



THE EFFECT OF GREEN MARKETING ON CUSTOMER SATISFACTION

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ABSTRACT

The concept of environmentally friendly marketing has developed due to public awareness. This matter made many companies apply the green marketing concept in marketing their products to create customer satisfaction. Research was conducted with the aim of finding out The influence of green marketing on customer satisfaction. In the process of analysis, research A case study was conducted at Starbucks Coffee located at Bez Plaza. The location was selected because Starbucks Coffee is one of the first businesses to implement a green marketing system. The research method used is quantitative. The data collection process is carried out by distributing questionnaires to 243 visitors. In this research, it was concluded that green marketing has a significant effect on customer satisfaction.

Keywords: *green marketing; customer satisfaction; Starbucks Coffee*

INTRODUCTION

Environmental issues are currently an issue that is often highlighted because people are starting to realize the importance of protecting the environment, so companies are now starting to see environmental issues as something that must be paid attention to (Fernández et al., 2003). According to (Bank, 2019), every day, Indonesia produces around 24,500 tons of plastic waste. This condition is projected to produce around 9 million tons of plastic waste in 2025, around 3.2 million tons of which are plastic straws. The increasing amount of plastic waste is something that can threaten so that people are aware of the negative impacts of environmental disasters (Moshood et al., 2022). The Minister of the Environment said that the type of waste produced is dominated by organic waste, which reaches around 60 percent, and plastic waste, which reaches 15 percent (Kania et al., 2020). Because of this, companies are starting to implement green marketing as a way to adjust market targets and market needs (Sun et al., 2021). Consumers who have begun to realize the importance of preserving the environment have made companies adapt to market needs by paying attention to the products being marketed with environmental issues in mind (Sun et al., 2021).

According to (Rasyadi et al., 2019), the biggest contributor to plastic waste is the food and beverage industry. The beverage industry, which uses single-use packaging more often, is driving the increase in the amount of plastic waste. So, with this issue, companies are required to look for innovations that are more environmentally friendly. Companies then started marketing products with more environmentally friendly packaging and raised environmental issues as a means of marketing the products they offered to the public (Merwanta et al., 2019). One of the

company's efforts to deal with environmental issues is by creating a new marketing technique, which is often known as *green marketing*.

Green Marketing is a process of accountability for identifying consumers who are aware of environmental preservation and strive to minimize the impact of environmental damage from the products they use, and consider using environmentally friendly products to meet consumer satisfaction needs (Rahman et al., 2022). Consumers' interest in environmental awareness creates opportunities for business actors to implement *green marketing*. Application *green marketing* It is hoped that this can become a competitive advantage in business and is expected to have a better impact on the environment.

Implementation *green marketing* Various large companies have started to reduce the amount of waste to protect the environment. One company that has implemented it is Starbucks Coffee since 2004, in the book *Starbucks Experience* written by (Romdhoni et al., 2020). Starbucks Coffee is a company that focuses on selling American-owned coffee beverage products using environmentally friendly business strategies. Starbucks Coffee has taken various actions to protect the environment, such as education about the use of tumblers, saving water and electricity, using environmentally friendly paper cups and straws made of paper and reducing the use of disposable cutlery.

However, implementation *green marketing* apparently it has yet to be able to provide satisfaction to consumers. Consumer dissatisfaction can be seen through various Starbucks Coffee Indonesia social media such as *Instagram* and *TikTok*. Complaints from consumers can also be seen through several *platform* such as *Grab* and *Gojek*.

One form of complaint from consumers can be seen through *platform Instagram* as in the post dated 03 May 2023 by the *riecamspinky* account: "Why do the straws have to be paper? "If you want to drink drinks like java chips, etc., it's difficult." There are several complaints made by consumers *platform Tiktok* as in the post dated August 25 2023 by the *maeda atsuko* account "even though paper straw makes you cut down trees, it's better not to go green". There were other complaints, such as on August 25 2023 by the account *@awan* "using paper straw doesn't taste good". The research location chosen was Starbucks Bez Plaza. Starbucks is an international brand known by the wider community and is one of the pioneers in implementing this *green marketing*. This choice of location is supported by the presence of various consumers who come from various different countries so that they can provide different data and responses. Based on these reasons, the author chose the title *Influence Green Marketing to Customer Satisfaction*.

