

HOW GREEN MARKETING AND PRODUCT QUALITY INFLUENCE BUYING INTEREST USING GREEN BRAND IMAGE

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ABSTRACT

IKEA is a company that implements a marketing strategy through the concept of green marketing. Now, IKEA Indonesia continues to expand by opening its newest branch, namely in West Java which is located in Kota Baru Parahyangan, this indicates that the public's interest and enthusiasm for what IKEA wants to offer with a green marketing strategy approach. This study aims to determine the effect of green marketing, product quality on buying interest through green brand image as an intervening variable. The method used quantitative with descriptive and causal research as well as SEM-PLS analysis method. The sampling technique used non-probability sampling technique with a total sample of 384 consumers IKEA Kota Baru Parahyangan. The results of descriptive analysis on green marketing, product quality, green brand image and buying interest are in good category and the results can be concluded that Green marketing has a positive effect on buying interest through green brand image as an intervening variable at IKEA Kota Baru Parahyangan. Product quality has a positive effect on buying interest through green brand image as an intervening variable at IKEA Kota Baru Parahyangan.

ABSTRAK

IKEA merupakan perusahaan yang menjalankan strategi pemasaran melalui konsep green marketing. Kini, IKEA Indonesia terus berekspansi dengan membuka cabangnya yang terbaru yaitu di Jawa Barat yang berlokasi di Kota Baru Parahyangan yang menandakan bahwa semakin tinggi pula minat dan antusiasme masyarakat terhadap apa yang IKEA hendak tawarkan dengan pendekatan strategi green marketing. Penelitian ini bertujuan untuk mengetahui pengaruh green marketing, kualitas produk terhadap minat beli melalui green brand image sebagai variabel intervening. Metode yang digunakan adalah kuantitatif dengan jenis penelitian deskriptif dan kausalitas serta metode analisis SEM-PLS. Teknik pengambilan sampel yaitu teknik nonprobability sampling dengan jumlah sampel sebanyak 384 konsumen IKEA Kota Baru Parahyangan. Hasil analisis deskriptif pada green marketing, kualitas produk, green brand image dan minat beli berada dalam kategori baik dan dapat disimpulkan bahwa Green marketing berpengaruh positif terhadap minat beli melalui green brand image sebagai variabel intervening pada IKEA Kota Baru Parahyangan. Kualitas produk berpengaruh positif terhadap minat beli melalui green brand image sebagai variabel intervening pada IKEA Kota Baru Parahyangan.

INTRODUCTION

Indonesia's industrial development has accelerated over the last decade. This can be seen in the growth of sectors such as food and beverage, heavy machinery, textile and leather clothing for goods and footwear, as well as non-industrial sectors. It should be noted, however, that this growth will undoubtedly affect the environment. The environmental impact is unavoidable, as industrial development necessitates the exploitation of natural resources as industrial raw materials, particularly in manufacturing. On the other hand, the impact is caused by the limited availability of natural resources and the limited capacity of the environment to absorb waste and emissions, such that the output of an industry can no longer be digested by nature's biological system (Mulyani, 2018). As a result, it is critical to developing an environmentally friendly industry, as specified in Presidential Regulation No. 28 of 2008 on the National Industrial Policy (Ministry of Industry of the Republic of Indonesia, 2020).

To foster the development of a sustainable environment. The Indonesian government has developed policies to address emerging environmental issues. According to law number 32 of 2009, businesses must practice social responsibility in their operations by paying attention to environmental concerns through genuine efforts that go beyond compliance (Tuju, 2016). "IKEA" is one company that has successfully implemented a marketing strategy through its concept of green marketing. IKEA is a Swedish furniture and home appliance retailer that has been operating in Indonesia since 2014. IKEA's primary program is "People & Planet Positive Energy," in which IKEA not only seeks profit but also actively participates in advancing the common good. IKEA's "Campaign for Good" initiative, which utilizes the company's blue bag project, is one of the company's interesting programs. IKEA's various programs demonstrate the company's serious commitment to reducing its reliance on plastic bags as a measure of environmental stewardship.

