

THE EFFECT OF GREEN MARKETING, PRODUCT DESIGN, AND BRAND TRUST ON PURCHASE DECISIONS ON TUPPERWARE PRODUCTS IN PURWOKERTO

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Abstract : This study aims to analyze the influence of partial and simultaneous variables green marketing, product design, and brand trust toward a purchase decision of Tupperware product in Purwokerto. The research type is using a quantitative method. The amount of sample this research is 100 respondents who are divided into 4 sub-district which are North Purwokerto, East Purwokerto, South Purwokerto, and West Purwokerto. The data collection technique used is purposive sampling, while analyzing data instruments this study is validity test, reliability test, classical assumption test, multiple linear regression analysis, and goodness of fit. The analysis result showed that simultaneously of green marketing, product design and brand trust had a significant effect towards purchase decision, besides that in partial green marketing had a positive effect and had not significant towards purchase decision, whereas product design and brand trust had a positive effect and significant toward on purchase decision

Keywords: *Green Marketing, Product Design, Brand Trust, Purchasing Decisions and Tupperware*

1. Introduction

The era of globalization has changed traditional lifestyles towards modernization and technological sophistication. Various practical and instant ways are more people's choice in all aspects. One of the issues that are widely discussed is global warming and environmental damage (Ahmad et al., 2016). The environment is the main factor that becomes the source of life for living things on earth. An environment is a spatial unit with all objects, forces, conditions, and living things, including humans and their behavior. The issue of the environment is a problem that is being highlighted by the wider community. The problem of air pollution, water pollution, and the most phenomenal is the problem of garbage. Producers are gradually starting to switch to using production raw materials that do not damage the environment or in other terms materials that are friendly to the environment to create green products based on a green marketing strategy. The concept of green marketing emerges as a concern for environmental damage issues which are then used by companies as a strategy in marketing (Choudhary & Gokarn, 2013).

Green marketing is a means to introduce and normalize innovations (Djajadiningrat et al, Green marketing is a means to introduce and normalize innovations (Djajadiningrat, S.T., Yeni H, 2014). The green marketing concept combines various activities including modifying products, changing production processes, changing packaging, and modifying advertisements.

(P. dan K. L. K. Kotler, 2018) explain product design is the totality of features that affect the appearance, taste, and function of a product based on consumer needs. Companies can modify environmentally friendly products by using environmentally friendly materials and create various product designs (Robert dahlstrom., 2011). Product design is a concept that is bigger than just style and can attract attention and can describe the appearance of the product (P. dan G. A. Kotler, 208 C.E.). Design selection is compared to the level of market demand based on customer preferences or designer preferences based on knowledge and experience in designing. The level of customer confidence determines the purchase decision. When a product is relied on by consumers, the product has won the trust of consumers. The indicators contained in product design are the appearance, taste, and function of the product.(Khadijah, Susan N., Khuzaimah, 2017). (Light, L., dan Kiddon, 2015) define brand trust as the willingness of consumers to rely on the brand's ability to perform its real functions. (Shiffman, 2018) explain that a decision is a selection of two or more alternative options. The purchasing decision is to buy the most preferred brand by integrating the choice of two or more alternatives and selecting one of them.

2. Research Method

This research uses a quantitative approach with a survey method. Quantitative research is research that aims to determine how much influence the independent variable (X) has on the dependent variable (Y), (Sugiyono, 2016). This study looks for a causal relationship or effect between green marketing independent variables (X1), product design (X2), and brand trust (X3) on the dependent variable on purchasing decisions (Y). The population in this study are non-member consumers who use Tupperware products in Purwokerto. The sample used in this study were consumers or users of Tupperware in Purwokerto. The sampling technique used in this study is to use non-probability sampling techniques. Researchers used purposive sampling, which is a sample collection technique based on certain considerations. (Sugiyono, 2016). The type of data used is primary data. Primary data is data obtained from observations of research objects using questionnaires to consumers or users of Tupperware in Purwokerto.

3. Results and Discussion

3.1. Results

1. Test Instrument Data

The validity test is used to determine the validity or suitability of the questionnaire obtained from respondents through questionnaires. Data is said to be valid if $r \text{ count} > r \text{ table}$ or the value of $\text{Sig.} < 0.05$. The validity test of the questionnaire was carried out using SPSS version 20.

