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Building Consumer Satisfaction Through Green Marketing Strategy Analysis on Purchasing Decisions: A Case Study in Jabodetabek

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Abstrak

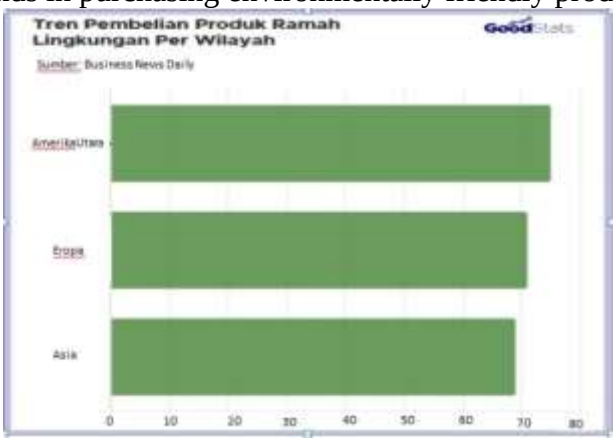
The study's overarching goal was to fill gaps in our knowledge about what motivates people to buy eco-friendly goods. People living in the Greater Jakarta (Jabodetabek) area were chosen as the respondents. The researcher used the Hair technique to establish the sample size, however there was no clear data on the number of customers of environmentally friendly items. A minimum of 190 responses were needed, hence the number of indicators was multiplied by 10. There were 194 legitimate respondents in this survey. This study employs a problem-based approach and then tests hypotheses as part of its deductive-inductive methodology. By analyzing the survey data using the SEM PLS 3.0 analytic tool, we can test our hypotheses about the relationship between the exogenous and endogenous factors. According to the data, variables X1 and X2 do not significantly impact Y (Purchase Decision), but variables X3 and Z (Consumer Satisfaction) jointly have a larger impact on Y. In contrast, variables X1 and X2 do not significantly impact Z or Green Price, which together form Z and Y, respectively.

Keywords: Green Product, Green Price, Green Promotion, Consumer Satisfaction, Purchasing Decision

INTRODUCTION

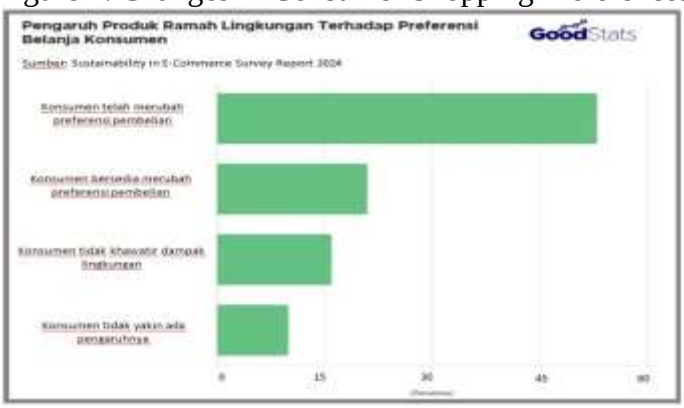
One of the things people think about when choosing and buying products now is whether or not they are good for the environment. Given that 73% of customers globally are very worried about the environmental effect of their consumption habits, it can be concluded that recycled items have become a consumer buying choice (Figure 1).(I Gusmiarti, 2024))

Figures 1. Trends in purchasing environmentally friendly products by region.