IKEA's various programs demonstrate the company's serious commitment to reducing its reliance on plastic bags as a measure of environmental stewardship. The program's primary objective is to improve the lives of the Indonesian people daily. Additionally, by purchasing the blue bag or Frakta, consumers have indirectly aided those in need through the company's social programs (Femina.com, 2016). Mark Magee, General Manager of IKEA Indonesia, expressed his party's pride and happiness at having received numerous awards for the program run by his team. IKEA will continue to strive to set the standard for sustainable corporate social responsibility (CSR) toward the environment and society (Fitriani, 2016).

Nowadays, it is easier for everyone to obtain information and education, which causes consumers to be more concerned about the goods they purchase in terms of their environmental impact. Thus, the company's green marketing strategy is expected to shape wiser consumer behavior and increase purchasing interest. As a result of the increased purchasing interest, the concept of green marketing can be concluded to be an effective method of influencing consumers (Gita, 2019). Of course, businesses can take a variety of measures to increase consumer purchasing interest. In addition to what has been discussed regarding the role of green marketing, there are additional efforts that can be made to pique consumer interest in purchasing, such as providing high-quality products. Product quality is a byproduct of manufacturing and will have an impact on consumers through distribution and use to meet their needs. If a product complies with predetermined standards, it is said to be of high quality (Maulana, 2019). As a retailer offering thousands of different types of furniture and household appliances, IKEA is constantly striving to create the best products possible through design, function, and affordability. Additionally, IKEA asserts that its products maintain a high level of

quality despite their composition of recycled and environmentally friendly materials. Every consumer tends to purchase high-quality products from well-known brands, owing to the perception that well-known brands offer superior quality and reliability in comparison to lesser-known brands (Dewi & Aksari, 2017). According to (Almuarief, 2016), brand image or company brand image will be the primary reference point for consumers before making a purchase; therefore, businesses must be able to create an attractive brand and describe the benefits in terms of consumer desires for consumers to have a favorable perception of the brand. image of the brand A good is one of the company's assets because it affects every consumer perception, ensuring that the public has a favorable impression of the company.

According (Chen in Simo & Lisboa, 2017) green brand image is consumer perception of a company's commitment to environmental stewardship, and consumers tend to perceive a higher quality of a company's green brand image when the company makes product claims. eco-friendly. In this regard, one of the efforts made by IKEA as a company committed to a green image in the community is the use of environmentally friendly materials. At the moment, approximately 60% of the materials used by IKEA come from renewable sources, while 10% come from recycled sources. Kungsbacka cabinet doors are made from recycled plastic bottles, Alseda and Tating seat cushions are made from banana fiber, and Odger swivel chairs are made from renewable wood and recycled plastic. Additionally, IKEA has actively reduced its reliance on plastic in its store operations, such as by discontinuing the use of straws and plastic bags and gradually transitioning away from plastic bubble wrap in favor of paper-based bubble wrap when shipping goods.

Now, IKEA Indonesia continues to expand by opening branches in several areas throughout Greater Jakarta, including the most recent one in West Java, which opened on March 28, 2021, in Kota Baru Parahyangan. This indicates that IKEA is expanding its presence in a variety of areas. If this trend continues, it indicates that public interest and enthusiasm for what IKEA wishes to offer through its business activities is also increasing. Thus, researchers wish to delve deeper into the extent to which efforts made through a strategic approach to green marketing and the previously discussed product quality advantages can contribute to increased purchasing interest at IKEA Kota Baru Parahyangan, a relatively new store. Additionally, with a strategic approach to green marketing and product quality, it is possible to shape consumer perceptions of IKEA's green company image in such a way that it affects purchasing decisions as measured by consumer purchasing interest. As a result of the numerous approaches described in the preceding section regarding green marketing.

METHODS

This study utilized quantitative methods in conjunction with descriptive and causal research designs. Consumers who intend to purchase IKEA products in Kota Baru Parahyangan were surveyed in this study, with a total of 384 respondents. The analytical technique employed is descriptive analysis in conjunction with a Structural Equation Model (SEM) with SmartPLS.

