratu Pasar Raya Blok M, Jakarta Selatan. Populasi penelitian ini adalah semua pelanggan Mustika Ratu yang mengunjungi Pasar Raya Blok M, Jakarta Selatan selama masa studi. Sampel penelitian ini adalah 40 pelanggan Mustika Ratu yang diambil menggunakan teknik incidental sampling. Penelitian ini menggunakan metode penelitian kuantitatif asosiatif. Hasil penelitian menunjukkan bahwa terdapat pengaruh green marketing terhadap loyalitas pelanggan.

Kata Kunci: Green Marketing, Loyalitas Pelanggan, Education Administration

INTRODUCTION

In the Era of globalization nowadays, the company always tries to recognize the opportunities and new threats in the marketing environment to find and build a management system that can professionally identify (retain) its customers. In maintaining the customer, the company must build a good relationship with the customers to remain loyal. Loyal customers have a lower tendency to move to competitors' products.

By looking at the current environmental conditions that change with global warming, this makes some communities more aware of the importance of environmental awareness by innovating the company's marketing strategy to Green Marketing. According to Dahlastrom (2010), Green marketing is a process for planning and implementing a marketing mix to facilitate consumption, production, promotion, packaging, distribution, and product recovery. It was sensitive or responsively to environmental concerns.

PT. Mustika Ratu is a company engaged in herbs and beauty that cares about the environment and society. The company is inspired by nature, so it uses natural and environmentally friendly materials. Therefore, when people buy these products, they have indirectly participated in activities to foster awareness of maintaining the environment. PT. Mustika Ratu is a company engaged in herbs and beauty that cares about the environment and society. The company is inspired by nature, so it uses natural and environmentally friendly materials. Therefore, when people buy these products, they indirectly have participated in activities to foster awareness of the importance of maintaining the environment.

Essentially customer loyalty has an essential role in corporate continuity. Griffin (2005) defined loyalty as a non-random purchase expressed over time by some decision-making unit. According to Hasan (2008), customer loyalty is a buying person, especially those who regularly and repeatedly buy. A person who buys regularly and repeatedly assumes that the product suits his life's needs and is difficult to turn to his competitor's products.

Marketing on a product is believed to increase environmental issues' integrity on all aspects of the company's activities, such as strategy, planning, drafting to production, and dispensing with customers. According to Kirgiz (2015), Green marketing is a long cycle that starts at the product design stage, continues at the manufacturing stage, and reveals how it can vanish at the end of its life. Previous research has been conducted by Hati & Kartika (2015) findings showed that consumer satisfaction had a substantial impact on the product by 0.078. A significant effect on customer satisfaction is 0.414 price. There is a substantial effect place by 0.775, while there was no significant effect to customer satisfaction between promotion for -0.070. According to Marakanon (2017), the findings showed that perceived risk and consumer trust directly impacted customer loyalty, while perceived quality had an indirect effect on customer loyalty through customer confidence. According to Rahayu (2017), the comparative analysis results showed no substantial differences in buying decisions among consumers in

Indonesia and Malaysia between the effects of environmental awareness, green product design, green goods, and green product promotion quality. According to Arimbawa (2017), this study's findings show that brand identity plays a positive and significant role in influencing the relationship between green marketing variables and purchasing decisions. According to Ashgarian (2012), this study shows that brand image plays a positive and significant role in influencing the relationship between green marketing variables and purchasing decisions. According to Kiran (2012), Green Marketing involves developing and promoting products and services that satisfy the customer's needs and Need for Quality, Affordable Prices, Performance, and Convenience without damaging the environment. Environment.