The aforementioned research is also supported by a statement from a collaborative study by The Baker Retailing Centre and First Insight, which found that the majority of Gen Z respondents were less interested in using branded products than environmentally friendly ones (as seen in Figure 2). (Ira G, 2024))

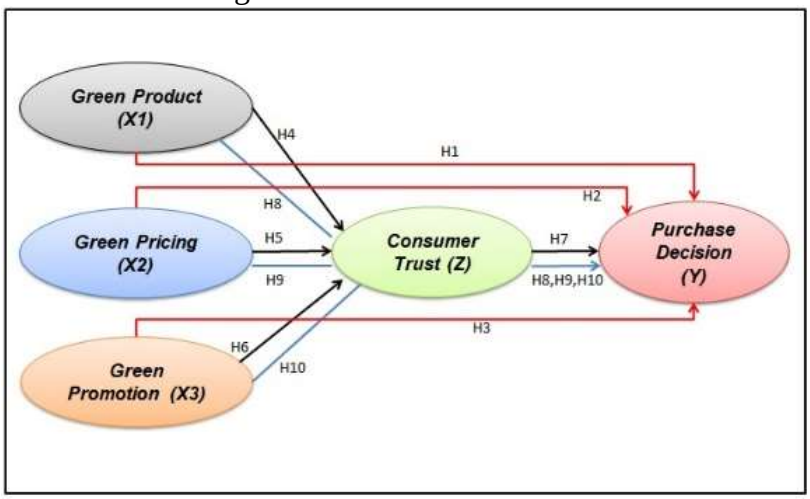
Figure 2. Changes in Consumer Shopping Preferences



Referring to the diverse research data above, the researcher is interested in researching this for Indonesian consumers, especially consumers in the Jabodetabek area, for several reasons: (1) the number of Jabodetabek consumers is relatively large compared to other areas, and (2) all consumers in Jabodetabek generally have economic conditions that are not too different. (Ester Nuky, 2024) Using the aforementioned phenomena and data, the author plans to analyze the impact of Green Marketing tactics on Jabodetabek region customers' buying choices in order to determine what aspects contribute to consumer happiness.

The following research strategy was used in this investigation.

Figure 3. Research Framework



Based on the research framework, there are several hypotheses formed, including:

H1 = There is a direct influence of variable X1 on variable Y
H2 = There is a direct influence of variable X2 on variable Y
H3 = There is a direct influence of variable X3 on variable Y
H4 = There is a direct influence of variable X1 on variable Z
H5 = There is a direct influence of variable X2 on variable Z
H6 = There is a direct influence of variable X3 on variable Z
H7 = There is a direct influence of variable Z on variable Y
H8 = There is an influence of variable X1 on variable Y with variable Z as a mediator
H9 = There is an influence of variable X2 on variable Y with variable Z as a mediator
H10 = There is an influence of variable X3 on variable Y with variable Z as a mediator

THEORETICAL REVIEW

1. Green Marketing

Essentially, Green Marketing is the 4Ps (Marketing Mix) with several additional elements as developments. According to (Bambang Niko Pasla, 2023), green marketing is the entire marketing process that prioritises safety and environmental sustainability in its activities. The following table shows how the 4Ps are divided into two major parts according to Peattie (1995): (Arif Zulkifli, 2020)

Table 1. Internal and External 'Green P'

No	Internal	Eksternal
a	Paying Customers	Products
b	Providers	Promotion
c	Politicians	Price
d	Pressure groups	Place
e	Problems	Providing Information
f	Predictions	Process
g	Partners	Policies
h		People

First, there is segmentation; second, targeting; third, positioning; fourth, product; fifth, pricing; sixth, promotion; and seventh, distribution. It is common practice to use many green

marketing methods. We were able to evaluate three green marketing strategies green product, green price, and green promotion because our study participants were eco-conscious consumers.

Green Product

Based on Oboloo, Feedough in (Ummah, 2023) and Peattie in (Arif Zulkifli, 2020)), it was concluded that green products are something that can be recycled and are environmentally friendly compared to general products offered. And the indicators used are according to Kirgz in (Paulus Pandiangan, 2024), including: (1) environmentally friendly products, (2) minimal use of natural resources, (3) product materials that can be recycled, and (4) products that are durable and have high durability..

