Effect of Green Product and Green Advertising to Satisfaction and Loyalty which mediated by Purchase Decision

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Abstract

The growing of being aware of the destruction of natural resources have increased human activities and need for the preservation of the environment. Destruction of natural resources because of producing products by many companies that pollute the environment with waste dumped in the river, using materials that can not be recycled. Growing environmental problems caused by industrialization,this condition increased the environmental concerns of customers, communities, and governments. The purpose of this study to determine the effect of Green Product and Green Advertising to Satisfactionand Loyalty which mediated by Purchase Decision.Questionnaires were distibuted to 196 visitors Plaza Semanggi that used environmentally friendly products by usingrandom sampling technique.Datawere analyzed by usingStructural Equation Modeling (SEM). SEM analysis in this study was carried out using a one-step approach and Lisrel 8.70 as the SEM software.The results showed that Green Product and Green Advertising have direct influence to Purchase Decision. In addition, the Purchase Decision has direct influence to Customer Satisfaction and Customer Satisfaction has a direct influence to customer loyalty. Green Product and Green Advertising have indirect influence to Customer Loyalty through Purchase Decision and Customer Satisfaction.

Keywords: Green Product, Green Advertising, Satisfaction, Loyalty and Purchase Decision

I. Introduction

With the growth of human capabilities in recent centuries, the environmental equilibrium was disrupted. Being aware of the destruction of natural resources as a result of human activities and the need for the preservation of the environment have increased environmental awareness of consumers' behavior (Kumar and Ghodeswar, 2015).Destruction of natural resources because of producing products by many companies that pollute the environment with waste dumped in the river, using materials that can not be recycled. Damage to the environment such as pollution of river water that impact on pollution of sea water, thus damaging marine biota likefish, coral reefs and others. Growing environmental problems caused by industrialization have increased the environmental concerns of customers, communities, and governments (Chiou et al., 2011).

Cronin et al., (2011) said that popularization and consolidation of environmental concerns created a paradigm shift led by the government, consumer, and business sectors.Other than, the issue of global warming has raised the environmental consciousness in the consumers as well as companies. Henceconsumers prefer to purchase products including recyclable materialand this demand of consumers becomes responsibility for the companies to be green. Also businesses and consumers today confront one of the biggest challenges – to protect and preserve the earth's resources and the environment.Based on this conditions, firms create a sustainable relationship by using product greening as the entire cycle from use of raw material to post purchase usage (e.g., Cox 2008; Haytko and Matulich 2008; D'Souza and Taghian 2005; D'Souza et al. 2007). Also, the company should advertise the products offered are environmentally friendly.According toEssoussi and Linton, (2010), green consumerism is the base for making green purchase decisions.Susanto(2013) said generally after making a purchase of environmentally friendly productsconsumers will be satisfied.When consumers are satisfied they will be loyal to the products offered by the company(Asgharian, et.al., 2012)

Based on the abovephenomenon, the author will conduct research of the topic: Is There Any Influence of the Green Product, Green Advertising toCustomer Satisfaction and Customer Loyalty which mediated by Purchase Decision.

2. Literature Review

2.1 Green Product

Green product can be categorised as a product that will not pollute the earth or deplore natural resources and can be recycled or conserved. Some examples of these products are, recyclable or reusable packaging, energy-efficient light bulbs and detergent containing ingredients that are biodegradable, non-polluting and free of synthetic dyesor perfumes" (Mostafa, 2007).According to Diglel and Yazdanifard (2014), a green product as an item that is produced in a manner that the product packaging made from recycled materials.Manget, Roche & Munnich (2009) found that consumers greatly appreciate the benefits of green products will buy green products that can save energy costs.Quality of product have been reported as important attributes for consumers who purchase green products (Cerjak et al., 2010).Chen and Chai (2010) said green products use material safer to the environment, and require less packaging.

