

Analysis The Effect of Implementing Green Marketing Strategy on Consumers Purchasing Decision at The Body Shop Palembang

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ABSTRACT: This study aims to determine the effect of implementing green marketing strategies on purchasing decisions at The Body Shop Palembang. The variables used are green product, green price, green place, green promotion, and purchasing decisions. The population in this study are consumers of The Body Shop in Palembang. The sample in this study was 100 respondents who were determined by purposive sampling technique. This study used quantitative methods and data collection using primary data in the form of questionnaires. The data analysis technique used is instrument test, classical assumption test, multiple linear regression analysis, and the coefficient of determination. The results showed that green marketing strategy has a positive and significant effect simultaneously or partially on purchasing decisions at The Body Shop Palembang City with a significant influence of 58.8%. The results of the regression equation show that the dominant variable in this study is the green product with a coefficient of 0.430.

Keywords: *Green Marketing, Purchase Decision.*

ABSTRAK: Penelitian ini bertujuan untuk mengetahui pengaruh penerapan strategi *green marketing* terhadap keputusan pembelian pada The Body Shop di Kota Palembang. Variabel yang digunakan adalah *green product, green price, green place, green promotion*, dan keputusan pembelian. Populasi dalam penelitian ini adalah konsumen The Body Shop di Kota Palembang. Sampel dalam penelitian ini sebanyak 100 responden yang ditentukan dengan teknik *purposive sampling*. Penelitian ini menggunakan metode kuantitatif dan pengumpulan data menggunakan data primer yaitu berupa kuesioner. Teknik analisis data yang digunakan adalah uji instrumen, uji asumsi klasik, analisis regresi linier berganda, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa *green marketing* berpengaruh positif dan signifikan secara simultan maupun parsial terhadap keputusan pembelian pada The Body Shop di Kota Palembang dengan pengaruh signifikan sebesar 58,8%. Pada hasil perolehan persamaan regresi dapat diketahui variabel dominan pada penelitian ini adalah *green product* dengan nilai koefisien sebesar 0,430.

Keywords: *Green Marketing, Keputusan Pembelian.*

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INTRODUCTION

The beauty industry in Indonesia is growing rapidly and is increasing along with the interest, lifestyle and purchasing power of the Indonesian people for beauty products which are also increasing (Ministry of Industry, 2021). Seeing the growth of the beauty industry is due to the increasing number of people who use beauty products and there are also many beauty brands or products that are sold in the market. Thus causing competitive competition between manufacturers in the beauty and personal care industry. Seeing the many cosmetic brands that are sold freely, consumers must be more selective in determining and making purchases of trusted products or brands, giving them a sense of security and comfort when using their products. Companies must be able to carry out a business marketing innovation in creating competitive opportunities and advantages to meet the needs and desires of different consumers while at the same time being able to provide a benefit in the future not only for users and for the environment.

An innovation in business marketing that has been presented by companies with an environmentally friendly concept is known as green marketing. Green marketing, namely environmental considerations that are integrated into all aspects of marketing (Manongko, 2018). According to Sugiarto et al (2021), green marketing aims to gain a wider market share, improve corporate image, increase product value, and build consumer awareness to care for the environment. In addition, research according to Fatimah et al, (2019) says that green marketing is allegedly a marketing strategy that can also influence consumer purchasing decisions. Green marketing is encouraged because of the widespread issues of environmental damage in Indonesia, especially Palembang City which triggers the phenomenon of global warming and environmental pollution. This phenomenon can cause negative impacts on the environment and of course it can also interfere with human health. This condition causes public concern so that it raises public awareness to care more about preserving the environment.

A Company that implements a green marketing business concept is The Body Shop. The Body Shop is a pioneer brand of cosmetics made from natural ingredients, environmentally friendly and without testing on animals. The Body Shop is unique compared to other products, because The Body Shop does not only sell cosmetic products made from natural ingredients but also campaigns for an invitation to go green which has a positive impact on the environment. The success achieved has led The Body Shop to have around 2,400 stores in 61 countries, one of which is in Indonesia. Seeing the great interest of consumer buyers in Indonesia has brought development to The Body Shop, which can be seen by occupying the first position in the Top Brand Award from year to year as shown in the following table.