According to Ahmad (2016), these findings suggest that customers are more interested in the packaging and form of existing goods. The business management should improve the quality of its products to pay attention to the marketing strategy. According to Fallah (2014), the findings showed that customers were more worried about the environment and more interested in purchasing goods. According to Saini (2013), the results suggest that businesses need to improve their contact with consumers to become green and that qualities such as price and quality are more important. According to Wu (2014), both items' findings show that the effect on purchasing intention of the green marketing perception of consumers is greater than that of perceived innovation. According to Shahlaee (2014), results show a significant relationship between green product features, green marketing, green advertising, and consumer green behavior distribution; and employment, income, and age, but not marital status, gender has a moderating impact on consumer green sport behavior. According to Abzari (2013), the findings showed a significant and optimistic relationship between green marketing mix and improved market share and affirmation of all hypotheses. According to Ansar (2013), environmental advertising, price, and environmentally friendly packaging also positively correlate to green purchasing intention. According to Mahmoud (2018), statistical research showed a significant relationship between the elements of green marketing mix and consumers' purchasing intention. According to Bukhari (2011), the study's findings, environmental consciousness, green product attributes, green marketing practices, and green prices positively impact customer buying behaviors. According to Sharma (2016), as there is ample evidence that all green marketing variables positively impact customers against purchasing green goods, marketers will take a keen note of them to get the best marketing strategy.

Based on research done by previous researchers, a lot of researching green marketing and purchasing decisions and interests, but still little research on green marketing and customer loyalty, research researchers do challenge green marketing and customer loyalty.

METHOD

This research uses an associative quantitative research method. This study's population was all customers of Mutika Ratu who visited the store during the research period. This research sample uses the incidental technique. Data collection techniques using questionnaires by measuring variables with the use of Likert scales with alternative answers and positive value scores than very agreed score 5, agreed score 4, hesitated – Doubtful score 3, disagree score, and strongly disagree score 1. Likewise, conversely if alternative answers and scores negative values, then very agreed score 1, agree score 2, doubtful – Doubtful score 3, disagree score 4, and strongly disagree score 5. Data analysis techniques were conducted with normality test and homogeneity test followed by variance analysis (ANAVA).

RESULT

The respondent in this study was a customer who visited the Store Mustika Ratu market Raya Blok M South Jakarta. The samples in this study were chosen using incidental sampling methods. The sampling technique was based on coincidence, i.e., anyone who, by chance/incidental met with researchers, could be used as samples when viewed by the person who happened to be found suitable as a data source—results of sample calculations against a population of 40 customers as respondents. Data is taken using instruments in the form of questionnaires. A questionnaire was spread over 50 copies, distributed to the Store Mustika Ratu market Raya Blok M South Jakarta. The number of questionnaires was returned to July 2017 as many as 50 copies of the total spread. Of these, all questionnaires are fully stocked and can be used for data analysis.

The following are details of the questionnaire return rate, namely:

Tabel 1. Refund Questionnaire

No	Description	Amount
1	Total Questionnaire	50
2	Remaining questionnaires	7
3	Completed questionnaires	43
4	Aborted questionnaire	3
5	The questionnaire that can be processed	40

Description: Data was by researchers in the year 2017

Characteristics of respondents based on age can be seen in the picture below:

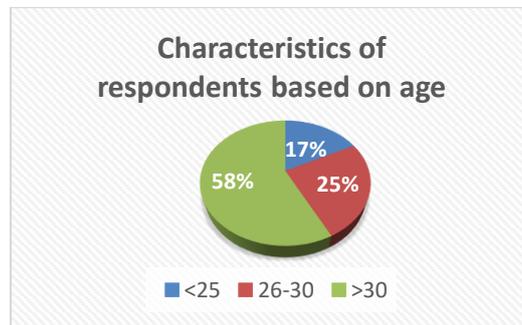
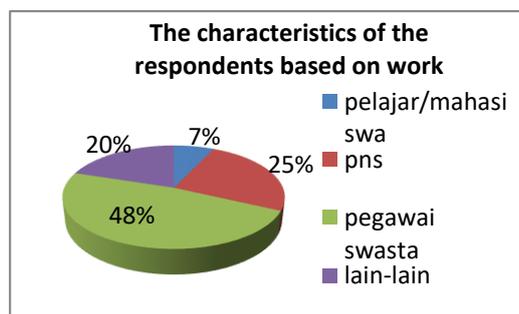


Figure 1. Respondents Age

Based on Figure 1 above, it can be concluded that the respondent was dominated by the age of > 30 years, which is 23 respondents or 58%. Followed by the age of 26-30 years as many as 10 respondents or 25%, the age of < 25 years as 7 respondents or 17%. According to the reviewers' study, the visitor Store Mustika Ratu Market Raya Blok M South Jakarta at the age of < 30 years is more dominant. The characteristics of the respondents based on work can be seen in the image below



Description: Data was processed by researchers in 2017

Picture 2. Respondents work

Based on Figure 2. Above can be concluded that the characteristics of work on the store respondent Mustika Ratu Market Raya Blok M South Jakarta are dominated by private personnel as much as 19 respondents or 48%. Then followed by civil servants (PNS) as many as 10 respondents or 25%, others as many as 8 respondents or 20%, and students as many as 3 respondents or 7%.