Consumers have channeled their growing concern for the environment through the demand for eco-friendly products and this movement of "going-green" has expanded worldwide due to (Norazah, 2013; Soyez, 2012; Thøgersen *et al.*, 2015). Some companies are also making genuine efforts to preserve the environment. In the automotive industry, Honda, Toyota, GM, etc., have expressed their support of green brands to the public by adopting green technologies that conserve raw minerals and reduce emissions of greenhouse gases, particularly in the manufacturing of hybrid cars (part electric and part conventional), which aim to preserve the environment (Marcus and Fremeth, 2009). Green consumerism is the base for making green purchase decisions (Essoussi and Linton, 2010). Consumers considering environmental concerns while making purchase decisions are sighted to be involved in green purchases.

H1: There is green product influences purchase decision.

Green consumerism is the base for making green purchase decisions (Essoussi and Linton, 2010).

2.1.2 Green Advertising

Visual representations of nature are prominent in many green advertisements. The ecological attributes of a product or brand are often communicated through backgrounds representing pristine, unspoiled landscapes to evoke the beauty of nature (Hartmann et al., (2013); Hartmann, P., Apaolaza, V., andAlija, P. (2013). These nature images may activate feelings similar to those experienced in actual contact with nature termed "virtual nature experiences" Hartmann and Apaolaza-Ibáñez (2008).Kong, et al,. (2014) said the green advertising consists of: green advertisements are always trustworthy; consumer consider what it printed on eco-labels to be accurate; the information on eco-labels is easy to understand; green advertisements are attractive; the contents of green advertisements are relevance to my daily life. Rahbar and Wahid (2011) state that the primary goal of green advertising is to try to alter consumers'traditional purchase behaviour by making them buy productsthat either do not harm the environment or that have a positive impact on it environment. According to Manaktola and Jauhari (2007) the company should have visible communications about green practices. There is strong and positive co-relation exist betweengreen advertising and consumer purchase(Batool and Iqbal, 2016).

H2: There is green advertising influencespurchase decision.

There is strong and positive co-relation exist betweengreen advertising and consumer purchase (Batool & Iqbal, 2016).

2.1.3 Puchase Decision

Researchers have found the green purchase behavior ofconsumerscan bedue to various factors like inner feeling of obligation for environment, experience with the green products, activities done by companies to support the environment and the consciousness about the life style (D'Souza et al., 2006). The aspect of life style contributes in the green activities of consumers. Past studies have identified that the concern about the social status,makes people to be green. Hence, consumers not only purchase green products but also support the

environmentally green companies (Nath et al., 2012; Knight and Paradkar, 2008). The purchase decision can be traced from the consumer's enthusiasm to support environmentally friendly companies (Laroche, Bergeron, and Barbaro-Forleo, 2001), performing the purchasing activities (Mishra and Sharma, 2010), putting into practice a sustainable consumption pattern (Young et al., 2010), and willingness to spend more money to acquire green products (Hasan and Ali, 2015; Laroche et al., 2001). Kong, et al., (2014) said there is 5 indicator of purchase decision such as: the product's environmental functions provide very good value for customers; the product's environmental performance meet my expectations; consumer purchase green product because the product has more environmental benefit than other products; consumer purchase green product because the product is environmentally friendly; consumer purchase green product because the product has more environmental concerns than other product.Susanto (2013) suggestthere is purchase decision has significant influence to customer satisfaction. Gadenne et al., 2011) mentions that consumers get information about the beneficial effects of green products
H3: There is the influence of purchase decision to satisfaction.
Customer purchase decision has significant influence to customer satisfaction (Susanto, 2013).