Green Price

According to (Yulyzar & Effendi, 2020), pricing is crucial for determining a company's position. Meanwhile, according to (Pahlevi, 2019) (Winarno & Ismaya, 2010), green pricing is a price that takes environmental costs into account in the production, distribution, and consumption processes. The indicators used are those of Haryadi (cited by (Adhila Inyustisia et al., 2024)): (1) price according to quality, (2) premium price, (3) competitive price, and (4) price according to benefits.

Green Promotion

The conclusion regarding the definition of green promotion, according to Mamahit (2015) in (Lily Nur Indah Sari Nasution et al., 2023) and Kirgiz in (Andrea Putri Amalia et al., 2023), is that green promotion is a promotional activity based on a sense of concern for the environment. And the indicators of green promotion are: (1) the company can understand the needs, preferences, and characteristics of consumers in developing promotional strategies, (2) the company can prove that its products and production processes are environmentally friendly, (3) the company adapts promotional messages to the local and cultural contexts in the target market area, and (4) the company has environmentally friendly promotional media and message content that is easy to understand.

2. **Customer Satisfaction**

   According to Fandi Tjiptono (in (Putri et al., 2019) dan (Ismawati, 2019), consumer satisfaction is the emotional impact felt by consumers due to the difference between expectations and the reality obtained. And the indicators used are the theories of Zeithmal and Meyske in (Lily Nur Indah Sari Nasution et al., 2023), namely: (1) feelings of pleasure, (2) feelings of ambivalence, and (3) sense of fulfilment..

3. **Purchase Decision**

   Based on the explanation of the definition from (Karunia Mulia Putri, 2022), it can be concluded that the purchasing decision is a process of several efforts that consumers go through and carry out in making decisions to meet their needs. The indicators used are according to Kotler in (Adhila Inyustisia et al., 2024) and (Lily Nur Indah Sari Nasution et al., 2023), including: a) having confidence in green products, b) being accustomed to buying green products, c) deciding to buy green products, and d) willing to recommend the green product to others.

RESEARCH METHODS

Research Design

Utilizing a problem-phenomenon approach and then testing prepared hypotheses, this quantitative study employs a deductive-inductive research methodology. Hypothesis testing is the process of proving hypotheses (cause and effect (influence) between exogenous and endogenous variables) using the SEM analysis tool PLS 3.0..

Type, Source, and Collection of Data

1. Data Types and Sources
   The secondary data in this research comes directly from questionnaires, while books, journals, articles, and other previously collected data serve as secondary data sources.
2. Population and Sample
   a) Population: All consumers in Greater Jakarta (Jabodetabek) who use environmentally friendly products (number unknown)
   b) Sample: Minimum 190 respondents, drawn from 10 x the number of indicators based on Hair et.al (Ulya & Diana Aqmala, 2024))
3. Data Collection Techniques
   Initial data collection using secondary data began from April to May 2025, while the online questionnaire served as primary data for two months, from June to July 2025.

Nature and Method of Analysis

These quantitative studies make use of the SEM PLS (Structural Equation Modeling - Partial Least Squares) analytic program. This structure makes sense since the survey results are analyzed using a Likert scale, which creates five value categories for the replies: Strongly Agree = 5, Agree = 4, Neutral = 3, Disagree = 2, and Strongly Disagree = 1. A closed questionnaire is one in which the researcher has already decided on all possible answers.

DATA ANALYSIS

Respondent Identification

A total of 212 people took part in the survey, with 194 giving correct responses and 18 giving incorrect ones. The following table lists the names of those people:

Table 2. Identity of Respondents

No	Kategori	Pilihan	Jumlah	Total
1	Have you ever used environmentally friendly products?	Yes	206	212
		No	6	
2	Domicile	Jabodetabek	200	212
		Others	12	
212 - 18 = 194 responden				
3	Gender	Man	83	194
		Woman	111	
4	Age	Below 20th y.o	23	194
		Among 21 – 30 y.o	85	
		Among 31 – 40 y.o	18	
		Over 41 y.o	68	
5	Education Level	Below High School	0	194
		High School and Equivalent	46	
		Diploma	18	
		Bachelor's Degree	91	
		Master's Degree	18	
		Doctorate	13	
		Other	8	