Tabel 2. TestNormality

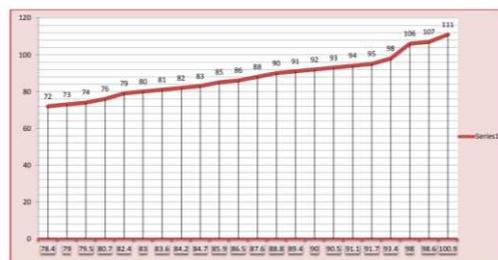
Variabel	$L_h(L_0)$	$L_t(L_t)$	Ket
LP	0,031	0,140	Normal
GM	0,038	0,140	Normal

Description: The Data was processed by researchers in 2017

calculate the highest value is found to be smaller than the L_{table} value ($n = 40$ respondent and $\alpha = 0.05$) = 0.140, so $l_{count} < L_{table}$ is $0.031 < 0.140$. Thus it can be suggested that the customer loyalty Variable data distribution comes from the population with the Normal distribution. Regression analyses are used to know the functional relationship between variables. In this study, the regression equation formed was

$$\bar{Y} = 36,77 + 0,578 (x)$$

Based on the results of the calculations obtained from a simple regression analysis with a constant of 36.77 states, if there is no increase in the value of the Green Marketing (Xi) Variable, the value of the customer loyalty variable (Y) is 36.77. A regression coefficient of 0.578 states that each addition of one score or price value will provide a score increase of 0.578. From the data above results then a simple regression equation chart is as follows:



Picture 3. Graph of Regreasi equation $\bar{Y} = a + b (x) = 36,77 + 0,578 (x)$

The variables have a positive relationship from the graphs of the above regression equations since the point on the chart shows the symptom left to the upper right, and the variable variables have a linear correlation.

Table 3 Analysis Variance (ANOVA) Variables Xi and Y to test the significance of regression and linearity regression

Sumber Varians	Dk	Jumlah Kuadrat (JK)	Rerata Jumlah Kuadrat (RJK)	F		Kes
				F _{hitung}	F _{tabel}	
Total	40	308773	-	-	-	-
Regresi a	1	303979,2	303979,2	8,21	4,10	Regresi Signifikan
Regresi b/a	1	851,734	851,7			
Residu	38	3942,08	1037			
Tuna cocok	20	3729,08	186,5	1,57	2,19	Regresi Linear
Kekeliruan	20	2126,96	118,2			

Description: Data was by researchers in the year 2017

The above calculation result with real level $\alpha = 0.05$, then with DK pemtell 20 and DK Denominator 18 from the distribution list, F obtained $F_{0,95}(18, 20) = 2.19$. The regression linearity calculation results above indicate that the F count is smaller than the F table ($0.65 < 2.19$). From these results can be concluded then the regression is linear. The ANAVA summary above can be continued to test a significant regression, if $\alpha = 0.05$, then with DK Pemtell 1 and DK Denominator 38 from distribution list F can be $F_{0,95}(1, 38) = 4.10$. The calculation results of the regression significance test above indicate that F count $>$ F table, i.e., $5.40 > 4.10$. From these results can be concluded then the Regresinya coefficient is significant.