2.1.4 Customer Satisfaction
Satisfaction occurs when customers are satisfied with product performance.Ahmed (2014) said that customer satisfaction is the level at which customers are happy with the use of products provided to them by the company. Also satisfaction isa summary of the consumer psychological state that results when emotionalexpectations are met that are related to the feelings aboutprevious experiences (Kotler and Keller, 2016).Green satisfaction can be defined as 'green satisfaction is a pleasurable level of consumption-related fulfillment to satisfy a customer's environmental desires, sustainable expectations, and green needs' (Chen, 2010). Yazdanifard and Mercy, 2011 said consumer will satisfied with the product because the purchase decision experience, the performance attribute of green products.According to Chen (2010) suggest that "greensatisfaction" as "a pleasurable level of consumption-related fulfillment to satisfy a customer's environmental desires, sustainable expectations, and green needs".It was the outcome of consumption that the performance met or exceeded the green needs of customers, the requirements of environmental regulations, and the sustainable expectation of society (Chang and Fong, 2010). Also, there is an expectation on the part of customers that all products offered should be environmentally safe without a need to sacrifice quality and/or having to pay higher prices for the privilege (D'Souza et al., 2006). The study showed that green customer satisfaction had potential impact on green customer loyalty (Asgharian, et.al., 2012).
H4: There is customer satisfaction influence customer loyalty on green product
The study showed that green customer satisfaction had potential impact on green customer loyalty (Asgharian, et.al., 2012).

2.1.5 Consumer Loyalty

Chen (2010) defines greenloyalty as "the level of repurchase intentions prompted by a strong environmental attitude and sustainable commitment towards an object, such as a product, a service, a company, a brand, a group, or so on. Customer loyalty referred to the behavior of customers to maintain a relation with aninstitute through purchase of its products and services (Behara et al., 2002; Singh and Sirdeshmukh, 2000).Consumers are loyal when they willingness to repurchase (Chang and Fong, 2010; Chen, 2010), willingness to maintain a relationship with a firm (Chang and Fong, 2010) and customer's environmentally sustainable attitude and commitment towards a product brand and company, high switching barriers and lack of real alternatives (Chen, 2010). Tuu et al. (2011) defined customer loyalty as a cumulative construct including both the act of consuming (action loyalty) and expected consumption (future repurchasing).Another way customer loyalty can be measured is byrepurchase intention. Li and Green, (2011);Li, (2011).Marakanon and Panjakajornsak(2013) suggested a four-dimensional construct of customer loyalty such as repurchase intention, complaint behavior, price insensitivity, and word-of-mouth.
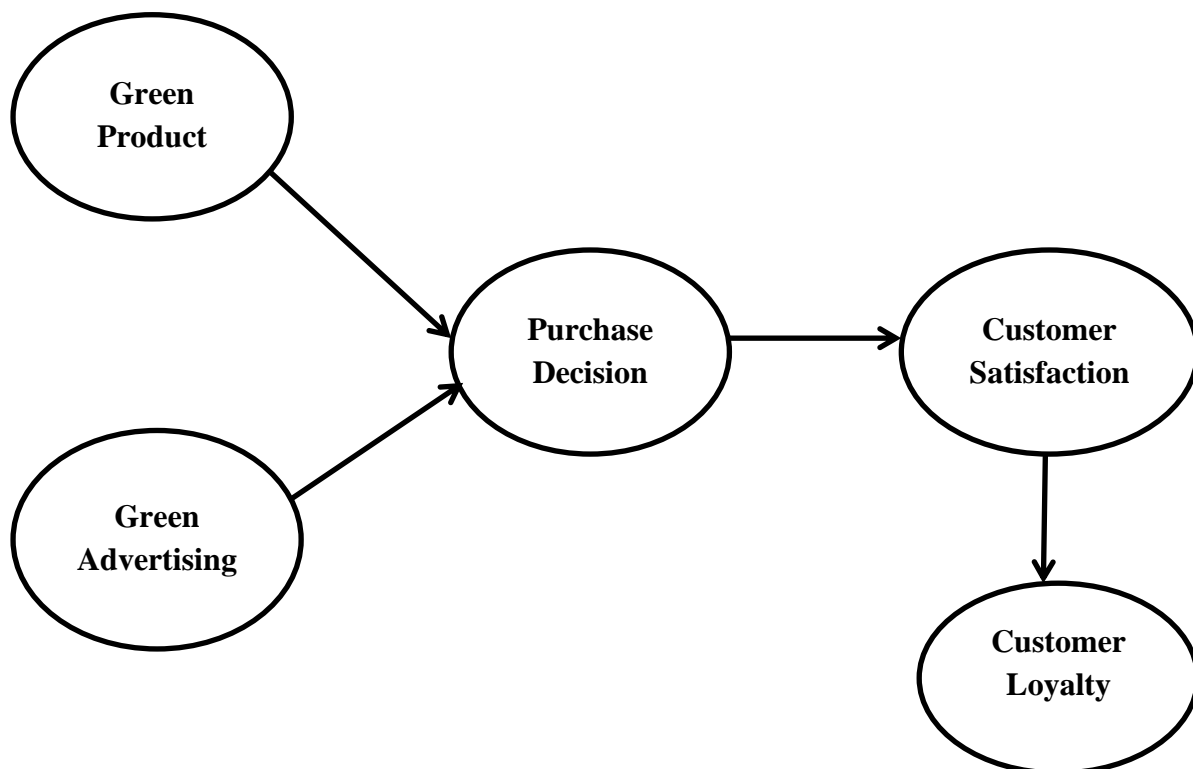
3. Research Model