RESULTS AND DISCUSSION RESULTS

According to the results of the descriptive analysis of the green marketing variable (X1), it is classified as a good with an 80.83 percent percentage value. This demonstrates that IKEA's green marketing or green promotion efforts were successful, or in other words, that IKEA's green marketing practices were effective.

Responses In terms of product quality, According to the results of the descriptive analysis of the product quality variable (X2), it is classified as good with an 80.64 percent percentage value. This demonstrates that the quality of IKEA products is satisfactory or consistent with expectations, or in other words, that the IKEA household goods company produces high-quality products.

Research participants' on the Green Brand Image According to the results of descriptive analysis, the variable green brand image (Y) is assigned a percentage value of 82.07 percent to the good category. This indicates that respondents believe the IKEA household goods company has a favorable image as a green company, or, in other words, that the IKEA household goods company has conducted its operations effectively as a green company.

Research participants' about Inquiries Purchasing Interest, According to the descriptive analysis results, the purchasing interest variable (Z) is classified as good with a percentage value of 82.32 percent. This indicates that respondents are interested in purchasing furniture and household appliances at IKEA, or in other words, that potential customers are interested in purchasing company furniture and household equipment at IKEA.

SEM-PLS

SEM-PLS was used in this study to test the researcher's hypotheses:

Internal Consistency

To determine the reliability of internal consistency in previous studies, the Cronbach's Alpha value was used, but it is more prudent to use the composite reliability value when assessing the reliability of internal consistency in the SEM-PLS. The recommended value for composite reliability is 0,7 (Rumayah, 2018).

Table 1: Internal Consistency

	Cronbach's Alpha	Composite Reliability
<i>Green Brand Image</i>	0.963	0.968
<i>Green Marketing</i>	0.974	0.977
Product Quality	0.982	0.984
Buying Interest	0.974	0.978

Source: Primary Data (processed, 2021).

According to the data above, the Composite Reliability and Cronbach's Alpha values for all latent variables are greater than 0,7 and 0,6; respectively. As a result, the data has a high degree of reliability.

Convergent Validity

Convergent validity examines whether the latent variable satisfies the convergent validity requirement. Use's the Average Variance Extracted (AVE) value to determine convergent validity. If the AVE value of a latent variable is greater than 0.5, it is said to be reliable. (Rumayah, 2018)

Table 2: Convergent validity

Variable's	Average Variance Extracted (AVE)	Critical Value's	Info
<i>Green Brand Image</i>	0.794	0,5	Valid
<i>Green Marketing</i>	0.813		Valid
Product Quality	0.838		Valid
Buying Interest	0.848		Valid

Source: Primary Data (processed, 2021).

As shown in Table 2, the results of the convergent validity analysis are greater than 0.5, indicating that all latent variables or constructs in the study meet the established criteria for convergent validity.

Path Coefficient

The value of the path coefficient indicates the significance of the relationship or influence of latent constructs as determined by the bootstrapping procedure.

Table 3: Hipotesis Path Coefficient

Variables	Original Sample (O)	Mean (M)	STDEV	T Statistik (O/STDEV)	P Values	Info
Green Marketing → Green Brand Image	0.338	0.331	0.060	5.641	0.000	Approved
Product Quality → Green Brand Image	0.626	0.633	0.060	10.418	0.000	Approved
Green Brand Image → Buying Interest	0.246	0.249	0.085	2.895	0.004	Approved
Green Marketing → Buying Interest	0.186	0.196	0.085	2.187	0.029	Approved
Product Quality → Buying Interest	0.530	0.517	0.100	5.280	0.000	Approved
Green Marketing → Green Brand Image → Buying Interest	0.083	0.082	0.030	2.810	0.005	Approved
Product Quality → Green Brand Image → Buying Interest	0.154	0.158	0.059	2.632	0.009	Approved

Source: Primary Data (processed, 2021).

Based on the table above, the hypothesis can be explained as follows:

The Effect of Green Marketing (X1) on the Green Brand Image (Y)

The t-statistical value for the green marketing variable was determined to be 5,641 with a positive path coefficient of 0.338. With a significant positive result, the t-statistic value is greater than the t-value ($5,641 > 1.96$) and the p-value (0.000) 0.05. Thus, H0 is rejected and H1 is accepted, indicating that green marketing has a significant positive effect on the image of green brands.

