

Green Marketing, Word Of Muth, And Brand Trust On Purchase Decision Coffee Drink

Dewi Murtiningsih

Universitas Mercu Buana

Yananto Mihadi Putra

Universitas Mercu Buana

Firman Fauzi

Universitas Mercu Buana

Alamat: Jl. Meruya Selatan No.1, Kembangan, Jakarta Barat 11650

Korespondensi penulis: dewi.murtiningsih@mercubuana.ac.id

Abstract. *This study aims to determine the: does green marketing influence purchase decision?, does word of mouth influence purchase decision?, does brand trust influence purchase decision?, does green marketing, word of mouth, brand trust influence purchase decision?. The type of research is descriptive association; the sample of this study includes 100 respondents determined by the MLE formula, and researcher use a sample of 110 with the consideration that if there was a defect in the questionnaire then the sample size would still be fulfilled; the sampling technique is simple random sampling; the data is obtained by distributing a questionnaire and then analyzing it using SPSS Version 26. Green marketing influence purchase decision, word of mouth influence purchase decision, brand trust influence purchase decision; green marketing, word of mouth, brand trust influence purchase decision. Future research is expected to add the number of samples, expand the research object, and add relevant topics; future research is expected to process data with different analysis tools.*

Keywords: *Green Marketing, Word Of Mouth, Brand Trust, Purchase Decision.*

INTRODUCTION

Green marketing is the foundation of your successful marketing strategy that drives consumer behavior (Balawera, 2019). The development of the business world in this modern era has been increasingly fast and dynamic. Consequently, the competition between producers of certain goods or services have also been intensifying. This demands the business practitioners to be able to utilize all potentials, opportunities and resources that they have optimally. Among the popular businesses in this modern era is the food and beverage business (Temaja and Yasa, 2019).

Word of mouth (WOM) is a type of communication in the form of conversations and testimonies that are conducted by people that talk about a certain product or service (Basalamah, 2010). Consumers will share their experience of using the product or service of certain companies, or even recommend the product or service to other people (Permadi *et al.*, 2014). Recommending food products through WOM will stimulate curiosity, which indirectly causes purchase intention to arise. The consumer decision process often involves several

decisions. Kotler and Keller (2008) explain that intelligent companies will try to fully understand the customer decision-making process, all their experience in learning, selecting, using, even in disposing products. Purchasing decision is a decision as the selection of an action of two or more alternative choices (Sumarwan, 2012).

Brand trust has an important role in making purchasing decisions. In this case, consumers believe that a brand that has a positive image is a guarantee of product quality. Consumers will always buy products to fulfill their needs, but which products they buy and how they make decisions will be closely related to their feelings towards the brands offered (Akbarsyah, 2012). The formation of consumer trust in a brand depends on the established brand reputation. Consumer trust in a brand (brand trust) is described as "the consumer's willingness to rely on a brand by bearing all forms of risk associated with that brand" (Lau & Lee, 1999, in Rizan, 2012).

According to Schiffman and Kanuk (in Indrasari 2019), consumer purchasing decisions involve choosing between two or more accessible options. On the other hand, a situation is not a decision if the consumer is not free to choose among the available options before making a purchase. According to (Kotler & Armstrong, 2016) purchasing decisions are part of consumer behavior which is the study of how individuals, groups and organizations choose, buy, use and how goods and services, ideas or experiences aim to satisfy needs as well. consumers' desires.

The inconsistency in this research is due to the different results found in some previous research which states that green marketing does not influence purchase decision by Mahendra and Nugraha (2020), Wulandari *et al.*, (2021). which states that word of mouth has no influence on purchasing decisions by Aryatilandi *et al.*, (2020). then Chen (2022) mention that brand trust does not have an influence on purchase decision.

LITERATURE REVIEW

Green Marketing Influence Purchase Decision

According to Lampe and Gazda in Setyaningrum *et al.*, (2015) Conceptually, green marketing is defined as a marketing response to environmental influences originating from the design, production, packaging, labeling, use and disposal of goods or services. The result of research by Karlina and Seryorini (2018) shows that green marketing has a positive and significant influence on purchase decision. Analysis of the significant influence of green marketing on purchasing decisions is in accordance with the results of research conducted by Risyamuka and Mandala (2015). Research by Wolok (2019), Setiawan and Yosepha (2020) resulted in the conclusion that green marketing will have a positive and significant impact on

purchasing decisions. Based on the explanation above, the hypothesis that can be formulated is:

H1: Green marketing influences purchase decision.