Source : Questionnaire Results

Questionnaire Test Results

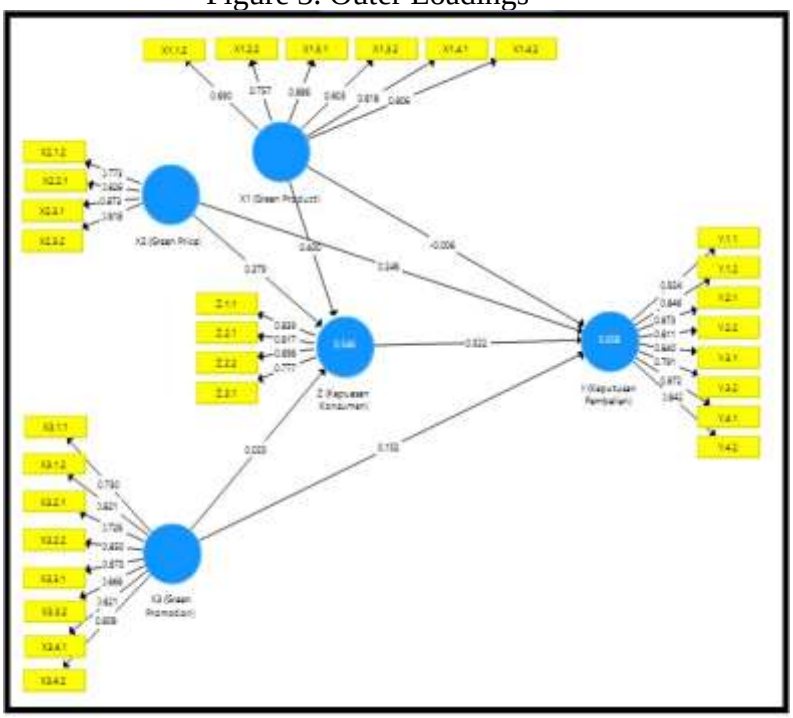
The following route algorithm was constructed once the research indicators were selected and the questionnaire test results were evaluated using the SEM-PLS analysis tool:

Table 3 Validity and Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
X1 (Green Product)	0,883	0,890	0,911	0,633
X2 (Green Price)	0,842	0,850	0,894	0,678
X3 (Green Promotion)	0,927	0,939	0,940	0,662
Y (Purchasing Decision)	0,945	0,950	0,954	0,724
Z (Consumer Satisfaction)	0,854	0,865	0,901	0,695

Source : Questionnaire Results

Figure 3. Outer Loadings



Source : Questionnaire Results

Table 4 *Path Coefficients*

	X1 (Green Product)	X2 (Green Price)	X3 (Green Promotion)	Y (Purchasing Decision)	Z (Consumer Satisfaction)
X1 (Green Product)				-0,006	0,400
X2 (Green Price)				0,246	0,379
X3 (Green Promotion)				0,152	0,025
Y (Purchasing Decision)					
Z (Consumer Satisfaction)				0,522	