The Effect of Product Quality (X2) on the Green Brand Image (Y)

It is obtained by 10,418 with a positive path coefficient of 0.626 based on the test of the t-statistical value for the product quality variable on the green brand image. The t-statistic is greater than the t-value ($10,418 > 1.96$), and the p-value (0.000) is less than 0.05, indicating a statistically significant positive result. Thus, H0 is rejected and H1 is accepted, indicating that product quality has a significant positive effect on the image of a green brand.

The Effects of a Green Brand Image on Purchase Intentions (Z)

According to the t-statistical test, the t-statistical value for the green brand image variable on purchasing interest was 2.895 with a positive path coefficient of 0.246. The t-statistic is greater than the t-value ($2.895 > 1.96$) and the p-value (0.004) is greater than 0.05, indicating a statistically significant positive result. Thus, H0 is ruled out and H1 is accepted, indicating that a green brand image has a significant positive effect on purchasing interest.

Green Marketing's Effect (X1) on Purchasing Interest (Z)

According to the t-statistical test, it was found to be 2.187 with a positive path coefficient of 0.186 for the green marketing variable on purchasing interest. The t-statistic is greater than the t-value ($2.187 > 1.96$) and the p-value (0.029) is greater than 0.05, indicating a statistically significant positive result. Thus, H0 is ruled out and H1 is accepted, indicating that green marketing has a significant positive effect on purchasing interest.

Effect of Product Quality (X2) on Intention to Purchase (Z)

According to the t-statistical test, it was found to be 5.280 with a positive path coefficient of 0.530 for the product quality variable on purchasing interest. The t-statistic is greater than the t-value ($5,280 > 1.96$), and the p-value (0.000) is less than 0.05, indicating a statistically significant positive result. Thus, H0 is ruled out and H1 is accepted, indicating that product quality has a significant positive effect on purchasing interest.

Effect of Green Marketing (X1) through Green Brand Image (Y) on Purchase Interest (Z)

The t-statistical value for the green marketing variable was determined to be 2.810 with a positive path coefficient of 0.083. The t-statistic is greater than the t-value ($2.810 > 1.96$) and the p-value (0.005) is greater than 0.05, indicating a statistically significant positive result. Thus, H0 is rejected while H1 is accepted, indicating that green marketing via a green brand image has a positive effect on purchasing interest.

Effect of Product Quality (X2) through Green Brand Image (Y) on Purchase Interest (Z)

The t-statistical value for the product quality variable was determined to be 2.632 with a positive path coefficient of 0.154 using the test of the t-statistical value for the product quality variable via the green brand image on purchasing interest. The t-statistic is greater than the t-value (2.632

> 1.96) and the p-value (0.009) is greater than 0.05, indicating a statistically significant positive result. Thus, H0 is rejected and H1 is accepted, implying that product quality enhanced by a green brand image has a positive effect on purchasing interest.

Discussion

The descriptive analysis results indicate that the variable green marketing has an average percentage value of 80.83 percent. This percentage falls into the category of acceptable. As a result, it can be concluded that IKEA and household equipment have successfully implemented green marketing practices. The statement "Ikea Kota Baru Parahyangan Outlets, Easy to Access" on the "dimension green placement" received the highest response. This means that location is critical for consumers due to the ease with which new IKEA stores in Kota Baru Parahyangan can be accessed from various regions, particularly West Bandung. According to (Rachmawati & Hasbi, 2020), the ease of access to a location will determine the amount of carbon dioxide emitted by consumers and suppliers traveling to a place of business. As for the statement "IKEA sets prices based on the performance of the product," with dimensions green pricing," the gain percentage is the lowest but still within the acceptable range. According to (Almuarief, 2016), the most important aspect of green pricing is that most consumers are willing to pay a premium price for green products that offer superior performance, function, design, visual appeal, or taste. Thus, it is hoped that consumers will develop a sense of pride when consuming environmentally friendly products.