A correlation analysis is a form of inferential analysis used to determine the degree or strength of a relationship, form, or causal relationship, and a mutual relationship between customer loyalty variables and Green Marketing variables. Correlation is a term used to measure the relationship between customer loyalty variables with the Green Marketing variable. In this correlation test, researchers use the Pearson Product Moment formula method with 40 respondents can be done with the following formula :

$$r_{xy} = \frac{n \cdot \sum xy - (\sum x) \cdot (\sum y)}{\sqrt{(n \cdot \sum x^2 - (\sum x)^2)(n \cdot \sum y^2 - (\sum y)^2)}}$$

$$= \frac{40 \cdot 305808 - (3486)(3487)}{\sqrt{(40 \cdot 307118 - (3486)^2)(40 \cdot 308773 - (3487)^2)}}$$

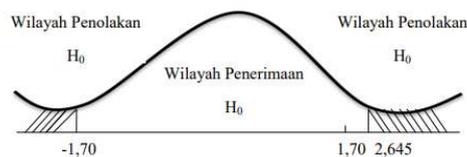
$$= \frac{76638}{\sqrt{25411609524}} = 0,480$$

The calculation of the above then obtained the value of $r_{xy} = 0.480$. It indicates that Green Marketing's influence towards customer loyalty is a category strong enough following the criticism of interpretation on the table interpretation coefficient of value correlation r. Advanced testing is the significance test that works when researchers want to find meaning, the relationship of Green Marketing variables to customer loyalty variables. The result of the PPM correlation is tested for significance with the formula:

$$t_{hitung} = \frac{r \sqrt{n-2}}{\sqrt{1-r^2}} = \frac{0,480 \sqrt{40-2}}{\sqrt{1-0,480^2}} = 2,645$$

With error Level $\alpha = 0.05$, with the number $n = 40$ and $DK = 40 - 2 = 38$. So it is obtained this $= 1.70$. Based on the above calculation, where T_{hitung} of 2.645 is greater than 1.70, then H_0

rejected, and H_a accepted, meaning positive and significant influence between Green Marketing towards customer loyalty. Here's a picture of the hypothesis testing curve:



With error Level $\alpha = 0.05$, with the number $n = 40$ and $DK = 40 - 2 = 38$. So it is obtained this $t = 1.70$. Based on the above calculation, where t_{hitung} of 2.645 is greater than 1.70, then H_0 rejected, and H_a accepted, meaning positive and significant influence between Green Marketing towards customer loyalty. Here's a picture of the hypothesis testing curve: The relationship between the two variables expressed by the equation of a regression line with $\hat{Y} = 36.77 + 0.578(x)$ of this equation indicates that for each Green Marketing increased one score, the average customer loyalty increased by 0.578. Attempts to determine the presence or absence of Green Marketing variables with customer loyalty are evidenced by the use of F count, where F count was 5.40, and F table 4.10 of such results turn F count greater than F table real-status $\alpha = 0.05$. It means the hypothesis received is a positive influence between Green Marketing and customer loyalty. So the analysis in this thesis is significant. Thus, it can be concluded that Green Marketing's influential positive amounting to 23.04% against customer loyalty in the store Mustika Ratu Market Raya Blok M South Jakarta.

In the test calculation, normality is a normal distribution when L_{value} less than L_{table} is $0.038 < 0.140$. Once the results are obtained, the variables can be continued to be researched. In the calculation of the homogeneity test is said to be homogeneous variance when X value less than X table is $25.3 < 27.6$. Once the results are obtained, it can be continued to be researched. The calculation of the simple Regresi analysis can be $\hat{Y} = 36.77 + 0.578(x)$ with a constant of 36.77, stating that if there is no increase in the value of the Green Marketing (X_i) Variabel, then the value of customer loyalty variable (Y) is 36.77. A regression coefficient of 0.578 states that each addition of one score or price value will provide a score increase of 0.578.

CONCLUSION

Based on the results of the analysis and discussion in the previous chapter, we summarized: The hypothesis states Green Marketing is directly Influences positive and significant towards customer loyalty. This is evidenced by the result of a simple regression equation i.e. $\hat{Y} = 36,77 + 0.578 (x)$. Each edition of the Green Marketing variable value of one score will increase the customer loyalty variable by 0.578.

The coefficient of determination expressed the influence of Green Marketing on customer loyalty of 23.04%. So, it can be interpreted that Green Marketing has a constriction in influencing customer loyalty. However, due to limited research, there needs to be ongoing efforts in maintaining a green marketing presence in marketing. There need to be continued efforts to improve various aspects of Green Marketing's future quality improvement. Furthermore, other researchers need to research other factors affecting customer loyalty because this research still suggests the outside Green Marketing of research results.

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