The Influence of Green Advertising, Green Products, and Social Media on Purchasing Decision

Sariah[1], Abdul Halik[2], Estik Hari Prastiwi[3]
Faculty of Economics and Business, University of 17 Agustus 1945 Surabaya, Indonesia [1,2,3]
Email: 1262200041@surel.untag-sby.ac.id[1], halik@untag-sby.ac.id, estik@untag-sby.ac.id
Correspondence Authors: 1262200041@surel.untag-sby.ac.id

ABSTRACT

Problems regarding the environment are starting to become one of the main factors of concern to society today. Likewise, there are various steps taken by the government to overcome environmental problems, such as creating policies stating that companies must produce environmentally friendly products. The purpose of this research is to determine the influence of Green Advertising, Green Products, Social Media on purchasing decisions for Starbucks Coffee Surabaya consumers. This research uses quantitative methods with primary data sources obtained from distributing questionnaires via Google Forms. The research population is the people of Surabaya who have purchased Starbucks products. The selection of respondents was carried out using a non-probability sampling method with a total of 100 respondents based on the Lemeshow formula calculation. The data analysis method uses descriptive analysis and SPSS analysis. The research results show that the variables Green Advertising, Green Product, Social Media have a positive and significant effect on purchasing decisions for Starbucks Coffee Surabaya consumers.

Keywords: *Green Advertising, Green Products, Social Media, Purchasing Decision*

INTRODUCTION

Business development in Indonesia seems to be starting to increase slowly and significantly, especially in the field of coffee shops, both new and well-known, which have opened quite a lot of branches and are growing well. Smart companies will take advantage of this opportunity as an opportunity to meet the needs and desires of potential consumers. Increasing customer demand for environmentally friendly goods is forcing businesses to compete by utilizing environmentally friendly materials to meet these demands.

The company produces environmentally friendly products as an effort to meet customer needs and as a form of concern for environmental sustainability. This also provides added value for the company in increasing the company's competitiveness and brand image so that it can increase consumer decisions to buy environmentally friendly products (Yahya, 2022).

Green marketing is a new strategy used by business people who think about environmental aspects, and the business they run will not only be centered on company profits but also on the company's responsibility towards nature. One company that implements green marketing is Starbucks. Starbucks is a well-known coffee selling company in the world. Starbucks is famous because this company has a commitment to the environment which causes their market share to increase every year. Not only that, Starbucks Coffee is also active in promoting awareness of protecting the environment through environmentally friendly advertising (green advertising).

Green advertising is one of the strategies carried out by companies in the marketing sector by carrying out promotions related to advertising on environmental issues so that consumers can see the difference between green advertising and advertising for other products (Winarno, 2019). Through green advertising, the company

wants to instill the image of a company that is committed to caring for the environment, besides that consumers believe in the actions taken by the brand regarding its actions for the environment and consumers feel conscious of choosing the brand because of its positive actions, so that with the advertising and image planted by the company will aim at purchasing decisions made by consumers (Sun et al., 2021).

According to Shamsi & Siddiqui (2017) green products are one of the factors that make consumers buy environmentally friendly products because green products have been proven to be able to reduce dangerous side effects, reduce toxic substances, reduce health problems, increase recycling, and increase the level of product environmental friendliness. environmentally friendly (green product) as a product that is usually long-lasting, not harmful to health, the packaging is made from recycled materials.

Social media is also quite important in influencing purchasing decisions. According to (Fauziah 2019) Social media is a place that facilitates the distribution of various information, involving writing, images, sound and even visual recordings, both between consumers and with companies. Internet use in Indonesia is dominated by the use of social media, this is what makes e-marketing grow, where marketing via social media is used as a product marketing tool to promote brands and market company products.

Understanding the description stated above, becomes the basis for researchers to be interested in research by choosing the title: "The Influence of Green Advertising, Green Products, and Social Media on Purchasing Decisions of Starbucks Coffee Surabaya Consumers".

METHOD

This type of research uses a quantitative type, this is because this research requires statistical results in the form of SPSS test results. The location of this research is Starbucks Coffee Surabaya. The sample in this research was 100 Starbucks customers. The data collection techniques used in this research are observation, interviews, documentation and literature. The analysis technique in this research uses validity testing, reliability testing, multiple linear regression analysis and hypothesis testing.