According to the results of the descriptive analysis, the average percentage value for the product quality variable is 80.64 percent. This percentage falls into the category of acceptable. Thus, it can be concluded that IKEA and other household goods companies produce high-quality products. On the "customization" dimension, the statement "Ikea products can be modified to meet consumer demand" received the highest response and was classified as very good. This means that consumers can make IKEA products truly unique and appealing by modifying and installing the products they have purchased. According to (Chang, Savitri et al., 2016), good product quality is determined by the performance results obtained through customization and the absence of defects, or by the product's ability to fulfill consumers' desires. While the statement "The shape created is consistent with the quality provided" with the "shape" dimension receives the lowest percentage, it is still in the acceptable range. According to (Gan et al., 2016) in (Savitri et al., 2016), product attributes such as convenience, availability, price, product form, and quality all play a greater role in the process of generating buying interest, which results in purchasing decisions.

The descriptive analysis indicates that the variable green brand image has an average percentage value of 82.07 percent. This percentage falls into the category of acceptable. Thus, it can be concluded that IKEA and household goods have a positive image as a green company. The statement "Ikea is a company committed to reducing the impact of global warming" received the highest score on the dimension "Professional in protecting the environment will earn a good reputation" and was classified as very good. This means that the IKEA company's consistency in its commitment to reducing environmental impact has influenced consumers' perceptions of IKEA as a consistent green company. According to (Pratiwi et al., 2019), the consistency of all activities that design services and facilities to meet human needs and desires while minimizing the negative impact on the natural environment will contribute to the company's positive image. Meanwhile, the statement "Ikea products contain information about environmentally friendly products" with the dimension "Brand is Regarded as the Best Brand in Environmental Commitment" is still acceptable. Brands that are considered safe brands have values that enable

them to mitigate the risk of their products causing harm to the environment, thereby enhancing their competitive advantage. This percentage falls into the category of acceptable. As a result, it can be concluded that IKEA and household equipment have a high level of purchasing interest among their potential customers. On the "preferential interest" dimension, the statement "I will make Ikea products my primary choice when shopping for household appliances" received the highest score and is included in the very good category. This means that consumers prioritize IKEA products when shopping for necessities such as furniture and household equipment. According to (Rachmawati & Hasbi, 2020), purchasing interest is the sincerity to make a sacrifice when consumers are satisfied and when consumers form their primary choice of products. Meanwhile, the statement "I will seek out all detailed product information that Ikea sells" with the "exploratory interest" dimension receives the lowest percentage but remains in a good category. According to (Rachmawati & Hasbi, 2020), purchase interest refers to a consumer's intention to purchase specific products and the number of product units required, as well as complete product information details for consumers to determine whether the product has been decided to purchase. Consumers' characteristics that are used to process stimuli are extremely complex, and one of them is the essence of the consumer's encouragement or motivation to buy.

According to the t-statistical test, the t-value for the variable green marketing on green brand image is 5,641 with a positive path coefficient of 0.338 and a p-value of (0.000), indicating that green marketing has a significant positive effect on green brand image. This is consistent with research conducted by (Osiyo & Samuel, 2018), which found that green marketing has a positive effect on the green brand image of Starbucks Coffee Malang, with the better the green marketing carried out by the company resulting in a better green brand image.

The t-statistical value for the product quality variable on green brand image is 10,418 with a positive path coefficient of 0.626 and a p-value of (0.000), indicating that product quality has a significant positive effect on green brand image. This is consistent with (Dicky Darmajaya & Sukawati's, 2018) research, which indicates that a product's quality has a positive and significant effect on brand image. Additionally, (Suwastiari et al., 2021) assert that combining the concept of green products with high-quality products enhances brand image and benefits the surrounding community.

The t-statistic value for the variable green brand image on purchasing interest was 2.895 with a positive path coefficient of 0.246 and a p-value (0.004), indicating that green brand image has a significant positive effect on purchasing interest. This is consistent with (Wibowo & Saputri's, 2021) research, which indicates that a green brand image can have a positive and significant impact on consumer purchasing interest. This is where a green brand image can influence people's perceptions of a product's brand and can stimulate consumers, resulting in a greater sense of purchasing interest.

