

THE EFFECT OF *GREEN MARKETING* AND *CORPORATE SOCIAL RESPONSIBILITY* ON THE PURCHASE DECISION OF LE-MINERALE PRODUCTS IN SMTI PADANG VOCATIONAL SCHOOL STUDENTS

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ABSTRACT

A purchase decision is an action that consumers really take in deciding or overcoming problems to buy an item after considering various alternatives that exist. There are several factors that affect consumers in purchasing decision-making behavior, including *Green Marketing* and *Corporate Social Responsibility*. The purpose of this study is to find out the extent of the influence of *Green Marketing* and *Corporate Social Responsibility* on the decision to Purchase Le-Mineral Products in SMK SMTI Padang students. The research method used is a quantitative descriptive method. The population in this study is students of SMK SMTI Padang who make purchases of Le-Mineral products. The sample in this study is 86 respondents. The data analysis technique in this study is multiple linear regression consisting of a partial test (t-test), a simultaneous test (f-test), and a determinant coefficient (R-Square). The results of the Green Marketing variable t-test, $t_{\text{calculated}} > t_{\text{table}}$ or $2.540 > 1.663$, with a significant value ($\text{sig}=0.013 < 0.05$) meaning that H1 was rejected and H0 was accepted. Meanwhile, the *Corporate Social Responsibility* variable is calculated $< t_{\text{table}}$ or $1.233 < 1.663$, with a significant value ($\text{sig}=0.221 > 0.05$) meaning that H2 is rejected and H0 is accepted. Based on the F test, it is known that the value of f is calculated $> f_{\text{table}}$ or $12.198 > 3.103$ and the significance of $f = 0.000 < 0.05$. This means that H3 is accepted and H0 is rejected. This means that (simultaneously) the variables of *Green Marketing* and *Corporate Social Responsibility* have a positive and significant effect on the purchase decision of Le-Mineral products in SMK SMTI Padang students.

Keywords : *Green Marketing*, *Corporate Social Responsibility*, and Purchase Decisions.\

1. INTRODUCTION

The impact of all company activities that may often ignore the social aspect has given rise to the term called *green consumerism*, which is the sustainability of consumerism where consumers begin to be aware of their rights to get decent, safe, and environmentally friendly products, then there is a "Sustainable" phase which in this phase includes product modifications, packaging and advertising innovations (Peattie 2001 *et all.*, Citra (2018). The desired product is not one that is truly "green", but rather reduces the level of damage caused. Consumers are often faced with several choices in using a product. This causes consumers to consider carefully before making a decision to buy. Kotler and Keller (2016:198) *et all* Widodo., (2020:25) define a purchasing decision as identifying all possible options to solve the problem and assessing the options systematically and objectively as well as goals that determine the advantages and disadvantages of each. So it can be understood that a purchase decision is an action that consumers really take in deciding or overcoming problems to buy an item after

considering the various alternatives that exist. According to Kotler & Keller *et al* Masluhah., (2023:1190) there are four factors that affect consumers in purchasing decision-making behavior, namely: cultural factors, social factors, personal factors and psychological factors. Kotler and Armstrong *et al.*, Sarah (2020) stated that *Green Marketing* and *Corporate Social Responsibility* are also one of the factors that affect purchasing decisions.

2. LITERATURE REVIEW

Purchase decisions are an important component of consumer behavior to decide whether to buy an item or product they want. According to Kotler and Keller (2016:198 *et al* Widodo., (2020:25) defines a purchase decision as identifying all possible options to solve the problem and assessing the options systematically and objectively as well as goals that determine the advantages and disadvantages of each. Meanwhile, according to Schiffman quoted by Pramesti *et al.*, (2023:85), a decision is defined as the choice of action from two or more alternative options. In this view, humans make decisions carefully and calmly, integrating various information about a product they already know, calculating the pluses and minuses of each alternative, and arriving at a satisfactory decision. Based on the definition according to the experts above, it can be seen that a purchase decision is an action that consumers really take in deciding or overcoming problems to buy a good or service before they decide to buy and enjoy a good or service.