RESULT AND DISCUSSION

Validity Test
Table 1. Validity Test

Variabel	Indikator	R	Signifikansi
Green Advertising (X_1)	$X_{1.1}$	0,664	0,000
	$X_{1.2}$	0,659	0,000
	$X_{1.3}$	0,449	0,000
	$X_{1.4}$	0,671	0,000
	$X_{1.5}$	0,745	0,000
	$X_{1.6}$	0,360	0,000
	$X_{1.7}$	0,547	0,000
	$X_{1.8}$	0,628	0,000
	$X_{1.9}$	0,792	0,000
	$X_{1.10}$	0,767	0,000
	$X_{1.11}$	0,740	0,000
	$X_{1.12}$	0,725	0,000
Green Product (X_2)	$X_{2.1}$	0,817	0,000
	$X_{2.2}$	0,827	0,000
	$X_{2.3}$	0,730	0,000
	$X_{2.4}$	0,419	0,000
	$X_{2.5}$	0,706	0,000
	$X_{2.6}$	0,825	0,000
	$X_{2.7}$	0,504	0,000
	$X_{2.8}$	0,736	0,000
	$X_{2.9}$	0,824	0,000
Social Media (X_3)	$X_{3.1}$	0,729	0,000
	$X_{3.2}$	0,691	0,000
	$X_{3.3}$	0,788	0,000
	$X_{3.4}$	0,731	0,000
	$X_{3.5}$	0,726	0,000

	$X_{3.6}$	0,782	0,000
	$X_{3.7}$	0,829	0,000
	$X_{3.8}$	0,615	0,000
	$X_{3.9}$	0,729	0,000
	$X_{3.10}$	0,811	0,000
	$X_{3.11}$	0,826	0,000
	$X_{3.12}$	0,855	0,000
Purchasing Decision (Y)	Y_1	0,665	0,000
	Y_2	0,585	0,000
	Y_3	0,791	0,000
	Y_4	0,686	0,000
	Y_5	0,465	0,000
	Y_6	0,522	0,000
	Y_7	0,786	0,000
	Y_8	0,668	0,000
	Y_9	0,832	0,000

Source : Output SPS Versi 25, 2024.

Based on table 1 above, it shows that the results of testing the validity of the research instrument for the variables green advertising, green product, social media, and purchasing decisions with each statement getting a significance value of <0.05, so that each question item is declared valid.

Reliability Test

Table 2. Reliability Test

Variabel	Standart Realiable	Cronbach's Aplha	Information
Green Advertising (X_1)	0,60	0,704	Reliable
Green Product (X_2)	0,60	0,738	Reliable
Social Media (X_3)	0,60	0,827	Reliable
Purchasing Decision (Y)	0,60	0,817	Reliable

Source : Output Spss Version 25, 2024.

Based on table 2 above, it is known that the Cronbach's Alpha value of the brand image, price and customer satisfaction variables is more than 0.60 so that the indicators or questionnaires for these four variables are reliable or suitable as a variable measuring tool.

Multiple Linier Analysis Regression

Table 3. Multiple Linier Analysis Regression

Variabel	Regresi (B)	t_{hitung}	Sig-t	Keterangan
Green Advertising (X_1)	0,537	3,389	0,001	H_1 diterima
Green Product (X_2)	0,473	4,339	0,003	H_2 diterima
Social Media (X_3)	0,517	3,738	0,000	H_3 diterima
Konstanta (a)	13,474			
Nilai Korelasi	0,838			
Nilai Koefisien Determinasi R^2	0,780			
F_{hitung}	7,788			
Signifikansi F	0,000			
Y	Purchasing Dicision			

Source : Output SPSS Vrsion 25, 2024.

Based on the calculation results presented, the following regression equation can be obtained:

$$Y=13.474+0.537X1+0.473X2 + 0.517$$

1. A constant value of 13.474 means that if green advertising (X1), green products (X2), and social media have constant values, then the purchasing decision (Y) has a value of 13.474.
2. The green advertising regression coefficient (X1) is 0.537 which is positive and in the same direction, so that when the brand image value increases by 1 unit, the value of the purchasing decision variable also increases by 0.537.
3. The regression coefficient for determining green products (X2) is 0.437 which is positive and in the same direction, so that when the green product value increases by 1 unit, the value of the purchasing decision variable also increases by 0.437
4. The regression coefficient for determining social media (X2) is 0.517 which is positive and in the same direction, so that when the value of social media increases by 1 unit, the value of the purchasing decision variable also increases by 0.517.

Hypotesis Results

T Test
Table 4. T Test

Influence between variables	Signifikan
Green Advertising influence purchase decision	0,001
Green Product influence purchase decision	0,003
Social Media influencepurchase decision	0,000

Source : Output SPSS Version 25, 2024.