Table 1. Top Brand Index The Body Shop

BRAND	Top Brand 2019	Top Brand 2020	Top Brand 2021	Top Brand 2022
The Body Shop	30,9%	42,5%	44,4%	41,5%
Oriflame	19,4%	14,2%	15,3%	17,5%
Mustika Ratu	13,20%	10,1%	12,0%	14,3%

Source: Top Brand Award 2019-2022

Based on the Top Brand Awards data above, it can be seen that The Body Shop has always consistently been the Top Brand from 2019-2022 even though there are increases and decreases in the index each year. This phenomenon occurs because there are more and more cosmetic brands and products appearing on the market that can influence consumer purchasing decisions. With the large number of cosmetic manufacturers that have sprung up, The Body Shop is required to continue to develop innovative marketing strategies to attract consumers' attention and buying interest.

According to Manongko (2018) green marketing includes four elements in which all marketing aspects are associated with the marketing mix concept, namely green product, green price, green place, and green promotion. In its marketing strategy, The Body Shop creates its products by carrying out the green product concept which is produced with natural raw materials, does not involve product testing on animals, recyclable raw materials, simple packaging and provides refill products. The Body Shop sets green prices or premium prices for its products by considering the quality of raw materials, production and distribution processes, as well as packaging or labels. Furthermore, The Body Shop implements green places by considering the convenience of consumers in obtaining products, outlets that carry eco-friendly interiors, and selective distribution channels to keep products original and of high quality. In addition, The Body Shop implements green promotion which seeks to build a strong identity by informing the superiority of its products through promotional activities that link environmental values by creating programs with a go green concept for consumers that aim to educate and invite customers to participate in reducing environmental pollution. and don't forget to always publish the safety and naturalness of the products you have. This is a green marketing strategy implemented by The Body Shop in increasing buying interest and influencing consumer purchasing decisions.

Based on this description, by looking at the increasingly tight competition in cosmetic products in Indonesia and the rampant phenomenon of environmental issues that are occurring in the current environment, this is what underlies the researcher's interest in conducting research on whether The Body Shop's green marketing dimensions can influence consumer purchase decision.

LITERATURE SURVEY

Green Marketing

According to **Zulkifli** (2020) green marketing is a comprehensive process by anticipating, identifying, and satisfying consumer desires in a way that can protect the environment. Meanwhile, according to Manongko (2018) green marketing is environmental considerations that are integrated into all aspects of marketing. In addition, Ottman (2017) argues that in adopting and implementing green marketing strategies, companies must integrate ecological issues into the company's marketing mix. In relation to green marketing indicators according to Manongko (2018) carried out in this study will be taken into 4 indicators, while the variables that will be discussed in this study use 4 variables, namely:

1. Green Product, is a product that is not harmful to consumers and the environment and is beneficial for the future so that it can avoid the negative impacts of a product.
2. Green Price, the cost set for green products that have different characteristics from conventional products with considerations such as raw materials, production and distribution processes, as well as packaging or labels.

3. Green Place, is the process of providing, distributing goods or services from producers to consumers that can be adapted to the basic principles of placing green products.
4. Green Promotion, is a strategy in marketing products that are environmentally sound and seeks to change the mindset and character of green for the community as well as being able to encourage and influence consumers to buy products that do not pollute the environment and direct consumers to use safe products.

Purchase Decision

According to Damiati (2017) purchasing decisions are the process of making decisions by consumers and then selecting several product alternatives according to their needs. Meanwhile, according to Kotler & Armstrong (2018) suggests that purchasing decisions are the actions of a person or group in determining or buying a product or service to satisfy their needs. In this study, indicators for determining purchasing decisions according to Kotler & Keller (2016), namely:

1. Recognition of Needs / Problems, the process by which consumers first recognize a need or problem that arises, this need arises because of internal or external stimulation.
2. Information Search, consumers will look for as much information as possible related to the goods or services needed.
3. Alternative Evaluation, after information on the product has been obtained, consumers will evaluate various alternative choices that can be assessed in terms of product attributes and benefits.
4. Purchase Decisions, after carefully evaluating a product, consumers will make a decision to buy a product that has been selected according to their needs and desires.
5. Post-Purchase Behavior, at this stage, after the consumer buys a product, the consumer will experience a level of satisfaction or dissatisfaction based on the experience that has been felt.

