

---

## The Role Of Green Marketing In Purchasing Interest In Products

**Sutrisno K.Djawa**

Universitas Muhammadiyah Luwuk

Email: [sutrisno@unismuhluwuk.ac.id](mailto:sutrisno@unismuhluwuk.ac.id)

**La Saudin**

Universitas Muhammadiyah Luwuk

Email: [saudinum10105@gmail.com](mailto:saudinum10105@gmail.com)

Corresponding author: [sutriosno@unismuhluwuk.ac.id](mailto:sutriosno@unismuhluwuk.ac.id)

**Abstract.** *The purpose of this study is to assess the impact of different components of the green marketing mix. Specifically, the impact of green product, green pricing, green location, and green advertising on Armour Coffee purchase intentions in Maros Regency. The data utilised in this study was collected from 63 customers who had previously made purchases at the Armour Coffee location in Maros and was rigorously tested for validity, reliability, and classical assumptions. Data was collected via purposive sampling, and the results were analysed using multiple linear regression aided by the Statistical Package for Social Sciences (SPSS). Three of the five hypotheses analysed have empirical evidence to support them. Empirical results reveal that eco-friendly product and eco-friendly location qualities are favourably connected with purchase intention, whereas no significant influence is detected in regard to eco-friendly pricing and eco-promotions.*

**Keywords:** *Green Marketing Mix, Purchase Intention, Armor Coffee*

### INTRODUCTION

In recent years, the coffee shop sector in Indonesia has grown rapidly. According to Posumah (2021), the coffee shop industry in Indonesia is rapidly expanding as a result of socioeconomic advances and lifestyle changes. The introduction of contemporary coffee shops drove this rise. The public's desire to experience different varieties of coffee from all throughout Indonesia contributes to the business's continued growth. Consumers who wish to try new things in their coffee shop experience have fresh information and references to different sorts of coffee throughout the globe.

Armour Coffee was created in August 2017. Armour offers three revolutionary concepts: futuristic, outstanding quality, and ecologically responsible. Futuristic entails paying attention to the future. Superior quality is Armour Coffee's second idea, which involves giving the highest quality coffee. The coffee used has passed the screening process (Putri et al., 2021).

Armour Coffee uses green marketing methods, as seen by the coffee shop's logo. Aside from that, Armour Coffee's ecological marketing include glass packaging that may be reused as plant pots or pencil cases. The package has a PP or Polypropylene designation that includes the number five, indicating that it may be reused five times. Because of its low vapour permeability, this container is suitable for hot liquids as well. This implies that, in addition to utilising ecologically friendly packaging, Armour Coffee maintains product quality (Armour

Coffee, 2022).

Armour Coffee has utilised a green marketing approach; yet, according to DataIndonesia.id, in 2022, Armour Coffee ranks last with a value of 6.1% among Indonesia's favourite local coffee shops. Armour Coffee has turned its emphasis to increasing brand positioning and recognition on a national scale via more in-depth customer mapping (Bake.co.id, 2023)..

## LITERATURE REVIEW

### 1. Green Marketing.

According to Charter (2022), green marketing is a shift in marketing philosophy and practice away from an economic emphasis and back towards daily living. The American Marketing Association (2016) defines green marketing as the process of promoting environmentally friendly goods, which includes a variety of activities such as product improvements, manufacturing techniques, current marketing approaches, and promotional strategies. Green marketing refers to the use of marketing in a more environmentally friendly and societally relevant manner.

### 2. Purchase Interest.

Moridu (2022) defines purchase intention as a consumer's proclivity to acquire certain items or consider shifting purchases of other products. Action, goal, context, and timing all impact a person's purchasing decisions. Green products, prices, locations, and promotions all have a favourable impact on purchase interest.

#### 1. The Impact of Green Products on Interest in Purchasing Armour Coffee in Maros.

Environmentally friendly items have a positive effect on purchase decisions. Posumah et al. (2023) found that consumers' purchase interest in environmentally friendly items grows with their amount of influence and confidence in the product. Environmentally friendly items, by being more appealing and of better quality, have the ability to boost client confidence and pique their interest in making a purchase. Chandra and Tunjungsari's (2016) study found that buying interest in environmentally friendly items is positively and partly impacted. The following hypothesis may be constructed and expressed as follows:

H1a: Green products have a beneficial impact on purchase intention.