2.1 Green Marketing

Green Marketing is the consistency of all activities that design services and facilities to satisfy human needs and desires, without causing an impact on the natural environment, Kotler (2018:3). Meanwhile, according to Polonsky quoted from the journal Mahendra *et al.*, (2023:85) *green marketing* is a broader marketing concept than just marketing *green products*, but requires a re-orientation of environmental responsibility in all areas, activities, and departments of an organization. According to Diah Utami (2020:2) stated that the term *Green Marketing* often comes out as a reaction from marketing people to care about the environment. According to Firdiansyah (2020), *green marketing* is a marketing concept that involves nature in carrying out marketing activities in a company. Not only are the products promoted using *the concept of green marketing*, but the production process does not damage the environment. According to the AMA (*American Marketing Association*) in Hawkins & Mothersbaugh (2018), *green marketing* is a step to promote products with environmentally friendly efforts, such as changing products, changing production methods, improving packaging and changing advertising methods.

2.2 Corporate Social Responsibility

Corporate Social Responsibility (CSR) is a form of concern for responsible actions related to environmental phenomena. Companies have a social responsibility in producing a product. Daft & Dorothy (2015) *et al* Siahaan., (2018), *Corporate Social Responsibility (Corporate Social Responsibility)* is the obligation of management to make choices and take actions that will play a role in the welfare and interests of the organization and society. According to Azheri *et al* Apriliani., (2021:218) *Corporate Social Responsibility* is the commitment of a company or the business world to contribute to sustainable economic development by paying attention to corporate social responsibility and emphasizing a balance between attention to economic, social, and environmental aspects. Ardani & Mahyuni (2020) stated that *Corporate Social Responsibility* is a form of corporate social responsibility based on *the concept of the triple bottom line*, namely *profit, people, and planet*. So it can be concluded that *Corporate Social Responsibility* is a form of concern for the environment through responsible actions related to environmental, ethical and social phenomena and creating benefits for the company.

3. METHOD

The research method used in this study is a quantitative descriptive method. The population in this study is students of SMK SMTI Padang who purchased Le-Minerale products with the number of samples in this study as many as 86 respondents using the slovin formula.

4. RESULT

The sample in this study is 86 people who are respondents in this study. The sample in this study is SMK SMTI Padang students who make purchases of Le-Minerale products In this study, the respondents are divided into several characteristics. From these respondents, a description of the respondents can be made as follows:

Table 1. Characteristics of Respondents

Data	Freque nc y	Percentage (%)
Gender		
Man	48	55.81
Woman	38	44.19
Age		
≤ 16	28	32.56
17-18	34	39.54
19-20	24	27.90
Class		
X	32	37.21
XI	30	34.89
XII	24	27.90
Total	86	100

From table 1 above, it can be seen that the respondents are dominated by men, namely 48 people with a percentage of 55.81%, while women are 38 people with a percentage of 44.19%. respondent age ≤ 16 years old, namely 28 people with a percentage of 32.56%, then respondents aged 17-18 years as many as 34 people with a percentage of 39.54%, while respondents aged 19-20 years as many as 24 people with a percentage of 27.90%. Then the class category that filled out the most questionnaires was class X with 32 people with a percentage of 37.21%, while for class XI there were 30 people with a percentage of 34.89%, and class XII as many as 24 people with a percentage of 27.90%.

4.1 Validity Test

Validity tests were carried out to ensure how well an instrument was used to measure the concepts that should be measured by correcting between the score of question items per question item and the total score (Ghozali 2019). A questionnaire is said to be valid if the value of r calculates > from the r table. The results of validity testing for purchase decision variable question items or items with a correlation coefficient approach for the value of n=30 r = 0.306.

Table 2. Validity test

Variable	R-count	R-table	Information
Y1	.498	0.306	Valid
Y2	.448	0.306	Valid
Y3	.850	0.306	Valid
Y4	.816	0.306	Valid
Y5	.764	0.306	Valid
Y6	.636	0.306	Valid
Y7	.684	0.306	Valid