Green marketing is a concept that includes all marketing activities developed to stimulate and maintain environmentally friendly consumer behavior (Chen et al., 2020). *Green marketing* manipulating four main principles, namely by providing goods, providing environmentally friendly services to consumers, promoting and sponsoring environmentally friendly products for services offered from the advantages of environmental stewardship. (Rachmawati et al., 2020). Factors of green marketing According to (Darmastuti, 2020), Green Marketing is a marketing process that consists of several indicators such as:

1. *Green Product*
2. *Green Price*
3. *Green Promotion*
4. *Green Place*

Environmental awareness is related to public awareness of protecting the environment. Product features relate to the competition in the product. Product prices are related to the value that consumers have to pay. Promoting green products is related to communication carried out to provide information to consumers.

Customer satisfaction is an effort to realize consumer expectations for a product so that these expectations become a reality. Satisfaction is an effort to fulfill or make something adequate and in line with expectations (Maharani et al., 2022). According to (Giwa-Amu, 2022), customer satisfaction indicators include feelings that will arise when consumers buy a product, such as:

1. Quite satisfied
2. Very satisfied
3. Very Dissatisfied

HYPOTHESIS

H1: A positive and significant influence exists between the product variable (X1) and the consumer satisfaction variable (Y).

H2: A positive and significant influence exists between the price variable (X2) and the consumer satisfaction variable (Y).

H3: There is a positive and significant influence between the promotion variable (X3) and the consumer satisfaction variable (Y). H4: There is a positive and significant influence between the place variable (X4) and the consumer satisfaction variable (Y).

H5: There is a simultaneous influence between the variables place (X1), price (X2), promotion (X3), and place (X4) on consumer satisfaction (Y).

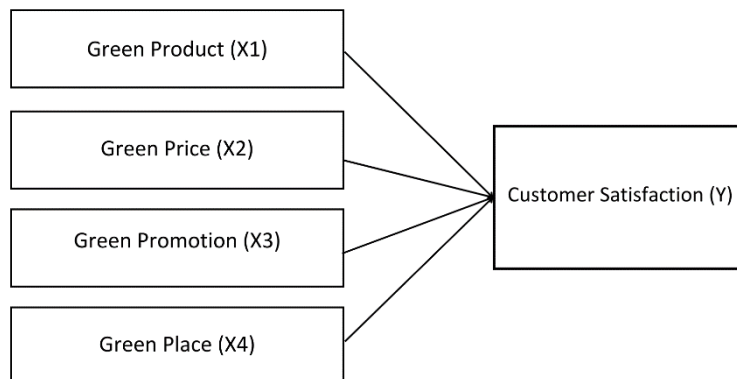


Figure 1.1 Thinking Framework

METHOD

According to (Sugiyono et al., 2019), the research method is a scientific way to obtain data with specific purposes and uses. The type of research used is quantitative research. This research is aimed at every consumer and employee who works at Starbucks Coffee Bez Plaza, Gading Serpong, with a population of 1,614. One way to calculate the number of samples where the population is known based on an error rate of 1%, 5% or 10% is with the Isaac and Michael

formula. In this study, researchers determined an error rate of 10%. The number of samples determined was 234 people.

The data collection technique in this research is the questionnaire method. A way to obtain data is by distributing questionnaires that have been prepared by researchers. The type of questionnaire distributed uses type *close-ended questions*. These two variables use a 1 – 5 Likert scale measurement. Scale 1 describes strongly disagree; scale 2 is disagree; scale 3 is quite agree; scale 4 refers to agree; A scale of 5 indicates strongly agree.

This research uses a series of tests and data analysis methods. This series of tests includes validity tests and reliability tests. Meanwhile, data analysis methods include multiple linear regression tests, t-tests, Sobel tests, and path analysis. This series of tests and data analysis methods use SPSS version 22 software.

