

Impact of Go Green on the Decision of Purchasing Bright Gas

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Keywords: Green Advertising, Green Brand, And Green Trust and Purchasing Decisions.

Abstract: This study was conducted to understand the Impact of Go Green on the Purchase Decision of Bright Gas. The more specific purpose of this study is the effect of green advertising, green brand, and green trust on purchasing decisions Bright Gas. The study was conducted on 150 respondents with a purposive sampling technique and analyzed using SPSS Version 13. The research results obtained that 1. Green advertising influences purchasing decisions., green brand influences purchasing decisions. And green trust influences purchasing decisions.

1 INTRODUCTION

The issue of global warming (global warming) is currently rife throughout the world community, and it makes the issue of global warming as the center of global attention. Global Warming (Global Warming) is an increase in the average temperature across the earth's surface due to the emission of large amounts of greenhouse gases making solar thermal energy trapped in the atmosphere, thus making the earth hotter than before (Kuncoro Sejati, 2011). The current global warming coexists with the increasing number of industries created by humans themselves, where the industrial technology they use usually emits exhaust gases and causes damage to the surrounding environment, such as rising earth temperatures, which will trigger various chain events that can be dangerous human survival. Indonesia is currently included in the "top ten manufacturers of the world," according to the UNIDO (United Nations Industrial Development Organization) report. Many large companies around the world are building companies and trading in Indonesian territory. "But with the issues regarding global warming, it affects changes in consumer behavior to be more selective in making purchases of a product, consumers are starting to realize their rights to get products that are feasible, safe, and products that are environmentally friendly or commonly referred to as with Green Consumerism" (Shaputra, 2013 in Nia and Asti, 2016). The issue of global warming makes the Indonesian government also participate in regulating and protecting the natural environment in

Indonesia by passing a law, which regulates companies to pay attention and preserve the environment in creativity such as Law of the Republic of Indonesia Number 23 of 1997 "That it is deemed necessary to improve environmental management life to preserve and develop a harmonious, and balanced environmental capacity to support the implementation of sustainable development that is environmentally sound." In line with the issue of environmental sustainability and increasing public awareness about the use of environmentally friendly products, many companies have begun to implement a system green marketing in running and promoting their products. Green Marketing is an activity that integrates broad activities, including product modification, changes in production process patterns, packaging changes to changes in advertising (Jaolis, 2011 in Nia and Asti, 2016). The existence of green marketing encourages the industry to do business that is environmentally friendly, not just protecting the environment but is part of the business process to meet some of the desires of consumers. In general, companies that embrace the concept of green marketing, usually companies will always innovate to create green products (green products), where the green products include products that are not harmful to humans and the environment, are not wasteful of resources, do not produce excessive waste, and do not involves cruelty to animals (Kasali, 2005 in Nia and Asti , 2016). Green Marketing Green Marketing/itself covers green advertising / green advertising, which is an action to influence consumer behavior by

encouraging consumers to buy products that are not harmful to the environment and directing consumers' attention to the positive consequences of buying behavior (Kong et al., 2014 in Nia and Asti, 2016), from this green advertising the company has a great expectation for consumers to have a green trust /trust in an environmentally friendly product /green brand. One of the companies implementing green marketing is the Gas Company, in which the Gas Company creates an innovation, environmentally friendly gas. The product is advertised on television, radio, and newspapers with the name screens bright gas, in this ad the producer invites consumers to use bright gas, because it is able to eliminate odor-free smoke that can pollute the air, by starting to consider the product they are buying is an environmentally friendly product /green brand that ultimately consumers will later have a trust in the product products that are claimed to be environmentally friendly /green trust, and of the three variables Unilever hopes to be able to create consumer purchasing decisions in the direction of purchasing products that are not harmful to the natural environment or our social environment. The use of the concept of green marketing by the Gas Company includes several factors such as green advertising, green brand, and green trust are very interesting. This has encouraged researchers to examine the effect of Green advertising, Green brand, and Green trust on purchasing Decisions Bright Gas.