Green Marketing and Purchase Decision

Green Marketing is a product marketing concept that is believed to use natural and environmentally friendly ingredients. Companies consider marketing that involves the environment as an opportunity to influence consumer purchasing decisions. Because it can cause changes in consumer buying behavior, where this strategy can make consumers more sensitive and selective in choosing products to be consumed so that they choose environmentally friendly products offered by producers. Green marketing variables can be classified into several variables, namely green product, green price, green place, and green promotion. These four variables can affect the consumer purchasing decision process. Referring to the research conducted by Izzani (2021), it can be seen that the green marketing mix has a positive and significant influence on purchasing decisions. In addition, research according to Mawardi (2020) shows that the green marketing mix variable has a positive and significant effect on purchasing decisions. Furthermore, research that has been conducted by Setiawan & Yosepha (2020) states that the green marketing mix partially and simultaneously influences purchasing decisions.

Conceptual Framework

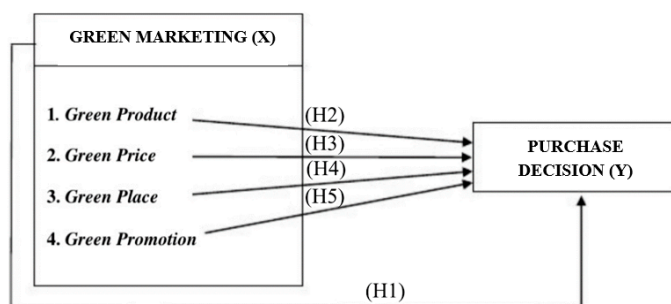


Figure 1. Conceptual Framework

Hypothesis

- H1** : There is a simultaneous influence of green marketing (green product, green price, green place, and green promotion) on purchase decisions at The Body Shop Palembang.
- H2** : There is the influence of the green product variable on purchase decisions at The Body Shop Palembang.
- H3** : There is the influence of the green price variable on purchase decisions at The Body Shop Palembang.
- H4** : There is the influence of the green place variable on purchase decisions at The Body Shop Palembang.
- H5** : There is the influence of the green promotion variable on purchase decisions at The Body Shop Palembang.

METHOD RESEARCH

The population in this study is all the people of Palembang City who have bought and used The Body Shop products in Palembang City. Samples were obtained from consumers of The Body Shop in Palembang City, male or female, with an age range of over 17 years who had purchased and used The Body Shop products in the last 6 months. The sampling method in this study used a purposive sampling technique, which is a method of determining respondents based on certain criteria or considerations (Sugiyono, 2018). The number of samples used in this study were 100 respondents, given the unknown number of population, the number of samples was obtained from the results of calculations using the Lemeshow formula. The types of data sources in this study are primary data and secondary data. The data collection method in this study used a questionnaire distributed to consumers of The Body Shop in Palembang City. The approach used in this research is a quantitative approach. The data analysis method used to answer the research problems is an instrument test consisting of a validity test and a reliability test. After the data processing results are valid and reliable, it is continued with the classic assumption test which consists of the normality test, multicollinearity test and heteroscedasticity test to show and find out whether all assumptions have been fulfilled. After that, using the hypothesis testing data analysis method consisting of the F test and T test aims to find out whether there is a simultaneous and partial relationship between the independent variable and the dependent variable. Furthermore, multiple linear regression analysis which aims to determine how big the relationship between the independent variable and the dependent variable and test the coefficient of determination

to find out how much the relationship between the independent variable and the dependent variable. The significance level used in this study is 5%. Tests in this study used the SPSS (Statistical Package for Social Science) program.

Table 2. Operational Definition

No.	Variable	Dimensions	Operasional Definition	Indicator	Scale
1.	Green Marketing (X)	Green Product (X1)	Green product is a product that uses materials that are not harmful to consumers and does not damage the environment.	1. Natural products do not contain toxic 2. Not involved in animal trials 3. Products use raw materials that can be recycled 4. Use simple packaging and provide refill products (Manongko, 2018)	Semantic Differential
2.		Green Price (X2)	Green price is a premium price offered for products with an environmentally friendly concept based on the quality of existing products.	1. Prices for products that are not easily imitated 2. The price of the original product 3. Discounts for consumers / membership 4. Prices for products with an exclusive image (Wolok, 2019)	Semantic Differential
3.		Green Place (X3)	Green place, which is generally referred to as the process of providing and distributing goods or services to consumers in accordance with the basic principles of placing green products.	1. Strategic location/easy to find 2. The place carries a design that reflects environmentally friendly 3. Exclusive/selective distribution channels 4. Special distribution channels for loyal customers (Manongko, 2018)	Semantic Differential