Based on table 4, it can be explained in detail regarding the partial influence between variables:
1) Based on the results in the table above, it is known that the significance value for green advertising on purchase decision is $0.001 < 0.05$ and the tcount > ttable value is $3,389 > 1.983$ so it can be concluded that green advertising partially has a significant effect on purchase decision on Starbucks Coffee.
2) Based on the results in the table above, it is known that the significance value for green product on purchase decision is $0.003 < 0.05$ and the tcount > ttable value is $4,339 > 1.983$ so it can be concluded that green product partially has a significant effect on purchase decision on Starbucks Coffee.
3) Based on the results in the table above, it is known that the significance value for social media on purchase decision is $0.000 < 0.05$ and the tcount > ttable value is $3,738 > 1.983$ so it can be concluded that green social media partially has a significant effect on purchase decision on Starbucks Coffee.

F Test
Table 5. F Test

Pengaruh antar variabel	Signifikan
Green Advertising, Green Product, and Social Media influence Purchase Decision	0,000

Source : Output SPSS Version 25, 2024.

Based on the test results in table 5, it is known that the significance value for the variables green advertising (X1), green product (X2), and social media (X3) on purchasing decisions (Y) is simultaneously $0.000 < 0.05$ and the value of Fcount > Ftable is $7.788 > 3.019$. So it can be concluded that the variables green advertising (X1), green products (X2), and social media (X3) simultaneously influence purchasing decisions (Y) at Starbucks Coffee.

R-Square
Table 6. R-Square

R	R Square	Adjusted R Square
0,838	0,702	0,695

Source : Output SPSS Version 25, 2024.

Based on the results in the table above, it can be seen that the determination coefficient value can be seen in the R Square value of 0.702. This shows that the variables green advertising, green products, and social media can influence purchasing decisions by 70.2% and the remaining 29.8% is influenced by other variables outside this research, for example location, product quality, and many more. The relationship between the independent variable and the dependent variable is said to be strong because the R Square value is > 0.50 or > 50%. So that the variables green advertising, green products, and social media are able to influence purchasing decisions more than the specified benchmarks.

CONCLUSION

As the end of the writing, this chapter presents several conclusions and suggestions. Based on the results of research conducted quantitatively with the title "The Influence of Green Advertising, Green Products, and Social Media on Purchasing Decisions of Starbucks Coffee Surabaya Consumers " can be concluded as follows:
1. Green Advertising has a partial and significant effect on purchase decision on Starbucks Coffee Surabaya.
2. Green Products has a partial and significant effect on purchase decision on Starbucks Coffee Surabaya.
3. Social Media has a partial and significant effect on purchase decision on Starbucks Coffee Surabaya.
4. Green Advertising, Green Prodict, and Social Media has a simultant and significant effect on purchase decision on Starbucks Coffee Surabaya.

REFERENCES

Aaker. (2008). *Managemen Ekuitas Merek* (A. Ananda, Ed.). Mitra Utama

Abdillah, W., & Jogiyanto. (2015). *Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis* (1st ed.). ANDI .

Aini, Y., & Sulastri. (2022). Dampak Green Product Dan Green Advertising Terhadap Keputusan Pembelian Air Mineral Merek Aqua. *Jurnal Ilmiah Manajemen Dan Bisnis*, *4*(1).

Alfiah, S. D., & Yusiana, R. (2020). *Tas Bagoes Pt Greeneration Indonesia Kota Bandung The Influence Of Green Brand On Purchase Decision Of. 6*(2), 1216–1228.

Ariningrum, A. I. (2021). *Analisis Pengaruh Green Product dan Brand Ambassador Terhadap Keputusan Pembelian Produk Oriflame Dengan Brand Image Sebagai Variabel Intervening (Studi Pada Masyarakat Kebumen)*.

Astuti, N. L. G. S. D., & Widhyadanta, I. G. D. S. A. (2023). Peran Brand Image Dalam Memediasi Pengaruh Social Media Marketing Terhadap Repeat Purchase Di Hotel Apurva Kempinski Bali. *Journal Of Information System, Applied, Management, Accounting And Research*, *7*(3).

Ayu, I. (2020). *Kombinasi Green Marketing dan Green Product terhadap Keputusan Pembelian Tupperware (Studi Kasus pada Persit Kodim 0821 Lumajang)*. 42–47.

Azalia, F. (2021). *Pengaruh Green Product, Green Advertising, dan Green Price Terhadap Keputusan Pembelian Produk Tupperware (Studi Kasus Pada Konsumen Produk Tupperware di Magelang). 1*(2), 126–140.

Carin, A. A., Sund, R., & Lahkar, B. K. (2018). Pengaruh Social Media Marketing, Brand Awareness Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening Pada J.Co Donuts & Coffee Semarang. *Journal of Controlled Release*, *11*(2), 430–439.

Chaniago, C., & Nupus, L. (2021). Effect of Green Advertising, Green Product on Purchase Decisions with Brand Image as Intervening Variable. *Indonesian Journal Of Business And Economics*, *4*(1).

Damayanti, S. (2022). *Pengaruh Social Media Marketing Instagram Dan Preferensi Merek Terhadap Keputusan Pembelian Produk Starbucks Tangcity Mall Kota Tangerang*.