Table 1 Validity Test of Green Marketing Variables (X1)

Item Number	The value of r count	R table value	Information
1	0,656	0,1654	Valid
2	0,752	0,1654	Valid
3	0,767	0,1654	Valid
4	0,694	0,1654	Valid
5	0,709	0,1654	Valid

6	0,196	0,1654	Valid
7	0,492	0,1654	Valid
8	0,591	0,1654	Valid
9	0,522	0,1654	Valid
10	0,613	0,1654	Valid
11	0,653	0,1654	Valid
12	0,694	0,1654	Valid

Table 2 Validity Test of Product Design Variables(X2)

Item Number	The value of r count	R table value	Information
1	0,795	0,1654	Valid
2	0,817	0,1654	Valid
3	0,853	0,1654	Valid

Table 3 Uji Validitas Variabel Brand Trust (X3)

Item Number	The value of r count	R table value	Information
1	0,626	0,1654	Valid
2	0,725	0,1654	Valid
3	0,709	0,1654	Valid
4	0,525	0,1654	Valid
5	0,636	0,1654	Valid
6	0,727	0,1654	Valid
7	0,801	0,1654	Valid
8	0,805	0,1654	Valid
9	0,650	0,1654	Valid

Table 4 Results of the Validity Test of Purchasing Decision Variables

Item Number	The value of r count	R table value	Information
1	0,823	0,1654	Valid
2	0,770	0,1654	Valid
3	0,843	0,1654	Valid
4	0,788	0,1654	Valid
5	0,864	0,1654	Valid

Meanwhile, a questionnaire instrument is said to be reliable if the instrument can reveal reliable data and is by facts, namely the Cronbach's alpha value > 0.60, then the questionnaire or questionnaire is declared reliable or consistent.

Table 5 Reliability Test

Variable	Cronbach's Alpha	N of Items
Green Marketing	0,846	12
Desain Produk	0,755	3
Brand Trust	0,854	9
Keputusan Pembelian	0,876	5

1) Classic Assumption Test

Table 6 One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual		
N		100
Normal	Mean	.0000000
Parameters ^{ab}	Std.	.43346989
	Deviation	
Most	Absolute	.090
Extreme	Positive	.052
Differences	Negative	-.090
Kolmogorov-Smirnov Z		.897
Asymp. Sig. (2-tailed)		.396

The data is said to be normal to normal if the Asymp. Sig (2-tailed) value in the Kolmogorov-Smirnov test results is ≥ 0.05 . Based on the data above the Asymp.Sig (2-tailed) value of $0.396 \geq 0.05$, the data is normal and feasible to continue testing.

Table 7 Multicollinearity Test (TOL & VIF) Coefficients^a

No	Variable	Tolerance	Std. Tolerance	VIF	Std. VIF	Criteria
1	Green Marketing	.559	> 0,10	1.789	< 10	Passed Multicollinearity
2	Desain Produk	.650	> 0,10	1.539	< 10	Passed Multicollinearity
3	Brand Trust	.517	> 0,10	1.934	< 10	Passed Multicollinearity

The results of coefficients can be seen that the tolerance and VIF values of the three independent variables are free from multicollinearity, because the TOL output results are > 0.10 and the VIF output results < 10, so it is feasible to continue testing.

Table 8 Heteroscedasticity Test Coefficients^a

No.	Variable	Sig.	Std.	criteria
1	Green Marketing	.930	> 0.05	Passed Heteroscedasticity
2	Desain Produk	.320	> 0.05	Passed Heteroscedasticity
3	Brand Trust	.827	> 0.05	Passed Heteroscedasticity

The output "Coefficients" above can be concluded that the value of Sig. of the three independent variables > 0.05 so that they are free from heteroscedasticity symptoms.

2) Multiple Regression Analysis

Table 9 Multiple Regression Analysis

Variable	Regression Coefficient	t _{hitung}	Sig.
Constant	-.037	-.082	.935
Green Marketing	.078	.573	.568
Product Design	.224	2.308	.023
Brand Trust	.650	5.168	.000

From table 9 above, the equation for multiple regression can be made as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e \text{ or}$$

$$Y = -0,037 + 0,078X_1 + 0,224X_2 + 0,650X_3 + e$$

3) R² Test

Table 10 R² Test

Model	R	R Square	Adjusted R Square
1	.701 ^a	.491	.475

From table 10 above, it is obtained the Adjusted R Square value of 0.475 or 47.5%. This shows that the variable green marketing, product design, and brand trust affects the purchasing decision variable by 47.5%. Meanwhile, 52.5% was explained by other factors outside the independent variable of this study.