4.	Green Promotion (X4)	Green promotion, namely activities to promote a product or campaign for a program carried out by the company by raising the issue of concern for the environment.	1.Environmentally friendly lifestyle advertisement 2. Publication of the natural content of the product 3. Information regarding product safety 4. Provide trials or product testers to potential customers (Wolok, 2019)	Semantic Differential
5.	Purchase Decision (Y)	Purchasing decision is a decision-making process experienced by consumers when they want to buy an item or service.	1. Introduction of Needs/Problems 2. Information Search 3. Alternative Evaluation 4. Purchase Decision 5. Post Purchase Behavior (Kotler & Keller, 2016)	Semantic Differential

Source: Developed for research (2022)

RESULT AND DATA ANALYSIS

Characteristics of Respondents

Based on the results of data acquisition from 100 respondents, it can be seen that the identity of the respondents is mostly dominated by women, 75 people or 75%. Based on the occupation, the majority of respondents work as private employees/state employees/state-owned employees as many as 40 people or 40%. Based on income/monthly allowance, the majority of respondents earn Rp. 2,000,000-Rp. 4,000,000 as many as 32 people or 32%. Based on the frequency of transactions, the majority of respondents made transactions 1-3 times in the last 6 months as many as 67 people or 67%. Based on the last purchase period, the majority of respondents chose 1-2 months ago as many as 54 people or 54%. Based on the reasons for choosing The Body Shop products, the majority of consumers chose products derived from natural, harmless ingredients as many as 42 people or 42%. Based on the purchasing process, the majority of respondents made purchases through offline stores as many as 80 people or 80%.

Instrument Test

Validity Test

The validity test was carried out using the Product Moment correlation value compared to the Corrected Item-Total Correlation (CITC) value. The number of respondents

in this study amounted to 100 people. Based on the results of the validity test table, it can be seen that all statement indicator items meet the requirements in this study and are declared valid because they have a Corrected Item-Total Correlation (CITC) value that is greater than the Rtable value of 0.1966.

Table 3. Validity Test Results

Variable	Indicator Items	CITC	R _{table}	Description
Green Product (X1)	X1.1	0,660	0,1966	Valid
	X1.2	0,638	0,1966	Valid
	X1.3	0,543	0,1966	Valid
	X1.4	0,621	0,1966	Valid
Green Price (X2)	X2.1	0,653	0,1966	Valid
	X2.2	0,636	0,1966	Valid
	X2.3	0,557	0,1966	Valid
	X2.4	0,756	0,1966	Valid
Green Place (X3)	X3.1	0,628	0,1966	Valid
	X3.2	0,678	0,1966	Valid
	X3.3	0,724	0,1966	Valid
	X3.4	0,745	0,1966	Valid
Green Promotion (X4)	X4.1	0,496	0,1966	Valid
	X4.2	0,524	0,1966	Valid
	X4.3	0,525	0,1966	Valid
	X4.4	0,518	0,1966	Valid
Purchase Decision (Y)	Y.1	0,702	0,1966	Valid
	Y.2	0,635	0,1966	Valid
	Y.3	0,667	0,1966	Valid
	Y.4	0,643	0,1966	Valid
	Y.5	0,696	0,1966	Valid

Source: Primary data processed on SPSS version 25

Reliability Test

The reliability test is carried out to determine the consistency of the measuring instruments used and can provide reliable or reliable measuring results. The reliability test is reviewed based on the Cronbach's Alpha value, if the Cronbach's Alpha value is > 0.60 , the research variable is declared reliable. Based on the calculations obtained, it can be seen that the results of the reliability test for the independent variables, namely Green Product (X1), Green Price (X2), Green Place (X3), Green Promotion (X4) and the dependent variable, namely Purchase Decision (Y) show the value of Cronbach's Alpha respectively each variable > 0.60 . Therefore, each variable can be said to be reliable so that research can proceed to the next stage.