Figure 3.1: Research Model

3.1 Research Hypothesis
1. There is the influence of the Green Product to Purchase Decision
2. There is the influence of Green Advertising to Purchase Decision
3. There is the influence of Purchase Decision to Customer Satisfaction
4. There is the influence of Customer Satisfaction to Customer Loyalty

5. The influence of Green Product on Customer Loyalty mediated by Purchase Decision and Customer Satisfaction

6. The influence of Green Advertising on Customer Loyalty mediated by Purchase Decision and Customer Satisfaction

3.2 Research Method

This research were distributed questionnares to 250 visitor at Plaza Semanggithat used environmentally friendly products by usingrandom sampling technique during September 2018.Questionnaireconsist of 2 parts. The first part contains questions about the characteristics of respondents, and the second part contains questions about the main variables of research, namely Green Product, Green Advertising, Purchasing Desicion, Customer Satisfaction, and Customer Loyalty. These questions are arranged based on the concepts and theories discussed in the literature review section and use the Likert Scale format with 6 choices of answers namely strongly disagree (1), disagree (2), disagree (3), simply agree (4), agree (5), and strongly agree (6), and can be seen in table 4.3.The collected data is then analyzed by descriptive statistical methods and Structural Equation Modeling (SEM). Descriptive statistics are used to describe the profile of respondents with frequency distribution tables and statisticsPackage for Social Scales (SPSS) as descriptive statistical techniques and software. SEM is used to analyze the relationship between constructs and their indicators (measurement model) and relationships between constructs (structural models). SEM analysis in this study was carried out using a one-step approach and Lisrel 8.70 as the SEM software. In a one-step approach, the estimation of the model between the measurement model and the structural model (structural model) is carried out together (Yamin and Kurniawan, 2009).

4. Results and Discussion

Profile of Respondents

This study distributed questionnaires to 250 respondents, but only 201 respondents were willing to fill them out, and from 201 questionnaires only 196 could be processed and analyzed to the next stage because some questionnaire answers were incomplete and some datums were detected as outliers. Table 4.1 presents the demographic profile of respondents who participated in this study. From the table it can be seen that the number of female respondents is more (55.6%) than the number of male respondents (44.4%). Most of the respondents > 35 years old (40.8%). In general, respondents are Undergraduate education (53.6%). In terms of employment, the largest percentage are respondents who worked as private employees (34.7%).Hence the largest percentage are respondentsin terms of expenditure per month(29.6%).