2 LITERATURE REVIEW

2.1 Foundation Theory

2.1.1 Role of Advertising

Advertising is one of the promotional media that is currently very popular with various companies. The existence of an advertisement can help companies to introduce products produced to the public very easily and attractively, and the existence of advertisements will be able to cause the desire of people to buy a product. But if we look at it, there are currently a lot of display advertisements either through television, radio, print media, or other media, which in turn makes consumers confused to determine a product they want, so an advertisement is capable of creating a perception right in the minds of consumers. According to Kotler (2009) defines the meaning of advertising as any paid form of non-personal presentation and promotion of ideas, goods, or services by clear sponsors. According to Basu

Private (2007: 223) defines advertising as a form of non-individual communication, with several costs, through various media carried out by companies, non-profit institutions, as well as individual individuals.

Large Indonesian Dictionary (KBBI). Advertising is news or messages to encourage, persuade the general public to be interested in the goods and services offered, notification to the public about goods or services sold, posted in mass media (such as newspapers and magazines) or public places. Advertising has a very important role in introducing the product produced, through advertising, consumers will feel compelled to consume a product, until it reaches the point of satisfaction. But to get consumer satisfaction, an advertisement must pay attention to AIDA, so that the advertisement offered can grab the attention of consumers.

According to Basu Private (1998: 347), the AIDA framework consists of four main and interrelated variables:

- a. Attention contains traction
- b. Interest maintains interest
- c. Desire raises the desire to try or have
- d. Action leads to action to buy

Some things that must be considered by marketers or companies in introducing their products are not only focused on making an advertisement, but companies must also pay attention to advertising objectives, types of advertising, advertising media. It needs to be done so that advertising made can be right on target.

2.1.2 Understanding Green Advertising

Kong et al. (2014) in Nia and Asti (2016) State that green advertising is an action to influence consumer behavior by encouraging consumers to buy products that are not harmful to the environment and directing consumers' attention to the positive consequences of their buying behavior. Because Green advertising is an advertisement that links with environmental issues so that consumers can differentiate from other product advertisements, companies must pay attention to the five components of Green advertising according to (Karna et al., 2001 in Ardik, Suharyono, and Wilopo) :

- a. The purpose of advertising is to promote the company's image that is environmentally friendly
- b. The message template is a strong arrangement for advertisements consisting of ad titles,

copyrights, and color illustrations included in advertisements.

- c. The message element is an attraction or theme that will produce the desired response by the advertiser.
- d. Consumer benefits are the main benefits that are communicated in advertising both in text or visual delivered in green advertising
- e. Supporting factors are the basic values or final goals that will be conveyed by green advertising.

The difference between green advertising and other simple advertisements:

- a. Green advertising is more emphasized in the life cycle of raw materials, production, and others. While simple advertising only emphasizes more on the promotion of the attributes of a product,
- b. Companies that implement green advertising always provide incentives for manufacturers to achieve environmental development, such as reducing the use of chemicals that can damage the environment. Simple adverts are still lacking in showing things like this.

2.1.3 Understanding Green brand

Green brand, according to experts: According to Keller et al., (Ardik, Suharyono, and Wilopo), the green brand is an image that gets perceptions and associations in the minds of consumers associated with product or service offering. According to Cretu et al., in (Ardik, Suharyono, and Wilopo) green brands are perceptions and associations in consumers' memories, that the brand is committed and has an interest in the environment. The concept of the green brand, according to Mourad and Ahmed (Ardik, Suharyono, and Wilopo), there are four aspects discussed. These aspects can refer to the brand image of a green product, such as:

a Green brand image

Green brand images a green brand image as perception and association in the minds of consumers related to the company's environmental commitment and concern.

b Green Satisfaction

Green Satisfaction Is a level of satisfaction in the context of meeting the consumption needs of certain green products and environmental responsibilities.

c Green trust

Green trust is a trust in green products, where consumers depend on the product or service of a brand as a result of their belief in environmental credibility, virtue, and ability.

d Green Awareness

Green Awareness Is an awareness to remember, recognize, and remember the environmental features of a brand.