#### 2. The effect of green pricing on interest in purchasing Armour Coffee in Maros.

Moridu et al. (2023) discovered that the price of green marketing had a favourable impact on people's desire to buy ecologically friendly items. This demonstrates that the higher green pricing is the result of ecologically friendly marketing strategies that pique customers' desire to buy. Based on this description and current theories, the following hypothesis is proposed:

H1b: Green Price Has a Positive Impact on Purchase Intention

### 3. The Effect of Green Place on Interest in Purchasing Armour Coffee in Maros.

According to Rahman (2022), a green place is a distribution route or an ecologically friendly place or site that is a component of the marketing mix, namely place or distribution. According to Moridu (2022), customers will purchase green items if they believe that the ambiance and location of an ecologically friendly store or outlet coincide with the company's ideals and set it apart from rivals.

H1c: Green Place has a beneficial impact on purchase intention.

## RESEARCH METHOD(S)

This research technique favours a quantitative approach. The sample respondents had previously made orders at Armour Coffee in Maros, indicating that they were registered Armour Coffee customers. This study use a questionnaire as a technique for collecting data via purposive sampling.

Data gathering yielded 63 responses for the study sample. Multiple linear regression, partial test (t test), and simultaneous test (f test) are some of the data analysis approaches used. Each dataset utilised in this study will be examined for validity, reliability, and a number of traditional assumptions like as heteroscedasticity, multicollinearity, and normality. The purpose is to make sure that the data utilised in regression analysis is trustworthy, consistent, and satisfies the criteria. The SPSS statistical tool facilitates the data analysis procedure in this study.

## FINDINGS AND DUSCUSSION

### Hypothesis Test Results

#### t Test

**Table 1 Result t Test**

Hypothesis	Relationship Between Variables	T-count	Sig.	Interpretation of Hypothesis Test Results
H1a	Green Product → Interest In Buying	5.021	0.000	Green products have a positive effect on Interest In Buying (Ho is rejected)
H1b	Green Price → Interest In Buying	1.270	0.207	Green price has no effect on Interest In Buying (Ho is accepted)
H1c	Green Place → Interest In Buying	3.777	0.000	Green place has a positive effect on Interest In Buying (Ho is rejected)

## f Test

Table 2 Result f Test

Hypothesis	Relationship Between Variables	F count	Sig.	Interpretation of Hypothesis Test Results
H2	Green Product, Green Price, Green Place, Green Promotion → Interest In Buying	60.563	0.000	Green Product, Green Price, Green Place, Green Promotion simultaneously influence Interest In Buying (Ho is rejected).

## 1. The Impact of Green Products on Interest in Purchasing Armour Coffee in Maros.

Based on the findings of the study on the impact of green products on interest in purchasing Armour Coffee in Maros, the partial hypothesis test yields a coefficient (B) of 0.325, a calculated t-value of 5.021, which exceeds the t-table value of 1.67525, and a significance value of 0.000, which is less than 0.05. Because sig 0.000 is less than 0.05, Ho is rejected, implying that green items have a positive effect on Interest in Buying.

## 2. The effect of green pricing on interest in purchasing Armour Coffee in Maros.

Based on the findings of the preceding investigation into the impact of green pricing on interest in purchasing Armour Coffee in Maros. The partial hypothesis test yielded a coefficient (B) of 0.102, a t-count value of 1.270 < t-table, precisely 1.67525, and a significance value of 0.207, all more than 0.05. Based on the sig value of 0.207 > 0.05, Ho is approved while Ha is refused. This indicates that the green price has little impact on Interest in Purchasing Armour Coffee in Maros. The results of this study are comparable with those of Yusuf and Kushendar (2021), who found that green pricing had little affect on interest in buying.

## 3. The Impact of Green Place on Interest in Purchasing Armour Coffee in Maros

Based on the findings of the preceding investigation into the impact of green spaces on interest in purchasing Armour Coffee in Maros. The partial hypothesis test yields a coefficient value (B) of 0.367, a computed t-value of 3.777 > t-table value of 1.67525, and a significance value of 0.000 < 0.05, indicating that Ho is rejected. This suggests that green spaces increase interest in purchasing. The outcomes of this study are congruent with the findings of Munamba and Nuangjamnong (2021), who discovered that green spaces had a beneficial impact on purchasing intention. Green spaces have the same impact as green goods.

## CONCLUSION AND RECOMMENDATION

The increased garbage creation in Maros may motivate businesses to become more concerned with environmental sustainability. Armour Coffee's green marketing strategy begins with the brand logo and extends to the firm's vision and objective. According to

statistics from the top brand index, Armour Coffee remains the least popular local coffee shop in Indonesia, which is both a phenomena and a problem in this study. Based on the findings, the study concludes that Green Product and Green Place have a favourable influence on Interest in Purchasing Armour Coffee in Maros. Meanwhile, Green Price and Green Promotion had little influence on Interest in Purchasing Armour Coffee in Maros. Simultaneously, green product, green pricing, green location, and green promotion (green marketing mix) impact interest in purchasing Armour Coffee in Maros.

