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## TANJUNGPURA INTERNATIONAL JOURNAL ON DYNAMICS ECONOMIC, SOCIAL SCIENCES AND AGRIBUSINESS

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### THE INFLUENCE OF ECO-FRIENDLY PRACTICES, GREEN BRAND IMAGE, AND GREEN INITIATIVES TOWARD PURCHASE DECISION (STUDY CASE OF STARBUCKS AYANI MEGA MALL PONTIANAK)

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**Abstract:** *This study aims to examine the influence of Eco-friendly Practices, Green Brand Image and Green Initiatives toward Purchase Decision at Starbucks Ayani Mega Mall Pontianak. The type of research used in this research is quantitative by using a survey method where in survey research using a questionnaire that will be given to respondents according to predetermined criteria. The population of this research is consumer who has visited, received offers and made purchase decisions more than two times for Starbucks products with the sample is 100 respondents. The technique used is non-probability sampling, which is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as samples and purposive sampling method is a sampling technique with certain considerations. The data will be analyzed by using PASW Statistics 18 software application and the method used is multiple linear regression with the variables of Eco-Friendly Practices, Green Brand Image and Green Initiatives, and Purchase Decision. The results of this research indicate that Eco-Friendly Practices, Green Brand Image and Green Initiatives have a significant effect on purchase decision for Starbucks products.*

**Keywords:** *Eco-Friendly Practices, Green Brand Image, Green Initiatives, Purchase Decision, Starbucks*

## Introduction

In global warming era, companies must have responsible for the environment and apply the principle of environmental friendly practices. According to (Durmaz, 2014), from the beginning of the 1980s, there have been ecological issues such as global warming because of the greenhouse effect, pollution, and climate changes that related to industrial manufacturing and it will affect the human's activities. Due to the increase of natural damage that happen in the world, consumer have main concern regards to environmental protection and great demand for green products (Yan & Yazdanifard, 2014).

By seeing this situation Starbucks Corporation as one of the biggest coffee company from American have commitment to the environment. Companies that consistently carry out their commitment to the environment in fair trade, organic, and eco-friendly labels have been particularly successful at conveying a positive image to consumers (M. F. Chen & Lee, 2015). Consumers who have a positive image of a brand and suited to their preference more likely to make purchases (Osiyo & Samuel, 2018).

Environmental response and sustainable direction generate initiatives concerning internal and external activities of the company (Kushwaha & Sharma, 2016). A high degree of congruence between consumers and a company generated by environmental concerns tends to create a positive evaluation of a company's green initiatives, which, in turn leads to a willingness to pay premiums for those initiatives (Kyung Ho Kang, 2012).

Based on reason above, this research will analyze the influence of eco-friendly practices, green brand image, and green initiatives toward purchase decision at Starbucks in Ayani Mega Mall Pontianak. On the basis of the background of the problem, in this research the title "The Influence of Eco-friendly Practices, Green Brand Image and Green Initiatives Toward Purchase Decision (Study Case of Starbucks Ayani Mega Mall Pontianak)".

## Literature Review

In general, eco-friendly practices have increased long-term competitiveness in some industries. Eco-friendly has become an essential policy for some businesses to survival, even though the initial motivation may come from three perspectives: legislation, marketing, and values (M. F. Chen & Lee, 2015). More deeply (Miguel Afonso Sellitto, 2017), eco-friendly practices can play an important role especially in operations strategy of manufacturing companies, not only as a single compliance to regulation, but also as a competition driver. Many companies are trying to slow the negative impacts to the global environment by implementing practices that are environmentally friendly and safe (Tzschentke et al., 2004). Implementing green or sustainable practices is not just the right thing to do, but it is a necessity for companies that want to gain a competitive advantage (Robin et al., 2013).

Building a green brand image leads the consumer to consume by satisfying their desire to contribute to society and environment, which eventually affects their green brand preference (Bashir et al., 2020). A positive green brand image is the first step for a company to attract more

loyal consumers to these products through a right marketing strategy (Rakhmawati, 2019).

Environmental response and sustainable direction generate initiatives concerning internal and external activities of the company (Kushwaha & Sharma, 2016). Given that green initiatives can be a distinctive attribute of a product or service and environmental concerns of a consumer associated with a person's personal value including self-esteem, a consumer who is more concerned for environmental issues may be more likely to purchase green initiative related products or services to satisfy a personal value and self-esteem (Kyung Ho Kang, 2012).