Research variable

The variables in this research are Green Marketing and Consumer Satisfaction, which can be explained as follows:

1. A dependent variable is a variable that is influenced by other independent variables. This variable is given the symbol (Y), namely the Consumer Satisfaction variable.
2. Independent variables are variables that influence a research, consisting of variables *product, price, promotion, and place*

Instrument Test

Item Validity Test

Table of Green Product Variable Validity Test Results (X1)				
Variable	Indicator	R Count	R Table	Decision
Green Product (X1)	x1.1	0.809	0.126	Valid
	x1.2	0.896	0.126	Valid
	x1.3	0.781	0.126	Valid

R table for $df = n - 2$ ($243 - 2 = 241$) is 0.126. Based on the table above, it is known that from a total of 3 indicators, all calculated r values of the green product variable items are greater than the r table (0.126), which means that all green product variable items are valid and can be used.

Table of Green Price Variable Validity Test Results (X2)				
Variable	Indicator	R Count	R Table	Decision
Green Price (X2)	x2.1	0.877	0.126	Valid
	x2.2	0.888	0.126	Valid

Based on the table above, it is known that from a total of 2 indicators, all calculated r values of the green price variable items are greater than the r table (0.126), which means that all green price variable items are valid and can be used.

Table of Validity Test Results for the Green Promotion Variable (X3)

Variable	Indicator	R Count	R Table	Decision
Green Promotion (X3)	x3.1	0.899	0.126	Valid
	x3.2	0.883	0.126	Valid

Based on the table above, it is known that from a total of 2 indicators, all calculated r values of the green promotion variable items are greater than the r table (0.126), which means that all green promotion variable items are valid and can be used.

Table of Green Place Variable Validity Test Results (X4)

Variable	Indicator	R Count	R Table	Decision
Green Place (X4)	x4.1	0.890	0.126	Valid
	x4.2	0.863	0.126	Valid
	x4.3	0.835	0.126	Valid
	x4.4	0.877	0.126	Valid

Based on the table above, it is known that from a total of 4 indicators, all calculated r values of the green place variable items are greater than the r table (0.126), which means that all green place variable items are valid and can be used.

Table of Validity Test Results for the Customer Satisfaction Variable (Y)

Variable	Indicator	R Count	R Table	Decision
Customer Satisfaction (Y)	y1	0.653	0.126	Valid
	y2	0.748	0.126	Valid
	y3	0.757	0.126	Valid
	y4	0.744	0.126	Valid
	y5	0.768	0.126	Valid
	y6	0.696	0.126	Valid
	y7	0.706	0.126	Valid
	y8	0.850	0.126	Valid
	y9	0.807	0.126	Valid
	y10	0.795	0.126	Valid
	y11	0.810	0.126	Valid
	y12	0.679	0.126	Valid

Based on the table above, it is known that from a total of 12 indicators, all calculated r values of the customer satisfaction variable items are greater than the r table (0.126), which means that all customer satisfaction variable items are valid and can be used.

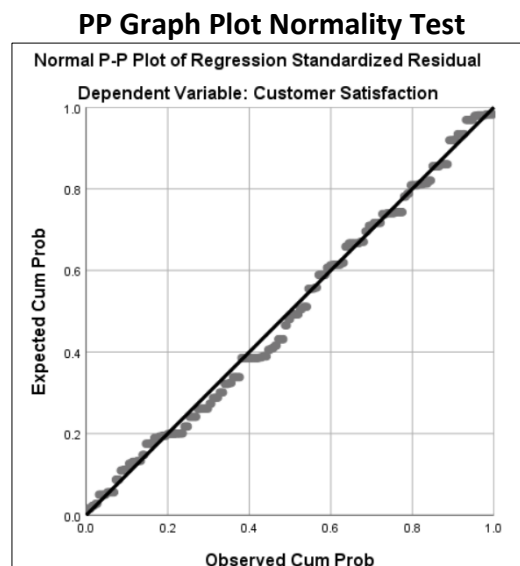
Item Reliability Test

Item Reliability Test Results Table			
Variable	Cronbach's Alpha	Criteria	Information
Green Product(X1)	0,773	0,600	Reliable
Green Price (X2)	0,716		Reliable
Green Promotion (X3)	0,739		Reliable
Green Place (X4)	0,889		Reliable
Customer Satisfaction (Y)	0,930		Reliable

Based on the table above, it is known that all variables have a Cronbach's alpha value greater than 0.600, which means that all variables are reliable or consistent for use in research.