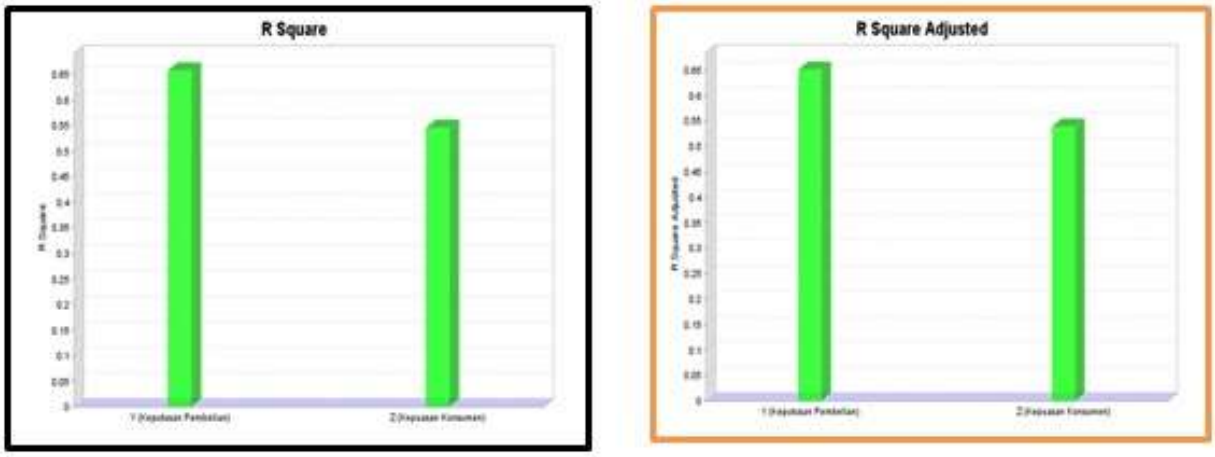
Source : Questionnaire Results

Table 5. R Square and Adjust R Square

	R Square	R Square Adjusted
Y (Purchasing Decision)	0,658	0,650
Z (Consumer Satisfaction)	0,546	0,539

Source : Questionnaire Results

Figures 4 and 5. R Square dan R Square Adjusted



In light of the data presented in the aforementioned tables and figures, the following findings were drawn from the questionnaire (using explanatory quotes from (Hidayat, 2018) and (Mustafa & Wijaya, 2012) as the basis for his assessment)

1. Table 3
   a) The AVE value obtained from the questionnaire is greater than 0.5, meaning the variable should be taken into account. It was valid because all latent variables in the study are represented by the indicators within it, thus categorising the data as valid.
   b) The Composite Reliability value is more than 0.6. From what we can tell from the data in the table, the latent variable is reliable since the calculated Composite Reliability score is more than 0.6.
   c) Reliability, measured by Cronbach's Alpha, is more than 0.6; an ideal value is 0.8. All of the values in Table 3 are more than 0.8, which means that the latent variables are completely reliable.
2. Figure 3
   A minimum value of 0.7 is required to proclaim a significant link between each latent variable and its indicator in the Convergent Significance data, also known as Outer Loadings, in the test data (Suseno, 2011)
3. Table 4
   When it comes to eco-friendly goods, the latent variables that matter most to Z (Consumer Satisfaction) are X1 (Green Product) and X2 (Green Price). At the same time, X3 (Green Promotion) and Z (Consumer Satisfaction) are the latent variables that affect Y (Purchasing Decision).
4. Table 5
   a. Other factors, such as lifestyle and understanding of environmental sustainability, account for 46.1% of the variance in consumer satisfaction (Z), whereas green products, green prices, and green promotions (Adj R2) only account for 53.9%.

b. Purchasing Decisions are influenced by 65.8% by Consumer Satisfaction (R2) and 65.0% by the combination of the green product, green pricing, and green marketing factors (Adj R2).
c. The R^2 value obtained in this study (for both Z and Y variables partially) is at the Moderate level, as it is more than 50% but less than 75%.

5. Figure 4 and 5.
   Results that are positive are shown by the green R Square and Adjusted R Square graphs.
6. Hypothesis Testing

Table 6. *Dirrect Effect*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1 (Green Product) -> Y (Purchasing Decision)	-0,006	-0,008	0,085	0,065	0,948
X1 (Green Product) -> Z (Consumer Satisfaction)	0,400	0,399	0,076	5,270	0,000
X2 (Green Price) -> Y (Purchasing Decision)	0,246	0,250	0,074	3,324	0,001
X2 (Green Price) -> Z (Consumer Satisfaction)	0,379	0,378	0,087	4,373	0,000
X3 (Green Promotion) -> Y (Purchasing Decision)	0,152	0,150	0,055	2,749	0,006
X3 (Green Promotion) -> Z (Consumer Satisfaction)	0,025	0,032	0,077	0,321	0,748
Z (Consumer Satisfaction) -> Y (Purchasing Decision)	0,522	0,522	0,071	7,332	0,000