## **Methods**

### **Type of Research**

The type of research used in this research is quantitative by using a survey method where in survey research the researcher use a questionnaire that will be given to the respondents according to predetermined criteria. Quantitative methodologies usually measure consumer behavior, knowledge, opinions, and attitudes (Cooper & Schindler, 2014). By doing this survey method we can get quantitative data in the form of numbers that can be processed or analyzed using mathematical or statistical calculation techniques (Enny Radjab, 2017).

### **Population and Sample**

According to (Enny Radjab, 2017), Population is the whole object that will or want to be studied, it can be in the form of living or inanimate objects, where the properties that exist in them can be measured or observed. In this research, the number of respondents were 100 respondents, the sample used in this research is consumer of Starbucks Ayani Mega Mall in Pontianak that have come more than two times, over than 17 years old, and domiciled in Pontianak. Researchers use a Likert scale questionnaire model, a scale designed to examine how strongly the subject agreed or disagreed with the statement on a five-point scale. The questionnaire in this study contains a statement regarding consumer purchase decision.

### **Research Variable**

Variables are the symptoms that the researcher focuses on to observe, it is an attribute of a group of people or objects that have a puse of variation between one another in the group (Enny Radjab, 2017).

#### **a. Independent Variable**

Independent variable is a variable that cause the emergence or change of the dependent variable. In this research, the independent variables are:

1. Eco-friendly Practices (X1)
2. Green Brand Image (X2)
3. Green Initiatives (X3)

#### **b. Dependent Variable**

Dependent variable is a variable that influenced or becomes the result of the independent variable. In this research, the dependent variable is the Purchase Decision (Y).

## **Findings**

This research uses Starbucks Ayani Mega Mall as the research object. Based on the results of

sample selection conducted using purposive sampling, then the number of samples taken for this research were 100 respondents. The type of data in this research uses primary data in determining the method of collecting data obtained by distributing questionnaires to the respondents according to predetermined criteria.

**Table 4.1 Respondent Description**

No.	Criteria		Amount	Percentage
1	Gender	Male	30	30%
		Female	70	70%
Total			100	100%
2	Age	17 – 23 years old	83	83%
		24 – 30 years old	12	12%
		31 – 40 years old	5	5%
		Over than 40 years old	0	0%
Total			100	100%
3	Last Education	Senior High School	69	69%
		Diploma	5	5%
		Bachelor Degree	25	25%
		Master Degree	1	1%
		Doctoral Degree	0	0%
Total			100	100%
4	< Rp 1.000.000		56	56%
	Rp 1.000.000 – Rp 2.000.000		18	18%
	Rp 2.000.000 – Rp 4.000.000		18	18%
	> Rp 4.000.000		8	8%
Total			100	100%

Source : Primary Sourcing Data (2021)

## Test Research Instrument

### 1. Validity Test

Validity test is used to measure the validity of a questionnaire and compare the calculated r value obtained from the test results with the r value table. The validity of research data can be obtained by using valid research instruments, appropriate data sources and sufficient numbers, as well as the correct data collection and analysis methods (Enny Radjab, 2017).

**Table 4.2 Validity Test**

Research Variable		r table	r count	Explanation
Eco-friendly practices	X1.1	0,195	0,563	Valid
	X1.2	0,195	0,599	
	X1.3	0,195	0,458	
	X1.4	0,195	0,653	

Green Brand Image	X2.1	0,195	0,778	Valid
	X2.2	0,195	0,621	
	X2.3	0,195	0,821	
	X2.4	0,195	0,658	
Green Initiatives	X3.1	0,195	0,816	Valid
	X3.2	0,195	0,838	
	X3.3	0,195	0,834	
	X3.4	0,195	0,317	
Purchase Decision	Y.1	0,195	0,793	Valid
	Y.2	0,195	0,759	
	Y.3	0,195	0,726	
	Y.4	0,195	0,814	

Source : Primary Sourcing Data (2021)

Based on the table 4.2, it can be seen that all variable questions for Eco-friendly Practices (0,458 – 0,653), Green Brand Image (0,621 – 0,821), Green Initiatives (0,317 – 0,838) and Purchase Decision (0,726 – 0,814) have a valid status.