Word of Mouth Influence Purchase Decision

According Lupiyoadi (2006) word of mouth can be measured with the following indicators: talk about the positive about the product, product recommendations from others, and motivated friends to make a purchase. The result of research by Febiana, 2014 it can be concluded that the word of mouth variable has an effect on consumers' purchasing decisions. In addition, according to research conducted by Oktavianto (2014), it proves that the WOM variable has a positive influence and has a strong influence on product purchasing decisions. Based on the above description, hypothesis 1 can be formulated as follows:

H2: Word of mouth influences purchase decision

Brand Trust Influence Purchase Decision

Brand trust is defined as a customer's desire to rely on a brand despite the risks it faces because of the expectation that the brand will lead to positive results (Lau & Lee, 1999, p. 344) in (Rizan, 2012). The results of research by Rahmawati & Nilowardono (2018) state that brand trust has a significant influence on purchasing decisions. Furthermore, research conducted by Lantara and Pramudana (2024) shows that brand trust has a significant influence on purchasing decisions. Then research conducted by Rahmani *et al.*, (2022) stated that brand trust has a positive influence on purchasing decisions. Based on the explanation above, the hypothesis that can be formulated is:

H3: Brand Trust influences purchase decision

Green Marketing, Word of Mouth, Brand Trust Influence Purchase Decision

The result of research by Karlina and Seryorini (2018) shows that green marketing has a positive and significant influence on purchase decision. Analysis of the significant influence of green marketing on purchasing decisions is in accordance with the results of research conducted by Risyamuka and Mandala (2015). Research by Wolok (2019), Setiawan and Yosepha (2020) resulted in the conclusion that green marketing will have a positive and significant impact on purchasing decisions. The result of research by Febiana, 2014 it can be concluded that the word of mouth variable has an effect on consumers' purchasing decisions. In addition, according to research conducted by Oktavianto (2014), it proves that the WOM variable has a positive influence and has a strong influence on product purchasing decisions.

The results of research by Rahmawati & Nilowardono (2018) state that brand trust has a significant influence on purchasing decisions. Furthermore, research conducted by Lantara and Pramudana (2024) shows that brand trust has a significant influence on purchasing decisions. Then research conducted by Rahmani (2022) stated that brand trust has a positive influence on purchasing decisions. Based on the data above, the hypothesis that can be drawn is:

H4: Green marketing, word of mouth, brand trust influences purchase decision

METHOD

Research Design

This type of research is explanatory. The research is an explanatory research that tries to explanation influence green marketing on the purchase decission, influence word of mouth on the purchase decission, influence brand trust on the purchase decission, and simultan influence green marketing, word of mouth, brand trust on the purchase decission,

Population and Sample

The method used is a survey throught the distribution of questionaries to obtain data from respondents. The population is all student in management strata one in Universitas Mercu Buana Meruya Jakarta Barat. The total sample in this study is 110 respondents, which was determined using maximum likelihood estimation (MLE). Simply random sampling is used as a data gathering technique.

Data Collection Technique and Instrument

The respondent's data is collected using a questionnaire with a Likert scale of 1–5.

Data analysis Technique

The analytical technique used is the SPSS, with dependent variables: green marketing, word of mouth, brand trust and dependent variabel purchase decission.

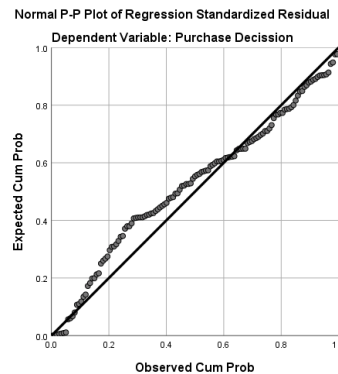
RESULTS AND DISCUSSION

The result of the study is shown in the normality, multicollinearity, and heteroscedasticity tests as follows:

Normality Test

The normality test aims to find out the normality distribution of the variable score distribution. The normality of data can be seen in several ways; one of them is by looking at the normal curve of a p-p plot. A variable is said to be normal if it has a distribution image with

data points spread around a diagonal line, and the spread of data points is in the direction of the diagonal. According to Umar (2011:181), the normality test is used to see whether a dependent, independent variable, or both are normally distributed or close to normal. According to Sugiyono and Susanto (2015:323), the implementation of the normality test can use the Kolmogorov-Smirnov test, with the applicable criteria being a result of significance > 0.05 , which means the residual is distributed normally. Here is Figure 4.1 P-Plot Normal Graphic that shows the results of SPSS 26 output:



Based on Figure 1 above, the result of SPSS Normal P-P plot output shows that the distribution of data points spreads around the diagonal line, and the spread of data points is in the direction of the diagonal. Then, it can be concluded that the data on the variable choosing college decision is normal.

Multicollinearity Test

The purpose of the multicollinearity test is to examine whether there is a correlation between independent variables in the regression model. A good regression model should not have any correlation between its independent variables if the variables are independent. If the independent variables correlate with each other, then these variables are not orthogonal. An orthogonal variable is an independent variable whose correlation value is zero. Tolerance measures the variability of the independent variable selected if it is described by other independent variables, so a low tolerance value is equal to a high VIF value (because $VIF = 1$ or tolerance). The cut-off value commonly used to indicate the presence of multicollinearity is tolerance value < 0.10 or equal to VIF value > 10 . Each researcher should determine the level of multicollinearity that is still tolerable. For example, the tolerance value of 0.10 is equal to the level of collinearity > 0.9 .

Table 2. Result of Multicollinearity Test

Coefficients ^a		Collinearity Statistics	
		Tolerance	VIF
Model 1	Green Marketing	.680	1.471
	Word of Mouth	.678	1.475
	Brand Trust	.768	1.302

a. Dependent Variable: Purchase Decission

Based on Table 2 above, it can be said that VIF values and its Tolerance have been met.

Heteroscedasticity Test

The purpose of the heteroscedasticity test is to examine whether there is an inequality of variance from the residual of one observation to another in a regression model. Heteroscedasticity occurs when variance 1 is not constant but changes with each observation. A good regression model has homoscedasticity or the absence of heteroscedasticity.

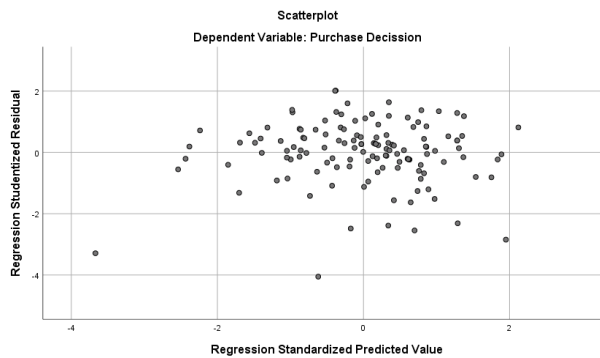


Figure 2. Scatterplot Graphic

Based on Figure 2 above, it shows the spread of data points as follows: data points spread above and below or around number 0, data points do not gather only above or below, data points should not form widening wave patterns then narrowing and back to widening. The spread of data points should not form patterns. Thus, it can then be concluded that independent variables are free from the classical assumptions of heteroscedasticity and feasible to use in research.

Double Linear Regression Analysis

Table 4. Result of Double Linear Regression Coefficient

Model		Coefficients ^a		Standardized Coefficients Beta	T	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	-1.785	4.087		-.437	.663
	Green Marketing	.340	.143	.172	2.380	.019
	Word of Mouth	.760	.141	.390	5.402	.000
	Brand Trust	1.059	.199	.361	5.318	.000

a. Dependent Variable: Purchase Decision

Based on Table 4.22 above, the regression equation is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

$$Y = -1.785 + 0.340 X_1 + 0.760 X_2 + 1.059 X_3 + \epsilon$$

Remarks:

X_1 = Variable *Green Marketing*

X_2 = Variable *Word of Mouth*

X_3 = Variable *Brand Trust*

Y = Variable Purchase Decision

α = Constant

$\beta_1 \beta_2 \beta_3$ = Regression Coefficient (increase or decrease value)

ϵ = Interference outside the model (*error*)

Table 4 shows that:

1. The green marketing variable on purchase decision has a sig. value of 0.010, so it can be concluded that green marketing has a significant influence on purchase decision.
2. The word of mouth variable on purchase decision has a sig. of 0.009, so it can be concluded that word of mouth has a significant influence on purchase decision.
3. The brand trust variable on purchase decision has a sig. of 0.000, so it can be concluded that brand trust has significant influence on the purchase decision.