Source : Questionnaire Results

a. Hypothesis 1: The direct effect of X1 on Y is -0.006, and the P-value is 0.948 (greater than 0.05). These results indicate that X1 has an insignificant and negative effect on Y. (H1 NOT PROVEN)
b. Hypothesis 2: The direct effect of X2 on Y is 0.246, and the P-value is 0.001 (less than 0.05). These results indicate that X2 has a significant and positive effect on Y. (H2 PROVEN)
c. Hypothesis 3: The direct effect of X3 on Y is 0.152, and the P-value is 0.006 (less than 0.05). These results indicate that X3 has a significant and positive effect on Y. (H3 PROVEN)
d. Hypothesis 4: The direct effect of X1 on Z is 0.400, and the P-value is 0.000 (less than 0.05). These results indicate that X1 has a significant and positive effect on Z. (H4 PROVEN)
e. Hypothesis 5: The direct effect of X2 on Z is 0.379, and the P-value is 0.000 (less than 0.05). These results indicate that X2 has a significant and positive effect on Z. (H5 PROVEN)
f. Hypothesis 6: The direct effect of X3 on Z is 0.025, and the P-value is 0.748 (greater than 0.05). These results indicate that the effect of X3 on Z is a direct, positive effect, but it is insignificant. (H6 NOT PROVEN)
g. Hypothesis 7: The direct influence of Z on Y is 0.522, and the P-value is 0.000 (less than 0.05). These results indicate that Z has a significant and positive effect on Y. (H7 PROVEN)

Table 7. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1 (Green Product) -> Z (Consumer Satisfaction) -> Y (Purchasing Decision)	0,209	0,208	0,048	4,313	0,000
X2 (Green Price) -> Z (Consumer Satisfaction) -> Y (Purchasing Decision)	0,198	0,195	0,047	4,202	0,000
X3 (Green Promotion) -> Z (Consumer Satisfaction) -> Y (Purchasing Decision)	0,013	0,018	0,041	0,317	0,751

Source : Questionnaire Results

a. Hypothesis 8. The indirect influence of X1 on Y through mediation Z has a value of 0.209 and a P-value of 0.000 < 0.05, so from these results, it can be concluded that the results of the test of the influence of X1 on Y with mediator Z are positive (influential) and significant. (H8 PROVEN)
b. Hypothesis 9. The indirect influence of X2 on Y through mediation Z has a value of 0.198 and a P-value of 0.000 < 0.05, so from these results, it can be concluded that the results of the test of the influence of X2 on Y with mediator Z are positive (influential) and significant. (H9 PROVEN)
c. Hypothesis 10. The indirect influence of X3 on Y through mediation Z has a value of 0.013 and a P-value of 0.751 > 0.05, so from these results, it can be concluded that the results of the test of the influence of X3 on Y with mediator Z are positive (influential) and significant. (H10 NOT PROVEN)

CONCLUSIONS AND ADVICE

A. Conclusion

This research has shown that consumer satisfaction is greatly affected by factors such as customer satisfaction with environmentally friendly products (known as green products) and the pricing strategies (known as green pricing) set by manufacturers.

B. Advice

This research is still in its early stages, and more investigation is necessary to identify additional factors that influence purchasing decisions for environmentally friendly products, beyond just green products, green prices, and green promotions. This recommendation is supported by the adjusted R-squared value for Z (composed of X1 and X2), which is only 53.9%. In comparison, the adjusted R-squared value for Y (formed by Z and X3) is just 65%. From these numbers, we can deduce that there is a great deal of unanswered question on what influences people to choose eco-friendly items.

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