Table 4. Reliability Test Result

Variable	Cronbach's Alpha	Description
Green Product (X1)	0,800	Reliabel
Green Price (X2)	0,822	Reliabel
Green Place (X3)	0,852	Reliabel
Green Promotion (X4)	0,727	Reliabel
Purchase Decision (Y)	0,855	Reliabel

Source: Primary data processed on SPSS version 25

Classical Assumption Test

Normality Test

Table 5. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.88924202
Most Extreme Differences	Absolute	.082
	Positive	.050
	Negative	-.082
Test Statistic		.082
Asymp. Sig. (2-tailed)		.093 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Primary data processed on SPSS version 25

The normality test aims to determine whether a population of data is normally distributed or not. In this study a normality test was used using the Kolmogrov – Sminornov test which used a significant level of 5%, if the Asymp.Sig (2-tailed) value was above the significant value of 5% it meant that the residual variables were normally distributed and vice versa. Based on the results of the normality test using the Kolmogrov – Smirnov method, it can be seen that the significance value is 0.093. The Asymp.Sig (2-tailed) value from the Kolmogrov-Sminornov normality test is above the significant value of 5% which indicates that the residual variable is normally distributed. Referring to the value of the normality test results above where it is $0.093 > 0.05$, it can be concluded that the data in this study are declared normally distributed.

Multicollinearity Test

Table 6. Multicollinearity Test Result

		Coefficients ^a				Collinearity Statistics		
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.562	2.238		.251	.802		
	Green Product (X1)	.430	.081	.392	5.334	.000	.771	1.296
	Green Price (X2)	.220	.077	.207	2.845	.005	.787	1.271
	Green Place (X3)	.281	.083	.252	3.395	.001	.756	1.322
	Green	.301	.113	.210	2.660	.009	.665	1.503

Promotion
(X4)

a. Dependent Variable: Keputusan Pembelian (Y)

Source: Primary data processed on SPSS version 25

Based on the table above, it can be seen that the tolerance value of all independent variables is > 0.10 . In addition, the VIF value of all independent variables is also < 10 . This indicates that the variables used in this study do not show any signs of multicollinearity, which means that all variables can be used.

Heteroscedasticity Test

Table 7. Heteroscedasticity Test

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.145	1.405		3.661	.000
	Green Product (X1)	-.085	.051	-.187	-1.681	.096
	Green Price (X2)	-.014	.049	-.032	-.294	.769
	Green Place (X3)	.050	.052	.107	.954	.343
	Green Promotion (X4)	-.126	.071	-.212	-1.776	.079

a. Dependent Variable: ABS_RES1

Source: Primary data processed on SPSS version 25

Based on table 4.18 above, the significance value of the green product variable (X1) is 0.096, the significance value of the green price variable (X2) is 0.769, the significance value of the green place variable (X3) is 0.343, and the value of the green promotion variable (X4) is 0.079. Referring to the decision making basis of the heteroscedasticity test with the Glejser test method, that is, if the significance value is > 0.05 , then there are no symptoms of heteroscedasticity. So it can be concluded that the data on each variable is greater than 0.05, meaning that the independent variable data in this study avoids symptoms of heteroscedasticity and is feasible to use.

Hypothesis Test

F Test (Simultaneous)

Table 8. F Test Result

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	539,396	4	134,849	36,254	,000 ^b
	Residual	353,354	95	3,720		
	Total	892,750	99			

a. Dependent Variable: Keputusan Pembelian(Y)

b. Predictors: (Constant), Green Promotion (X4), Green Product (X1), Green Price (X3), Green Place (X2)

Source: Primary data processed on SPSS version 25

F test (simultaneous) is used to determine the effect of independent variables consisting of Green Product (X1), Green Price (X2), Green Place (X3), and Green Promotion (X4) together on the dependent variable Purchase Decision (Y). The conditions for accepting the F test hypothesis are if $F_{count} > F_{table}$ with a value < 0.05 . In table 4.19, it can be seen that the F_{count} value is 36.254 with a significance value of 0.000. As for the F_{table} in this study for $n = 100$, namely $df_1 = 4$ and $df_2 = (n-k) 100 - 4 = 96$, then a F_{table} value of 2.47 can be obtained. Based on the above results it is known that $F_{count} > F_{table}$ ($36.254 > 2.47$) and a significance value of $< \alpha$ ($0.000 < 0.05$). So it can be concluded that the Green Marketing Mix consisting of Green Product (X1), Green Price (X2), Green Place (X3), and Green Promotion (X4) together have a significant effect on the Purchase Decision variable (Y).