2.1.4 Understanding Green trust

According to Chen (2010), in (Nia and Asti, 2016) is the will to depend on a product, service, or brand based on beliefs or expectations resulting from credibility, good deeds, and skills regarding environmental performance.

2.2 Purchasing Decisions

2.2.1 Understanding Purchasing Decisions

Purchasing Decisions are an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Peter and Olson, 2000: 162) in (Ardik, Suharyono, and Wilopo). Meanwhile, according to (Kotler and Armstrong, 2009:181) The purchase decision is to buy the most preferred brand.

2.2.2 Structure of Purchasing

Decisions Consumer purchasing decisions are a collection of several purchasing decisions. Each purchase decision has a different component structure, including (Oentoro, 2012: 107) in (Ardik, Suharyono, and Wilopo) :

- 1). Decisions about the type of product. Consumers can decide to buy certain types of products, such as food products or electronic products.
- 2). Decisions about product form. This purchasing decision is in the form of product selection regarding size, quality, product design, and so on.
- 3). Decisions about brands. Each brand has its differences and advantages. Consumers will decide which brand will best suit their wants and needs.
- 4). The decision about the seller. In making a purchasing decision, the consumer will determine where or from whom he will buy the product.
- 5). Decisions about the number of products. Consumers can make decisions about how many products to buy.
- 6). The decision about the time of purchase. Consumers can make decisions about when they will buy a product.
- 7). The decision on how to pay. When deciding to buy a product, the consumer will determine

how to pay for the product purchased, whether in cash or installments.

2.3 Relations between Variables

2.3.1 Green Advertising

Praharjo et al., (2013) in his research entitled "The Effect of Green Advertising on Perceptions About Green Brands and Purchasing Decisions (Survey on Students of the Faculty of Administrative Sciences 2010/2011 Universitas Brawijaya Consumer Bottled Drinking Water Ades brand)". The sample collection uses a purposive sampling method, conducted at the Faculty of Administrative Sciences of Universitas Brawijaya in 2010/2011 students who consume Ades brand drinking water. Data analysis techniques using descriptive analysis and path analysis. The results of this study indicate that there is a significant influence of green advertising variables on perception variables about the green brand, and there is a significant influence on green advertising variables on purchasing decision variables through the perception variable about green brands.

2.3.2 Green Brand

The green brand is a perception and association in consumers' memories, that the brand is committed and has an interest in the environment (Cretu et al., In Mourad and Ahmed, 2012: 523. In previous studies, the influence of green advertising on perceptions about green brands and decision purchase of AMDK Ades (Ardik Praharjo, Suharyono, Wilopo. 2016) shows positive results, where the green brand has a positive and significant influence on the decision to purchase green products. (Keller et al. in Mourad and Ahmed, 2012:523) states that the green brand can form the brand's perception that is committed to the action to care for the environment, consumers are satisfied with the actions taken by environmentally responsible brands, in addition, consumers believe in the actions taken by these brands on its actions for the environment and consumers feel aware of choosing a brand because of positive actions towards based on theoretical studies and an empirical, then the hypothesis can be arranged as follows:

2.3.3 Green Trust

Customer trust is a long-term fundamental determinant of consumer behavior (Lee et al. 2011). Previous literature suggested that customer trust is a

determinant of consumer purchase intentions (Schlosser et al. 2006). If buyers have trust experience with sellers, they will have higher purchase intentions. Thus, consumer confidence is an antecedent of consumer purchase intentions (van der Heijden et al. 2003). Abid and Latif (2015) found that green trust had a positive and significant effect on the buying behavior of green products. Putra and Suryani (2015) found that green trust had a positive and significant effect on green purchase behavior on organic products in Denpasar. Yan (2013) research results found that there is a positive relationship between trust with green purchase behavior on products that have an environmentally friendly label. Rizwan et al. (2014) found that green perceived trust has a positive and significant relationship to the purchase intention of green products. Pratama (2014) found that green trust had a positive and significant effect on the purchase intention of Phillips green lamps in Surabaya. Based on the theoretical and empirical studies, the following hypotheses can be arranged with:

- f. Green advertising influences the purchase decision of Bright Gas.
- g. Green brand influences the purchase decision of Bright Gas.
- h. Green trust influences purchasing decisions Bright Gas

3 RESEARCH METHOD

The population is an area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2014). The population used in this study are consumers who use ultra-rinse molto rinse in the Bantul region. The population in this study is not known with certainty. The sample is part of the number and characteristics possessed by the population (Sugiyono, 2014). In this study, the sample used was a portion of consumers from consumers who use Bright Gas in Bantul.