According to the t-statistical test, the t-value for the variable green marketing on purchasing interest is 2.187, the path coefficient formed is positive at 0.186, and the p-value is (0.029), indicating that green marketing has a significant positive effect on purchasing interest. This is supported by research (Khaerunnisa, 2019). The study's findings indicate that the variable Green Marketing has a positive effect on purchasing interest, indicating that consumers already understand the importance of environmental sustainability. The more effectively a business markets itself as green, the greater the consumer interest in purchasing.

The t-statistical value for the product quality variable on purchasing interest was 5.280 with a positive path coefficient of 0.530 and a p-value of (0.000), indicating that product quality had a significant positive effect on purchasing interest. This is consistent with the research of (Fikasari & Basuki Rahardjo, 2018), who found that product quality has a positive and significant

effect on purchasing interest, with high purchasing interest being formed by the presence of good and attractive product quality.

According to the t-statistical test, the t-value for the product quality variable on buying interest is 2.810, the path coefficient formed is positive at 0.083, and the p-value is (0.005), indicating that green marketing has a significant positive effect on buying interest via green brands. image. This is consistent with (Osiyo & Samuel's, 2018) research, which indicates that green marketing has a positive effect on Starbucks' green brand image and the purchase intention of Starbucks Coffee Malang customers. With the advent of green marketing, it has evolved into one of a company's marketing strategies for enhancing its positive image in the eyes of consumers. Thus, if a product has a positive self-image in the eyes of consumers and is believed to be capable of meeting their needs and desires, consumers will develop an interest in purchasing it.

According to the test of the t-statistical value for the product quality variable on purchasing interest, a t-value of 2.632 was obtained with a positive path coefficient of 0.154 and a p-value of (0.009), indicating that product quality has a significant positive effect on purchasing interest when it comes to green brands. image. This is consistent with the findings of (Himawan, 2016) research, which found a positive correlation between product quality, brand image, and purchasing interest. With a high-quality product, you can build a positive image in the eyes of consumers, sparking their interest in purchasing the product.

CONCLUSION

According to the findings of the research and discussion on "The Influence of Green Marketing and Product Quality on Purchase Intention via Green Brand Image as a Variable Intervening for Consumers of IKEA Kota Baru Parahyangan," green marketing and product quality have a positive and significant effect on the green brand image at IKEA Kota Baru Parahyangan. Then, IKEA Kota Baru Parahyangan's green brand image, green marketing, and product quality all have a positive and significant effect on purchasing interest. This demonstrates that green marketing and product quality have a positive and significant effect on purchasing interest at IKEA Kota Baru Parahyangan via a green brand image.

According to the findings of the research and discussion on variable green marketing, the researcher advises businesses setting a strategy for green pricing to employ the high-low pricing method, which entails setting a relatively high price and competing for furniture with good or high-performance advantages and high consumer demand. However, if the furniture is deemed to be less relevant to future times or trends but still has the potential to be sold, the company may consider lowering the price of the furniture, so that consumers assume that the price is always in line with the product's or furniture's performance.

For the product quality variable, the researcher recommends that the company always conduct periodic controls to ensure product quality is always in good condition and also to minimize product defects, in addition to incorporating evaluation results from consumer responses. Thus, it is hoped that through this effort, the company will be able to strike a balance between the quality standards held by consumers and the form of products created by the company, in this case, IKEA. Additionally, for the variable green brand image, the researcher's advice to businesses is to provide education and information through various media owned, so that in addition to the financial benefits that can be obtained, IKEA has also played a role in social responsibility by providing detailed information on each product sold, which includes product advantages from various sources.

The final variable is the buying interest variable; the researcher's suggestion that IKEA is perceived as a company that is always consistent in protecting the environment can be accomplished not only by including information about the materials used but also by including complete information on the packaging, products that are related to the amount of energy and resources consumed during the manufacturing process. Additionally, IKEA can include information about the environmental impact of the product and how to mitigate it when it is no longer in use or discarded.

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