Classic assumption test

Normality test



Kolmogorov Smirnov Normality Test Table		
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		243
Normal Parameters ^b	Mean	.0000000
	Std. Deviation	1.57281273
Most Extreme Differences	Absolute	.056
	Positive	.056
	Negative	-.040
Test Statistic		.056
Asymp. Sig. (2-tailed)		.062 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

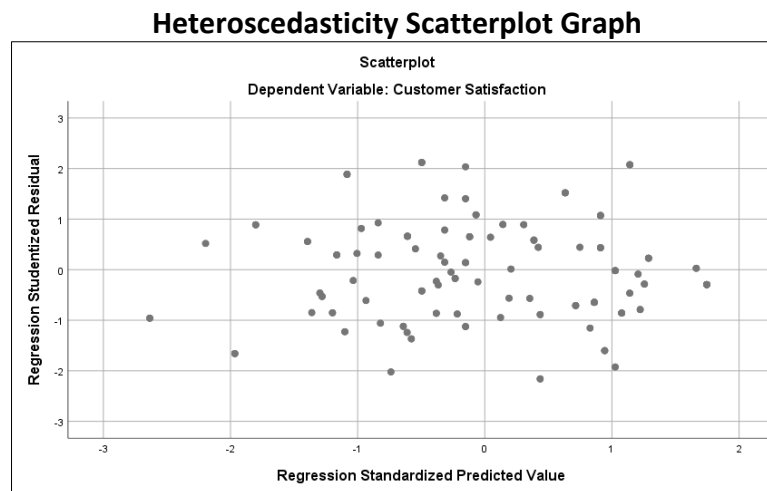
Based on the normality test results above, it is known that the points follow and approach a straight line, and in the Kolmogorov Smirnov normality test table, it is known that the significance value of the normality test results on the residual value is 0.200 (≥ 0.05) which can be interpreted as the regression model in this study is normally distributed.

Multicollinearity Test

Multicollinearity Test Table		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Green Product	.329	3.042
Green Price	.374	2.676
Green Promotion	.815	1.227
Green Place	.423	2.364
a. Dependent Variable: Customer Satisfaction		

Based on the table above, it is known that all variables in the research have a tolerance value greater than 0.1 and a VIF value less than 10, which means there is no multicollinearity problem in the research data.

Heteroscedasticity Test



Glesjer Heteroscedasticity Test Table

		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.098	.488		4.299	.000
	Green Product	-.074	.057	-.142	-1.282	.201
	Green Price	.027	.076	.037	.361	.719
	Green Promotion	.068	.051	.094	1.330	.185
	Green Place	-.043	.034	-.124	-1.268	.206

a. Dependent Variable: ABS_RES

Based on the results of the scatterplot test above, the graph shows that the points on the graph have spread out and do not form a pattern, and the results of the heteroscedasticity test using Glesjer show that the significance value for all independent variables is greater than 0.05 so it can be said that the data does not contain heteroscedasticity.

Multiple Linear Regression Analysis

Multiple Linear Regression Analysis Table

		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model						

	B	Std. Error	Beta		
1 (Constant)	2.051	.868		2.362	.019
Green Product	1.808	.102	.495	17.712	.000
Green Price	1.209	.135	.234	8.931	.000
Green Promotion	.506	.091	.099	5.572	.000
Green Place	.708	.061	.288	11.662	.000

a. Dependent Variable: Customer Satisfaction

Based on the table above, the following equation is obtained:

$$Y = a + bx_1 + bx_2 + bx_3 + bx_4$$

$$Y = 2.051 + 1.808 x_1 + 1.209 x_2 + 0.506 x_3 + 0.708 x_4$$

The explanation of the equation above is as follows:

- A constant value of 2.051 indicates that if the variable value of green product, green price, green promotion and green place is zero (0), then the customer satisfaction variable will have a value of 0.308.
- The regression coefficient value for the green product variable is 1.808 and is positive, indicating that every 1 unit increase in the value of the green product variable will increase the value of the customer satisfaction variable by 1.808.
- The regression coefficient value of the green price variable is 1.209 and is positive, indicating that every 1 unit increase in the value of the green price variable will increase the value of the customer satisfaction variable by 1.209.
- The regression coefficient value for the green promotion variable is 0.506 and is positive, indicating that every 1 unit increase in the value of the green promotion variable will increase the value of the customer satisfaction variable by 0.506.
- The regression coefficient value of the green place variable is 0.708 and is positive, indicating that every 1 unit increase in the value of the green place variable will increase the value of the customer satisfaction variable by 0.708.

Coefficient of Determination Test

Coefficient of Determination Test Table				
Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.969 ^a	.939	.938	1.58597

-
- a. Predictors: (Constant), Green Place, Green Promotion, Green Price, Green Product
-
- b. Dependent Variable: Customer Satisfaction
-

Based on the table above, the r square value is 0.939 or 93.9%, which means that the green product, green price, green promotion and green place variables are able to explain or contribute to the customer satisfaction variable of 93.9%, where the difference of 6.2% is explained. by other variables not tested in this study.

F Test (Simultaneous)

Table of F Test Results (Simultaneous)						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9179.190	4	2294.798	912.330	.000 ^b
	Residual	598.645	238	2.515		
	Total	9777.835	242			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Green Place, Green Promotion, Green Price, Green Product						

From the output, it can be seen that the calculated F is 912.33 ($p > 2.410$) with a significance/probability level of $0.000 < 0.05$, indicating that simultaneously (together) the variables green product, green price, green promotion and green place have a significant effect on customer satisfaction variable and based on this value it is also concluded that the regression model can be used to predict the customer satisfaction variable.

t Test (Partial)

Table of t-Test Results (Partial)					
Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	2.051	.868		2.362	.019
Green Product	1.808	.102	.495	17.712	.000
Green Price	1.209	.135	.234	8.931	.000
Green Promotion	.506	.091	.099	5.572	.000

Green Place	.708	.061	.288	11.66	.00
				2	0
a. Dependent Variable: Customer Satisfaction					

Based on the t-test results table above, it can be explained as follows: the t table for the two-tail test with alpha 5% and df = 238 (243 – 5) is 1.97.

RESULTS AND DISCUSSION

Hypothesis 1

The green product variable has a calculated t value that is greater than the t table (17.712 > 1.97) with a significance value of 0.000 ($p < 0.05$), which means reject H_0 and accept H_a or accept the hypothesis which states that the green product variable has a significant effect on positive influence on the customer satisfaction variable.

Hypothesis 2

The green price variable has a calculated t value that is greater than the t table (8.931 > 1.97) with a significance value of 0.000 ($p < 0.05$), which means reject H_0 and accept H_a or accept the hypothesis which states that the green price variable has a significant effect with a positive influence on the customer satisfaction variable.

Hypothesis 3

The green promotion variable has a calculated t value that is greater than the t table (5.572 > 1.97) with a significance value of 0.000 ($p < 0.05$), which means reject H_0 and accept H_a or accept the hypothesis which states that the green promotion variable has a significant effect with a positive influence on the customer satisfaction variable.

Hypothesis 4

The green place variable has a calculated t value that is greater than the t table (11.662 > 1.97) with a significance value of 0.000 ($p < 0.05$), which means reject H_0 and accept H_a or accept the hypothesis which states that the green place variable has a significant effect with a positive influence on the customer satisfaction variable.

CONCLUSION

Based on the results of the research that has been carried out, the following conclusions are obtained: Partially, the green product, green price, green promotion and green place variables have a significant positive effect on the customer satisfaction variable. Simultaneously, the variables green product, green price, green promotion and green place have a significant effect on the customer satisfaction variable. The contribution of the green product, green price, green promotion and green place variables in influencing the customer satisfaction variable is 93.8%.

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