## 2. Reliability Test

Reliability Test Reliability test is a tool to measure a questionnaire which is an indicator of a variable or construct. Reliability relates to the consistency of an indicator (Priyono, 2014).

**Table 4.3 Reliability Test**

Research Variable	Cronbach's Alpha	Scale	Explanation
Eco-friendly Practices (X1)	0,314	0,60	Reliable
Green Brand Image (X2)	0,688	0,60	Reliable
Green Initiatives (X3)	0,697	0,60	Reliable
Purchase Decision (Y)	0,762	0,60	Reliable

Source : Primary Sourcing Data (2021)

Based on the table 4.3, the Cronbach's Alpha value of each variable of Eco-friendly Practices (0,314), Green Brand Image (0,688), Green Initiatives (0,697) and Purchase Decision (0,762) is greater than 0,60. So it can be concluded that all variables in this research are reliable.

## Respondents' Responses to Variable

Respondents' responses to the variables can be seen in the table 4.4 below:

**Table 4.4 Respondents' Responses to Variable**

N		Mean	Std. Deviation
Eco-friendly Practices (X1)	100	4,04	1,039
Green Brand Image (X2)	100	4,23	0,749
Green Initiatives (X3)	100	3,74	0,949
Purchase Decision (Y)	100	3,99	0,913

Source : Primary Sourcing Data (2021)

Overall, it can be concluded that respondents of Starbucks Ayani Megamall Pontianak who is domiciled in Pontianak give positive responses to all variable with an average value is 3,74 – 4,24

and the standard deviation have an average is 0,913 – 1,039 which is means that the responses of respondents to all variable are quite diverse.

### Classic Assumption Test

#### 1. Normality Test

Normality test aims to test whether in the regression model the confounding or residual variables have a normal distribution. Normality can be determined by looking at the Kolmogorovsmirnov probability number.

**Table 4.5 One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,90207257
Most Extreme Differences	Absolute	,049
	Positive	,036
	Negative	-,049
Kolmogorov-Smirnov Z		,486
Asymp. Sig. (2-tailed)		,972

Source : Primary Sourcing Data (2021)

Based on the data from table 4.5, it can be explained that the value of Asymp. Sig. (2-tailed) is 0,972 greater than 0,05, so it can be concluded that the residuals of the data are normally distributed.

#### 2. Multicollinierity Test

Multicollinearity test aims to test whether the regression model found a correlation between independent variables. Calculation results can be seen from the value of Tolerance and Variance Inflation Factor (VIF).

**Table 4.6 Multicollinearity Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1,335	1,913		-,698	,487		
Total_X1	,286	,099	,232	2,897	,005	,836	1,197
Total_X2	,535	,097	,437	5,518	,000	,858	1,166
Total_X3	,243	,080	,254	3,027	,003	,765	1,308

Source : Primary Sourcing Data (2021)

Based on the data from table 4.6, it can be explained that the Tolerance value of Eco-friendly Practices (X1) is  $0,836 > 0,10$ , Green Brand Image (X2) is  $0,858 > 0,10$  and Green Initiatives (X3) is  $0,765 > 0,10$ . Meanwhile the VIF value of Eco-friendly Practices (X1) is  $1,197 < 10$ , Green Brand Image (X2) is  $1,166 < 10$  and Green Initiatives (X3) is  $1,308 < 10$ , so it can be concluded that there is no multicollinearity between independent variables.

### 3. Heteroscedasticity Test

Heteroscedasticity test aims to test whether the regression model has an inequality of variance from the residuals of one observation to another.

**Table 4.7 Heteroscedasticity Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,922	1,148		3,415	,001
Total_X1	-,048	,059	-,087	-,803	,424
Total_X2	-,103	,058	-,191	-1,779	,078
Total_X3	,006	,048	,014	,122	,903

Source : Primary Sourcing Data (2021)

Based on the data from table 4.7, it can be explained that the Significance value of Eco-friendly Practices (X1) is  $0,424 > 0,05$ , Green Brand Image (X2) is  $0,078 > 0,05$  and Green Initiatives (X3) is  $0,903 > 0,05$ . So it can be concluded that Eco-friendly Practices, Green Brand Image and Green Initiatives toward Purchase Decision variables have no heteroscedasticity.