4) Hipotesys Test

Table 11 F Test

F _{count}	Sig.	Criteria
30,901	0,000	Simultaneous effect

It can be seen in Table 11 above that the Fcount value of 30.901 is greater than Ftable, namely 2.70 (k, n-k) and a significance value of 0.000 (p <0.05). This means that green marketing, product design, and brand trust simultaneously have a significant effect so that it is said that H1 is accepted.

Table 12 t Test

Variable	Regression Coefficient	t _{hitung}	Sig.
Constant	-.037	-.082	.935
Green Marketing	.078	.573	.568
Product Design	.224	2.308	.023
Brand Trust	.650	5.168	.000

Table 12 above shows that the significant value of green marketing is 0.568 > 0.05 and the t-count value <t-table (0.573 <1.66088). This means that green marketing has a positive and insignificant effect on purchasing decisions so that it is said that H2 is rejected. Besides, it is known that the significant value of product design is 0.023 <0.05 and is strengthened by the t-value > t-table (2.308 > 1.66088). This means that product design has a positive and significant effect on purchasing decisions so that it is said that H3 is accepted. Meanwhile, the significant value of brand trust is 0.000 <0.05 which is strengthened by the t-count > t-table value (5.168 > 1.66088). This means that brand trust has a positive and significant effect on purchasing decisions so that it is said that H4 is accepted.

3.2. Discussion

- 1) Effect of Green Marketing, Product Design and Brand Trust on Purchasing Decisions
Based on the results of the study, the calculated F value of 18.874 with a significance of 0.000 with a significance value smaller than the 0.05 significance level, means that green marketing, product design, and brand trust together affect purchasing decisions. As seen in table 4:16, the value of the Adjusted R Square is 0.351 or 35.1%. This shows that the independent variables, namely green marketing, product design, and brand trust, can be explained by 35.1% of the purchasing decision for Tupperware products in Purwokerto.

- 2) The Effect of Green Marketing on Purchasing Decisions
Based on the research results, it shows that the effect of green marketing on purchasing decisions shows that there is no significant positive effect. This is evidenced by the results of the t-test analysis between the green marketing variable on the purchasing decision variable showing the t-count of 0.573 with a t-table value of 1.66088 ($t\text{-count} < t\text{-table}$) and a significance value of 0.568 greater than 0.05. This explains that green marketing in terms of green product aspects, green prices, green distribution, and green promotion has little effect on purchasing decisions for Tupperware products in Purwokerto.
- 3) The Effect of Product Design on Purchasing Decisions
The product design variable is stated to have a positive and significant effect with a t-count value of 2.308 greater than the t-table 1.66088 (α ; $nk-1$) and a significance value of 0.023 is less than the significance level of 0.05, meaning that the product design has a positive effect and significant to the purchase decision. This explains that the better the product design level both in terms of appearance, taste, and function, the higher the decision to purchase Tupperware products in Purwokerto.
- 4) The Effect of Brand Trust on Purchasing Decisions
Based on the results of the regression analysis of the brand trust variable, the significance value of the t-count value of 5.618 is greater than the t-table 1.66088 (α ; $nk-1$) and the significance value of 0.000 is smaller than the significance level of 0.05. This indicates that the brand trust variable has a positive and significant effect on purchasing decisions. These results explain that the better the brand trust is perceived by consumers, the better the level of consumer confidence in choosing the needs of household appliance products for Tupperware because of brand trust, brand safety, and brand honesty. So that it increases the decision to buy Tupperware products in Purwokerto

4. Conclusion

- 1) Green marketing, product design, and brand trust simultaneously have a significant effect on purchasing decisions for Tupperware products in Purwokerto.
- 2) Green marketing has a positive and insignificant effect on purchasing decisions for Tupperware products in Purwokerto.
- 3) Product design has a positive and significant effect on purchasing decisions for Tupperware products in Purwokerto.
- 4) Brand trust has a positive and significant effect on purchasing decisions for Tupperware products in Purwokerto.

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