## REFERENCES

- Almahdali, N. J., & Djawa, S. K. (2018). Pendampingan Penyusunan Laporan Keuangan Pada Kelompok Dasa Wisma. *MONSU'ANI TANO Jurnal Pengabdian Masyarakat*, 1(2).
- Atmaja, D. S., Zaroni, A. N., & Yusuf, M. (2023). Actualization Of Performance Management Models For The Development Of Human Resources Quality, Economic Potential, And Financial Governance Policy In Indonesia Ministry Of Education. *Multicultural Education*, 9(01), 1-15.
- Djawa, S. K. (2017). Pengaruh etos kerja dan disiplin kerja terhadap kinerja pegawai pada Kantor Camat Luwuk Utara Kabupaten Banggai. *Jurnal Ilmiah Manajemen Emor (Ekonomi Manajemen Orientasi Riset)*, 1(1), 20-34.
- DJAWA, S. K. (2018). Pengaruh Kepemimpinan Dan Lingkungan Kerja Terhadap Kinerja Pegawai Pada Sekretariat DPRD Kabupaten Banggai. *Jurnal Ilmiah Manajemen Emor (Ekonomi Manajemen Orientasi Riset)*, 1(2), 75-89.
- Djawa, S. K., & Rahman, W. (2023). Strategi Tiktok Marketing untuk Meningkatkan Kepercayaan Pelanggan. *Lentera: Multidisciplinary Studies*, 1(3), 184-190.
- Djawa, S. K., & Sartika, D. (2019). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Travel Fly Wings Luwuk. *Jurnal Ilmiah Manajemen Emor (Ekonomi Manajemen Orientasi Riset)*, 2(1), 17-32.
- Rahman, S. A., Djawa, S. K., & Syahrul, S. (2022). PENGGUNAAN PRODUK CAIRAN FERMENTASI DAUN MANGROVE UNTUK PENGENDALIAN PENYAKIT ICE-ICE DAN PENINGKATAN PRODUKSI RUMPUT LAUT *Kappaphycus alvarezii*. *MONSU'ANI TANO Jurnal Pengabdian Masyarakat*, 5(1), 133-142.
- Rahman, W. (2019). Local Superior Products in Agricultural Sector: A case study in Banggai Regency Indonesia.
- Soukotta, A., Sampe, F., Putri, P. A. N., Cakranegara, P. A., & Yusuf, M. (2024). Financial literacy and savings behavior female entrepreneurs in Kiaracandong Market, Bandung City. *Jurnal Darma Agung*, 30(2), 652-662.
- Sutaguna, I. N. T., Sampe, F., Dima, A. F., Pakiding, D. L., & Yusuf, M. (2022). Compensation and Work Discipline's Effects on Employee Achievement at Perumda Pasar Juara. *YUME: Journal of Management*, 5(3), 408-428.
- Sutrisno, S., Herdiyanti, H., Asir, M., Yusuf, M., & Ardianto, R. (2022). Dampak Kompensasi, motivasi dan Kepuasan Kerja Terhadap Kinerja Karyawan di Perusahaan: Review Literature. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(6),

3476-3482.

- Yusuf, M., & Matiin, N. (2022). ANALYSIS OF THE EFFECT OF THE MARKETING MIX ON PURCHASING DECISIONS. *International Journal of Economics and Management Research*, 1(3), 177-182.
- Yusuf, M., Fitriyani, Z. A., Abdilah, A., Ardianto, R., & Suhendar, A. (2024). The Impact Of Using Tokopedia On Profitability And Consumer Service. *Jurnal Darma Agung*, 30(2), 559-573.
- Yusuf, M., Haryono, A., Hafid, H., Salim, N. A., & Efendi, M. (2022). Analysis Of Competence, Leadership Style, And Compensation In The Bandung City Pasar Bermartabat. *Jurnal Darma Agung*, 30(1), 524-2.
- Yusuf, M., Sutrisno, S., Putri, P. A. N., Asir, M., & Cakranegara, P. A. (2024). Prospek Penggunaan E-Commerce Terhadap Profitabilitas Dan Kemudahan Pelayanan Konsumen: Literature Review. *Jurnal Darma Agung*, 30(3), 786-801.