### 4. Linearity Test

Linearity test is used to see whether the model specifications used are correct or not. Linearity is an assumption of correlation analysis, that the collection of data can be described by a straight line passing through the data array (Cooper & Schindler, 2014).

**Table 4.8 Linearity Test**

			Sum of Squares	Df	Mean Square	F	Sig.
Total_Y	Between	(Combined)	171,495	9	19,055	3,283	,002
*	Groups						
Total_X1		Linearity	130,265	1	130,265	22,445	,000
		Deviation from Linearity	41,230	8	5,154	,888	,530
	Within Groups		522,345	90	5,804		
	Total		693,840	99			

Source : Primary Sourcing Data (2021)

			Sum of Squares	Df	Mean Square	F	Sig.
Total_Y*	Between Groups	(Combined)	269,018	8	33,627	7,203	,000
Total_X2	Linearity		235,992	1	235,992	50,551	,000
	Deviation from Linearity		33,025	7	4,718	1,011	,429
	Within Groups		424,822	91	4,668		
	Total		693,840	99			

Source : Primary Sourcing Data (2021)

			Sum of Squares	Df	Mean Square	F	Sig.
Total_Y*	Between Groups	(Combined)	233,488	12	19,457	3,677	,000
Total_X3	Linearity		177,154	1	177,154	33,480	,000
	Deviation from Linearity		56,334	11	5,121	,968	,482
	Within Groups		460,352	87	5,291		
	Total		693,840	99			

Source : Primary Sourcing Data (2021)

Based on the data from table 4.8, it can be explained that the Significance Linearity of Eco-friendly Practices (X1) is  $0,000 < 0,05$ , Green Brand Image (X2) is  $0,000 < 0,05$  and Green Initiatives (X3) is  $0,000 < 0,05$ . So it can be concluded that the Eco-friendly Practices, Green Brand Image and Green Initiatives toward Purchase Decision variables have linear relationship.

## 5. Multiple Regression Analysis Test

Multiple regression analysis used to predict how the condition (rise and fall) of dependent variable (criterion) and if there are two or more independent variables as predictor factors that are manipulated (increase and decrease in value) (Sugiyono, 2012).

**Table 4.9 Multiple Regression Analysis Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,335	1,913		-,698	,487
Total_X1	,286	,099	,232	2,897	,005
Total_X2	,535	,097	,437	5,518	,000



Total_X3	,243	,080	,254	3,027	,003
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Source : Primary Sourcing Data (2021)

Based on the data from table 4.9, the multiple linear regression equation model is obtained as follows:

0,232 X1: The regression coefficient of the Eco-friendly Practices variable (X1) is 0,232 and it is positive means that the higher assessment to Eco-friendly Practices (X1) will have an impact in the increase toward Purchase Decision (Y) for Starbucks products.

0,437 X2: The regression coefficient of the Green Brand Image variable (X2) is 0,437 and it is positive means that the higher assessment to Green Brand Image (X2) will have an impact in the increase toward Purchase Decision (Y) for Starbucks products.

0,254 X3: The regression coefficient of the Green Initiatives variable (X3) is 0,254 and it is positive means that the higher assessment to Green Initiatives (X3) will have an impact in the increase toward Purchase Decision (Y) for Starbucks products.

## Hypotheses Test

### 1. Determination Coefficient Test ( $R^2$ )

Determination coefficient test ( $R^2$ ) essentially measures how far the model is in explaining the variance of the independent variable.

**Table 4.10 Determination Coefficient Test ( $R^2$ )**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,696	,484	,468	1,932

Source : Primary Sourcing Data (2021)

Based on the table 4.10, it can be concluded that the determination coefficient test ( $R^2$ ) is 0,484 or 48,4% which means that, for Eco-friendly Practices (X1), Green Brand Image (X2), Green Initiatives (X3) and Purchase Decision (Y) in explaining the effect on Purchase Decision is 48,4% and the remaining is 51,6%, it is explained by other outside factors of this research model.

### 2. F Test

F test is used to determine whether the independent variables have the same significant effect on the dependent variable.