Table 5. Result of Determination Coefficient Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.743 ^a	.551	.541	4.508	1.903

a. Predictors: (Constant), Brand Trust, Green Marketing, Word of Mouth

b. Dependent Variable: Purchase Decission

According to Table 5, it can be seen that the value of the R number is 0.743a. This number shows a sufficient relationship between purchase decision and green marketing, word of mouth, brand trust because the independent variables are more than two, so the adjusted R square used is 0.541. Therefore, the value of adjusted R square (adj R²) or determination coefficient (KD) in the calculation above is 0.459, or equal to 45,9%.

Table 6. Result of F-Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3173.542	3	1057.847	52.050	.000 ^b
	Residual	2581.084	127	20.323		
	Total	5754.626	130			

a. Dependent Variable: Purchase Decission

b. Predictors: (Constant), Brand Trust, Green Marketing, Word of Mouth

Based on Table 6, it can be seen that variable green marketing, word of mouth, and brand trust simultaneously have a significant influence on purchase decision with a significance value of 0,000.

Green Marketing On Purchase Decission

The testing of the first hypothesis shows that green marketing has influence on purchase decision. This study is consistent with research conducted Karlina and Seryorini (2018), Risyamuka dan Mandala (2015), Wolok (2019), and Setiawan dan Yosepha (2020), which shows that green marketing has a positive and significant influence on purchase decision. This result is inconsistent with research conducted by Mahendra and Nugraha (2020), Wulandari *et al.*, (2021).

Word of Mouth On Purchase Decission

Based on the test of the two hypothesis, it shows that word of mouth influences purchase decision. Febiana, 2014 it can be concluded that the word of mouth variable has an effect on consumers' purchasing decisions. In addition, according to research conducted by Oktavianto (2014), it proves that the WOM variable has a positive influence and has a strong

influence on product purchasing. This result is inconsistent with research conducted by Aryatilandi *et al.*, (2020) which states that word of mouth has no influence on purchasing decisions.

Brand Trust On Purchase Decission

Based on the test of the three hypothesis, it show that brand trust on purchase decission. This study is consistent with research conducted that Rahmawati & Nilowardono (2018) state that brand trust has a significant influence on purchasing decisions. Furthermore, research conducted by Lantara and Pramudana (2024) shows that brand trust has a significant influence on purchasing decisions. Then research conducted by Rahmani (2022) stated that brand trust has a positive influence on purchasing decisions. This result is inconsistent with research conducted by by Aryatilandi *et al.*, (2020), then Chen (2022) mention that brand trust does not have an influence on purchase decision.

Green Marketing, Word of Mouth, Brand Trust On Purchase Decission

A test on green marketing, word of mouth, and brand trust on purchase decision shows that there is a significant impact. This study is in line with studies conducted by Karlina and Seryorini (2018), Risyamuka and Mandala (2015), Research by Wolok (2019), Setiawan and Yosepha (2020) shows that green marketing has a positive and significant influence on purchase decision. Febiana (2014), Oktavianto (2014), it can be concluded that the word of mouth variable has an effect on consumers' purchasing decisions. The results of research by Rahmawati & Nilowardono (2018), Lantara and Pramudana (2024), Rahmani (2022) state that brand trust has a significant influence on purchasing decisions.

CONCLUSION

Based on the discussion result and configuration of the conceptual framework, such as the research model, the conclusions of this study can be specifically presented as follows: green marketing influence purchase decission; word of mouth influence on purchase decision, brand trust influence on purchase decission, and simultan green marketing, word of mouth, brand trust influence purchase decission.

Based on the findings from the conclusions of this study, these are some suggestions that can be used as research recommendations: this research focuses on the variables green marketing, word of mouth, brand trust and purchase decission, so other variables such as service quality, social media marketing, perceived quality, price, and customer satisfaction are needed to find out the buying interest; future research is expected to add the number of samples,

expand the research object, and add relevant topics; future research is expected to process data with different analysis tools such as SPSS, GeSCA, and SEM_AMOS.

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