T Test (Partial)

Table 9. T Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0,562	2,238		0,251	0,802
Green Product (X1)	0,430	0,081	0,392	5,334	0,000
Green Price (X2)	0,220	0,077	0,207	2,845	0,005
Green Place (X3)	0,281	0,083	0,252	3,395	0,001
Green Promotion (X4)	0,301	0,113	0,210	2,660	0,009

Source: Primary data processed on SPSS version 25

T test (partial) is used to determine the effect of independent variables consisting of Green Product (X1), Green Price (X2), Green Place (X3), and Green Promotion (X4) partially on the dependent variable Purchase Decision (Y). As for the conditions for accepting the hypothesis, that is, if $T_{count} > T_{table}$ with a sig. < 0.05 then there is a partial effect. This study used a sample of 100 respondents, so $df = (n - k - 1) = 100 - 4 - 1 = 95$, then a T_{table} value of 1.985 was obtained with a significance level (α) of 0.05. Based on the results of the T test calculation in table 4.20 it can be described as follows:

1. The Green Product variable (X1) has a $T_{count} > T_{table}$ ($5,334 > 1,985$) and a Sig. = 0.000 < 0.05 , which means that the Green Product variable (X1) has a significant effect on Purchase Decision (Y). **This states that the second hypothesis (H1) is accepted.**
2. The Green Price variable (X2) has a $T_{count} > T_{table}$ ($2,845 > 1,985$) and a Sig. = 0.005 < 0.05 , which means that the Green Price variable (X2) has a significant effect on Purchase Decision (Y). **This states that the third hypothesis (H1) is accepted.**
3. The Green Place variable (X3) has a $T_{count} > T_{table}$ ($3,395 > 1,985$) and a Sig. = 0.001 < 0.05 , which means that the Green Place variable (X3) has a significant effect on the Purchase Decision (Y). **This states that the fourth hypothesis (H1) is accepted.**
4. The Green Promotion variable (X4) has a $T_{count} > T_{table}$ ($2,660 > 1,985$) and a Sig. = 0.009 < 0.05 , which means that the Green Promotion variable (X3) has a significant effect on the Purchase Decision (Y). **This states that the fifth hypothesis (H1) is accepted.**

Multiple Linear Regression Analysis

Multiple linear regression analysis aims to determine how much influence the independent variables have, namely Green Product (X1), Green Price (X2), Green Place (X3), Green Promotion (X4) and the dependent variable, namely Purchase Decision (Y). The following are the results of the regression calculation:

$$Y = 0,562 + 0,430X_1 + 0,220X_2 + 0,281X_3 + 0,301X_4$$

The multiple linear regression equation can be described as follows:

- a. The constant value is 0.562 units. This means that a constant with a positive value indicates that if there are no independent variable components Green Product (X1), Green Price (X2), Green Place (X3), Green Promotion (X4), then the Purchase Decision (Y) still produces a value of 0.562 units.
- b. The regression coefficient value of the Green Product variable (X1) has a positive value of 0.430 units which states that every 1 level increase in the value of the Green Product variable (X1) will increase the Purchase Decision variable (Y) by 0.430 units.
- c. The regression coefficient value of the Green Price variable (X2) has a positive value of 0.220 units which states that every 1 level increase in the value of the Green Price variable (X2) will increase the Purchase Decision variable (Y) by 0.220 units.
- d. The regression coefficient value of the Green Place variable (X3) has a positive value of 0.281 units which states that every 1 level increase in the value of the Green Place variable (X3) will increase the Purchase Decision variable (Y) by 0.281 units.

e. The regression coefficient value of the Green Promotion variable (X4) has a positive value of 0.301 units which states that every 1 level increase in the value of the Green Promotion variable (X4) will increase the Purchase Decision variable (Y) by 0.301 units.

The conclusion that can be drawn based on the value of the multiple linear regression equation is that it can be seen that the Green Product variable (X1) is the most dominant variable influencing Purchase Decision (Y) because it has the largest regression coefficient value of 0.430.