**Table 4.11 F Test**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	335,670	3	111,890	29,990	,000
Residual	358,170	96	3,731		
Total	693,840	99			

Source : Primary Sourcing Data (2021)

Based on the table 4.11, it can be concluded that the Significance value is 0,000. This shows that the Significance value is less than the probability value of 0,05 or ( $0,000 < 0,05$ ). So it can be concluded that this research model suggests the effect of Eco-friendly Practices (X1), Green Brand Image (X2), and Green Initiatives (X3) significantly influence Purchase Decision (Y), to explain the observed phenomena from research processing data.

### 3. T Test

T test is a statistical test that establishes a significant mean difference in a variable between two groups (Sekaran, 2003).

**Table 4.12 T Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,335	1,913		-,698	,487
Total_X1	,286	,099	,232	2,897	,005
Total_X2	,535	,097	,437	5,518	,000
Total_X3	,243	,080	,254	3,027	,003

*Source : Primary Sourcing Data (2021)*

Based on the table 4.12, t count of each independent variables will be compared with t table by using confidence interval is 95% or  $\alpha$  is 0,05, so the t table value is 1,984. Then, the results of t test in the table 4.18 can be known the influence of Eco-friendly Practices (X1), Green Brand Image (X2), and Green Initiatives (X3) toward Purchase Decision (Y) as follows:

The influence of the independent variable Eco-friendly Practices (X1) toward the dependent variable Purchase Decision (Y) showed in the table 4.18 above, it shows t count is 2,897 while t table is 1,984, it can be concluded that t count  $2,897 > 1,984$  t table and the Significant value of Eco-friendly Practices (X1) is  $0,005 < 0,05$ . So that the hypothesis 1 is accepted, it means that the Eco-friendly Practices has a significant effect on Purchase Decision.

The influence of the independent variable Green Brand Image (X2) toward the dependent variable Purchase Decision (Y) showed in the table 4.18 above, it shows t count is 5,518 while t table is 1,984, it can be concluded that t count  $5,518 > 1,984$  t table and the Significant value of Green Brand Image (X2) is  $0,000 < 0,05$ . So that the hypothesis 2 is accepted, it means that the Green Brand Image has a significant effect on Purchase Decision.

The influence of the independent variable Green Initiatives (X3) toward the dependent variable Purchase Decision (Y) showed in the table 4.18 above, it shows t count is 3,027 while t table is 1,984, it can be concluded that t count  $3,027 > 1,984$  t table and the Significant value of Green Initiatives (X3) is  $0,003 < 0,05$ . So that the hypothesis 3 is accepted, which means that the Green Initiatives has a significant effect on Purchase Decision.

## Conclusion

This research aims to determine the influence of Eco-Friendly Practices, Green Brand Image, and Purchase Decision Toward Purchase Decision. This research uses multiple linear regression analysis research methods. Before testing hypotheses, classical assumption tests are performed: normality test, multicollinearity test, heteroscedasticity test, linearity test and multiple regression analysis test. The type of data used in this research is primary data that collected by researcher from first-hand sources, using methods like surveys. In determining the method of collecting data obtained by distributing questionnaires using Google form to Starbucks Ayani Mega Mall consumers. Based on the results of testing, analysis, and discussion carried out, it is concluded that:

Based on the test results of partial test (T test) carried out toward Eco-friendly Practices obtained from the comparison of the sig value and the significance level, so it can be concluded that  $H_a$  is accepted and  $H_o$  is rejected, which means that the regression coefficient on the Eco-friendly Practices partially affect the purchase decision.

Based on the test results of partial test (T test) carried out toward Green Brand Image obtained from the comparison of the sig value and the significance level, so it can be concluded that  $H_a$  is accepted and  $H_o$  is rejected, which means that the regression coefficient on the Green Brand Image partially affect the purchase decision.

Based on the test results of partial test (T test) carried out toward Green Initiatives obtained from the comparison of the sig value and the significance level, so it can be concluded that  $H_a$  is accepted and  $H_o$  is rejected, which means that the regression coefficient on the Green Initiatives partially affect the purchase decision.

Based on the test results simultaneously (F Test), it can be concluded that the variable of Eco-friendly Practices, Green Brand Image, Green Initiatives simultaneously have a significant effect on purchase decision at Starbucks Ayani Megamall Pontianak.

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