<i>Green Marketing (X1)</i>	R-count	R-table	Information
X1.1	.691	0.306	Valid
X1.2	.408	0.306	Valid
X1.3	.674	0.306	Valid
X1.4	.720	0.306	Valid
X1.5	.705	0.306	Valid
X1.6	.713	0.306	Valid
X1.7	.497	0.306	Valid
X1.8	.720	0.306	Valid
<i>Corporate Social Responsibility (X2)</i>	R-count	R-table	Information
X2.1	.517	0.306	Valid
X2.2	.443	0.306	Valid
X2.3	.807	0.306	Valid
X2.4	.803	0.306	Valid
X2.5	.694	0.306	Valid
X2.6	.755	0.306	Valid
X2.7	.657	0.306	Valid
X2.8	.684	0.306	Valid

From table 2 above, it can be seen that all items are marked positively and r-calculated > r-table, it can be concluded that all items are valid. It is evidenced by the magnitude of the r-count value compared to the R-table, thus the statement in this study is worthy of use and acceptance.

4.2 Reliability Test

Reliability shows the understanding that an instrument can be trusted to be used as a data collection tool because the instrument is good. This test is carried out to find out whether the measuring instrument will obtain consistent and reliable measurements. By knowing the value of *Cronbach's alpha* from 2 different variables. The independent variables (*Green Marketing, Corporate Social Responsibility*), and the dependent variable (Purchase decision), with a reliability value of 0.6 are classified as poor.

Table 3: Reliability Test

Variable	Cronbach's Alpha	Information
Purchase Decision	0.865	Reliable
<i>Green Marketing</i>	0.875	Reliable
<i>Corporate Social Responsibility</i>	0.891	Reliable

Based on table 3 above, it can be concluded that the alpha coefficient in the purchase decision variable (Y) was 0.865 (>0.60), *Green Marketing (X1)* was 0.875 (>0.60), *Corporate Social Responsibility (X2)* was 0.891 (>0.60). So it can be concluded that all research instruments are reliable, because the *Cronbach alpha* value is greater than the alpha coefficient value of 0.60.

4.3 Multicollinearity Test

This type of classical assumption test is applied to multiple regression analysis consisting of two or more independent variables, where the magnitude of the influence relationship between independent variables will be measured through the magnitude of the correlation coefficient. It is said that multicollinearity occurs if the correlation coefficient between independent variables is greater than 0.60. said that there is no multicollinearity if the correlation coefficient between independent variables is less than or equal to 0.60. or using the tolerance value (α) and the inflation factor variance value (VIF). Independent variables experience multicollinearity if α calculate < α and VIF calculate > VIF and variables

independent does not experience multicollinearity if α counts $> \alpha$ and VIF counts $< VIF$. And the magnitude of the inflator factor (VIF) and Tolerance.

Table 4: Multilinearita test

Type	Collinearity Statistics	
	Tolerance	VIF
1. (Constant)		
<i>Green Marketing</i>	.507	1,972
<i>Corporate Social Responsibility</i>	.507	1,972

a. Dependent Variable: Purchase Decision

Table 4 Results of Tolerance Value Calculation In the results of data analysis, the value of VIF *Green Marketing* is 1.972 (< 10) with a tolerance value of 0.507 (> 0.10), *Corporate Social Responsibility* is 1.972 (< 10) with a tolerance value of 0.507 (> 0.10) So it can be concluded that the regression model is free from multicollinearity.

4.4 Autocorrelation Test

A good regression equation is one that does not have an autocorrelation problem, if there is an autocorrelation then the equation is not good/not suitable to predict. The autocorrelation test was performed using the Durbin-Watson test (D-W), with a rate = 5%. When D-W is located between 2 to +2 then there is no autocorrelation.

Table 5: Autocorrelation Test

Type	Durbin - Watson
1	1,231

Based on the results of the Durbin-Watson test in table 5 above, the DW value of the independent variable is 1.231 which means that the DW value is between -2 to +2 so that there is no aotocorrelation in the research data.

4.5 Hypothesis testing

A. Coefficient of determination

From table 6 below, it can be seen that the R-Square of 0.227 means that the percentage of influence of *Green Marketing*, and *Corporate Social Responsibility* on purchase decisions is 22.7%, while the remaining 77.3% is influenced by other variables that are not studied in this study.

Table 6: Test of Determination Coefficient

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
dimension0 1	.477a	.227	.209	3.98073	1,231

a. Predictors: *Green Marketing*, *Corporate Social Responsibility*

b. Dependent Variable: Purchase Decision

B. Partial Test (t)

The Partial Test (t) is used to determine whether there is a meaningful (significant) relationship or influence between the independent variables (*Green Marketing*, and *Corporate Social Responsibility*) partially on the bound variable (purchase decision).