Coefficient of Determination

Table 10. Coefficient of Determination Result

Model Summary ^d				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,777 ^a	,604	,588	1,92861

a. Predictors: (Constant), Green Promotion (X4), Green Product (X1), Green Price (X2), Green Place (X3)

Source: Primary data processed on SPSS version 25

The coefficient of determination test is used to determine how much influence the X variable has on the Y variable. The coefficient of determination used is the Adjusted R Square value. Referring to table 4.22 above which shows the results of calculating the coefficient of determination, it can be seen that the R Square value is 0.588 or 58.8%. Based on the results of the Adjusted R Square value of 58.8%, the purchasing decision factor is influenced by the variables Green Product (X1), Green Price (X2), Green Place (X3), and Green Promotion (X4), while the remaining 41.2% is influenced by other variable factors outside of this study such as service quality, brand image and so on.

DISCUSSION

Referring to the results of hypothesis testing, it shows that the Green Marketing variable simultaneously influences consumer purchasing decisions at The Body Shop in Palembang City. This can be proven from the results of the F (simultaneous) test calculations that have been carried out that $F_{count} > F_{table}$ ($36.254 > 2.47$) and a significance value of $< \alpha$ ($0.000 < 0.05$) indicating that there is a simultaneous influence on purchasing decisions. It is also known that from the results of the (partial) T-test calculations, each variable Green Product, Green Price, Green Place, and Green Promotion partially influences consumer purchasing decisions. It is proven that it has a $T_{count} > T_{table}$ and $Sig. < 0.05$.

This is in line with the results of previous research conducted by Utami (2020) which showed that green marketing has an effect on purchasing decisions. The research according to Mawardi (2020) shows that simultaneously and partially green marketing has a significant effect on purchasing decisions. In addition, research according to Setiawan & Yosepha (2020) shows that green marketing variables simultaneously and partially have a positive and significant effect on purchasing decisions. Green marketing is a factor that becomes an important indicator in influencing consumer purchasing decisions. Where it is shown from

the results of this study that the variables green product, green price, green place, and green promotion which are part of green marketing influence the buying decision process.

The buying decision step factor according to Kotler & Armstrong (2018), namely the first is related to the introduction of problems/needs carried out by consumers aiming to find out the motivations and goals to be obtained from purchasing The Body Shop products in fulfilling problem solving needs. The products created by The Body Shop made from natural and organic ingredients have become a reference for consumers to be interested in using products that are healthy and safe for the body, seeing that currently they have to be wary of some dangerous cosmetics on the market and have a negative impact on the skin.

Consumers who are interested in using The Body Shop products will carry out a process of searching for information regarding the products offered. Furthermore, consumers will build a perception based on the evaluation results carried out and compared with several existing alternatives. After evaluating The Body Shop products, consumers then make a purchasing decision on The Body Shop products because they are considered to be in accordance with their needs and desires. After consumers buy and consume The Body Shop products, consumers who are satisfied will form an attitude to make the next repeat purchase process.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the results of research that has been conducted on consumers of The Body Shop in Palembang City as well as the results of data analysis and discussion of data, a conclusion can be drawn namely that Green Marketing (green product, green price, green place, and green promotion) has a positive and significant impact simultaneously or partially on the Purchase Decision at The Body Shop in Palembang City. The Green Marketing variable (green product, green price, green place, and green promotion) which has the dominant influence on purchasing decisions at The Body Shop in Palembang City is Green Product (X1).

Recommendations

The suggestions that can be given in this research are that it is hoped that The Body Shop will be able to improve the redevelopment of green marketing strategies in order to increase consumer purchasing decisions, one of which is in terms of green products, by continuing to maintain cosmetic products and body care using natural ingredients, continuing to pay attention to quality. product quality as well as being able to present the latest variations of natural-based products in each product category in order to attract consumer interest and consumers not get bored with existing products. From a green price point of view, it is more focused on being able to achieve sales targets on target consumers who are classified as middle and upper class and highly educated and can maintain selling prices so that they are stable in line with the quality and superiority of the products offered. In terms of green place, maintaining a sales location in a large mall with strategic and easy-to-access outlets to make it easier for consumers to get products. In terms of green promotion, continue to increase promotions related to concern for the environment to promote the existence of The Body Shop products as products made from natural ingredients that are environmentally friendly. In addition, for future researchers it is hoped that the results of this study can be used as a reference to be able to develop other variables that were not previously analyzed further in

this study such as green awareness, green trust and ect that can be influenced purchase decision in green marketing context.

END NOTE

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