The sampling technique used in this study is incidental sampling, which technique based on coincidence, i.e., anyone who accidentally met with the researcher can be used as a sample if deemed suitable as a data source. (Sugiyono, 2014).

Sampling is the process of selecting a sufficient number of elements from the population, so that research on the sample and understanding of nature or characteristics will make researchers can generalize these characteristics or characteristics to

the population element. By studying the sample, the researcher will be able to draw generalized conclusions about the sample population (Sekaran, 2006). In this case, the greater the diversity of the population, the greater the sample size needed so that more information can be taken (Sugiyono, 2008). Fraenkel and Wallen in Soehardi Sigit (1993) suggest the minimum amount of sample size is 100, where the amount is considered to be representative of the existing population.

Based on these considerations, this study uses a sample of 150 respondents scale is Likert used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. With a Likert scale, the variable to be measured is translated into an indicator variable.

Data analysis techniques used multiple linear regression analysis to find out how the influence of variables green advertising, green brand, green trust on the decision to purchase molto ultra-green products once rinse. The data obtained were processed using the SPSS program for windows.

4 RESULTS

4.1 Regression Variance Test or F Regression Test or Multiple Regression Test

Diversity test to determine the best regression line is often called the F-test. The F test is seen from the significance value F obtained from processing the regression data. A good F test is characterized by a sig F value of ≤ 0.05 . The results of the F test are shown in table 1.

Table.1. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	51 358	4	12 840	6 148	.001b
Residual	71 001	34	2,088		
Total	122 359	38			

a. Dependent Variable: Loyalty

b. Predictors: (Constant), commitment, trust, social conflict, satisfaction

F test results show that the value of sig = 0.001 or ≤ 0.05 so that it can be concluded that the regression equation used in this test is a regression that has a perfect linear regression line.

4.2 Significance of the Regression Equation

The results of the regression equation test show that company commitment, trust, conflict, and satisfaction have a significant effect on loyalty. The significance value of ≤ 0.05 indicates this result. The regression equation obtained is as follows:

$$Y = 0.814 + X 0.2021 + 0.541X_2 + 20.131X_3 + 0.142X_4$$

5 DISCUSSION

The purpose of this study is to analyze and test the influence of conflict, trustworthiness, company commitment, and satisfaction within the partnership relationship between Janu Putera and its partners. The results of the data analysis show that conflict, trust, company commitment, and satisfaction have a significant effect on loyalty. The results of this study are as follows:

6 CONCLUSIONS

Based on the analysis of the results of research and discussion the following conclusions can be drawn: The purpose of advertising Bright Gas is to promote an environmentally friendly brand, the message framework Bright Gas is to illustrate washing faster and reduce air pollution, the message element of Bright Gas is to provide advertisements with themes that tend to display the ease in reducing air pollution, remind consumers to stay concerned about the environment and always protect the environment, and is the basic value or final goal that will be conveyed by green advertising.

Citra Bright Gas is very committed to continuing caring and protecting the environment, the level of satisfaction in order to meet the consumption needs of the Green Gas brand that is environmentally responsible, consumers believe in Bright Gas as a result of confidence in its commitment will continue to protect and care for the environment, and consumers have the awareness to remember and recognize packaging from Bright Gas.

Consumer confidence in claims that describe products as environmentally friendly products, reputation is a value given to individuals, institutions, or countries. Reputation cannot be obtained in a short time because it has to be built up

for years to produce something that can be valued by the public. Reputation is also only sustainable and sustainable if consistent words and deeds, the company's management efforts to create a harmonious, harmonious, balanced environment which will build a good image in the eyes of stakeholders and the company's commitment to carry out development, development of companies that are environmentally sound in a sustainable manner.

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