Table 7: Results of Partial Significance Test (t-test)

Type	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error			
1. (Constant)	7.580	3.965		1.912	.059
<i>Green Marketing</i>	.416	.164	.344	2.540	.013

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<i>Corporate Social Responsibility</i>	.179	.145	.167	1.233	.221
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Table 7 above shows the results of the t-test where the significant value of the *Green Marketing* variable has a value of 0.13 lower than 0.05 while for the *Corporate Social Responsibility* variable 0.221 which is greater than 0.05 so it can be concluded that *Green Marketing* has a positive and significant effect on purchase decisions but the *Corporate Social Responsibility* variable does not have a significant effect on the purchase decision.

C. Simultaneous Test (Test F)

The F test was carried out to determine the influence of independent variables on dependent variables together, namely by using F_{cal} . The analysis of the F test was carried out by comparing F_{cal} and F_{table} .

Table 8: Simultaneous Test Results (test f)

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	386.581	2	193.291	12.198	.000
	Residual	1315.233	83	15.846		a
	Total	1701.814	85			

a. Predictors: (Constant), Corp. Social Resp., Green MArketing

b. Dependent Variable: Purchase Decision

In table 8 above, it can be seen that F_{cal} is 12,198 with a significance level of 0.000, then in the calculation of $F_{cal} > F_{table}$ ($12,198 > 3,103$) and the significance level is $0.000 < 0.05$. This shows that H_0 is rejected and H_a is accepted, which means that the independent variables consisting of (*Green Marketing* and *Corporate Social Responsibility*) together have a positive and significant effect on the dependent variable (Purchase Decision).

5. DISCUSSION

The Influence of *Green Marketing* on Purchasing Decisions

Based on partial statistical analysis, *Green Marketing* obtained T calculated $2,540 > T$ table 1,663. Using a significant limit of 0.05, the *Green Marketing* significant value of 0.013 ($0.013 < 0.05$). This means that H_1 is accepted and H_0 is rejected, so it can be concluded that *Green Marketing* has a positive and significant effect on purchase decisions. The results of this research are in line with research conducted by Winata, Bernadine, and Brastoro (2022) entitled The Influence of *Green Marketing* and Brand Image on the Purchase Decision of Mcdonald's Products in North Jakarta. In the study, the results of the T test of 4.112 with a significant value of confidence of $0.000 < 0.05$ can be concluded that *Green Marketing* has a positive and significant effect on purchasing decisions, namely the higher the level of *Green Marketing*, the higher the purchase decision.

The Effect of *Corporate Social Responsibility* on Purchasing Decisions

Based on partial statistical analysis, *Corporate Social Responsibility* was obtained from T calculated $1.233 < T$ table 1.663. Using a significant limit of 0.05, the significant value of *Corporate Social Responsibility* is 0.221 ($0.221 > 0.05$). This means that H_0 is accepted and H_2 is rejected, so it can be concluded that *Corporate Social Responsibility* does not have a significant effect on the purchase decision. The results of the study are in line with the research conducted by Sarahdan Sutar (2020) entitled The Influence of *Green Marketing* and *Corporate Social Responsibility* on Brand Image and Purchase Decisions. In the study, the results of the T test were obtained of 0.923 with a significance value of $0.178 > 0.05$, so it can be concluded that *Corporate Social Responsibility* does not have a positive and significant effect on purchase decisions.

6. CONCLUSION

Based on the results of this study, several conclusions were obtained which are briefly presented as follows. Based on the F test, independent variables consisting of (*Green Marketing* and *Corporate Social Responsibility*) together have a positive and significant effect on the dependent variable (Purchase Decision). From the results of the partial test (t-test), the *Green Marketing* variable has a positive and significant effect on Purchase Decisions. Meanwhile, the variable *Corporate Social Responsibility* has no positive and significant effect on purchasing decisions. In the determination coefficient (R^2) test, a value of 22.7% was obtained influenced by independent variables (*Green Marketing* and *Corporate Social Responsibility*) and the remaining 77.3% was influenced by other variables that were not studied in this study.

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