Dewi, I. K., & Rahanatha, G. B. (2022). Peran Citra Merek Dalam Memediasi Pengaruh Green Marketing Terhadap Keputusan Pembelian Pada Starbucks Di Denpasar. *E-Jurnal Manajemen*, *11*(2), 378–397.

Dianti, N. R., & Paramita, E. L. (2021). Green Product dan Keputusan Pembelian Konsumen Muda. *Jurnal Samudra Ekonomi Dan Bisnis*, *12*(1), 130–142.

Dulek, B., & Saydan, R. (2019). *Dampak Iklan Media Sosial Kesadaran Tentang Kesadaran Merek, Merek Gambar, Sikap Merek, Dan Loyalitas Merek: Penelitian Pada Mahasiswa Universitas*. *9*, 470–494.

Fahm,Masturoh, L. M. (2017). Pengaruh Green Product, Green Advertising, dan Green Brand terhadap Keputusan Pembelian Konsumen pada Produk Green Bag di Carrefour Kota Malang. *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, *5*(1), 1–14.

Nasrullah, R. (2018). *Media Sosial Perspektif Komunikasi, Budaya dan Sosioteknologi*. Simbiosa Rekatama Media.

Nekmahmud, M., & Fekete-Farkas, M. (2020). Why Not Green Marketing? Determinates of Consumers' Intention to Green Purchase Decision in a New Developing Nation. *Sustainability*, *12*(19), 7880.

Nurani, N. W. S. D., & Ardan, I. G. A. K. S. (2023). Peran Brand Image Memediasi Pengaruh Social Media Terhadap Keputusan Pembelian Pada Lazada. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, *12*(11), 2195–2205

Nurhandayani, A., Syarief, R., & Najib, M. (2019). *Machine Translated by Google Dampak Influencer Media Sosial Dan Machine Translated by Google*. *17*, 650–661

Okadiani, N. L. B., Mitariani, N. W. E., & Imbayani, I. G. A. (2019). Pengaruh Green Product Dan Social Media Marketing Terhadap Keputusan Pembelian Produk Pada Pt. Sensatia Botanicals. *Juima*, *9*(1).

Kotler, P., & Armstrong, G. (2017a). *Principles of Marketing* (17th ed.). Pearson.

Kotler, P., & Armstrong, G. (2017b). *Principles of Marketing* (17th ed.). Pearson.

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson

Pankaj, K. A., & Vishal, K. L. (2014). Consumer adoption of green products and their role in resource management. *Indian Journal of Commerce & Management Studies*, *5*(3), 22–28

Pertiwi, B. A. S., & Sulistyowati, R. (2021). Pengaruh Strategi Green Marketing Dan Social Media Marketing Terhadap Keputusan Pembelian Kaos Lokal Kerjodalu. *Jurnal Pendidikan Tata Niaga (Jptn)*, *9*(3).

Rahmawati, A. D. S., & Soliha, E. (2024). Pengaruh Greenproduct, Greenadvertisingdan Corporate Social Responsibilityterhadap Keputusan Pembelian Produk Pt. Unilever Indonesia, Tbk. Jimea. *Jurnal Ilmiah Mea (Manajemen, Ekonomi, Dan Akuntansi)*, *8*(1).

Rosyada, F. A., & Dwijayanti, R. (2023a). Pengaruh Green Marketing Dan Green Product Terhadap Keputusan Pembelian Produk Sukin. *Jurnal Pendidikan Tata Niaga (JPTN)*, *11*(3).

Rosyada, F. A., & Dwijayanti, R. (2023b). Pengaruh Green Marketing Dan Green Product Terhadap Keputusan Pembelian Produk Sukin. *Jurnal Pendidikan Tata Niaga (JPTN)*, *11*(3).

Saputra, S., & Asfar, A. H. (2024). *Pengaruh Green Marketing, Sosial Media Marketing Dan Brand Image Terhadap Keputusan Pembelian Motor Honda Matic Di Astra Motor Cabang Cilegon*. *17*(1).

Sari, E. N., Rusandy, D. S., & Dewi, A. S. (2023). Pengaruh Green Marketing, Sosial Media Marketing, Dan Promosi Terhadap Keputusan Pembelian Pada Mekar Swalayan Kediri. *Jurnal Nuansa : Publikasi Ilmu Manajemen Dan Ekonomi Syariah*, *1*(4).

Shamsi, M. S., & Siddiqui, Z. S. (2017). Green product and consumer behavior: An analytical study. *Pertanika Journal of Social Sciences and Humanities*, *35*(4), 1545–1554.

Sunyoto, D. (2015). *Strategi Pemasaran*. CAPS.