Table 4.1
Profile of Respondents (n = 196)

Gender	
Man	87 (44,4%)
Women	**109 (55,6%)**
Age	
17-25 years old	77 (39,3%)
26-35 years old	39 (19,9%)

> 35 years old	**80 (40,8%)**
Education	
High School	53 (27,0%)
Diploma	21 (10,7%)
Undergreduate	**105 (53,6%)**
Postgraduate	15 (7,7%)
Doctoral	2 (1,0%)
Work	
Students/Undergraduate Students	51 (26,0%)
Private Employees	**68 (34,7%)**
Civil Servant	20 (10,2%)
Entrepreneur	25 (12,8%)
Others	32 (16,3%)
Expenditures/month	
<Rp. 2.000.000,-	26 (13,3%)
Rp. 2.000.001,- - Rp. 2.500.000,-	32 (16,3%)
Rp. 2.500.001,- - Rp. 5.000.000,-	**58 (29,6%)**
Rp. 5.000.001,- - Rp. 7.500.000,-	33 (16,8%)
>Rp. 7.500.000,-	47 (24,0%)

Asessment of fit

According to Yamin and Kurniawan (2009), the model compatibility test is used to test whether the hypothesized model is a good model to represent the results of the study. To evaluate the compatibility of the model (goodness of fit), they continued, there are three steps that must be done, namely: (1) compatibility of the overall model (overall model fit), (2) compatibility of measurement model fit, and (3) compatibility of structural models (structural model fit).

Overall model fit

This model compatibility test aims to evaluate in general the degree of compatibility or goodness of fit between the data and the model (Haryono and Wardoyo, 2012). The results of the goodness of fit test show that thep-value of chi-square 0,000 <0,05 (the model is not fit), shows that there is a significant difference between the data covariance matrix and the model covariance matrix.χ^2/DF ratio 2.104 >2 (the model is not fit); Standardized RMR value 0.74>0.05 (the model is not fit); GFI value 0.85< 0.90 (the model is marginal fit); and value AGFI 0.81 < 0.90(the model is marginal fit).

However some goodness of fit tests,such as NNFI, NFI, IFI, CFI values are greater than 0.90 (the model is fit) and RMSEA is equal to 0.08 (the model is fit). Improvement of the model is done by paying attention to the modification of the index output and done in stages, namely correlating errors from several indicators, including: Set the error covariance of CL and CS free, Set the error covariance of CS3 and CS1 free, Set the error covariance ofCS3 and CS2 free. The following is the modification of the model:

Table 4.2
Goodness-Of-Fit Index

Goodness-Of-Fit Index	Cut-Off Value	Result	Criteria
DF	> 0	136	Over identified
χ^2 - Chi Square Probability	< 164.216 ≥ 0.05	184.46 0.0036	Bad fit
χ^2/DF	≤ 2	1.356	Good fit
GFI	≥ 0.90	0.90	Good fit
AGFI	≥ 0.90	0.87	Marginal fit
CFI	≥ 0.90	0.99	Good fit
NNFI	≥ 0.90	0.99	Good fit
NFI	≥ 0.90	0.97	Good fit
IFI	≥ 0.90	0.99	Good fit
RMSEA	≤ 0.08	0.04	Good fit
RMR	≤ 0.05	0.075	Bad fit

Based on table 4.2, although the p-value chi squared (0.0036 <0.05), the value of RMR (0.075> 0.05), and the value of AGFI (0.87 <0.90) indicates that the model is not fit, as a whole the results of the modification results in a better value of goodness of fit test,namely χ^2/DF ratio 1,356 <2 (model fit), RMSEA value 0.04 <0.05 (model fit); GFI value 0.90 = 0.90 (model fit); and the values of CFI, NNFI, NFI, and IFI> 0.9 (model fit).

Measurement model
Haryono and Wardoyo (2012) said that the measurement model compatibility test is carried out on each construct (the relationship between a latent variable with several observed variables / indicators) separately through (1) evaluation of the validity of the measurement model, (2) evaluation of reliability from the measurement model. According to Yamin and Kurniawan (2009), an indicator has good validity towards its latent construct if the t-value standardized factor loading is greater than the critical value (> 1.96), and the standardized factor loading value is greater or equal to 0.5. Next, they said that a construct is saidhas good reliability if it has a Construct Reliability (CR) value greater than or equal to 0.7 and the Variance Extracted (VE) value is greater or equal to 0.5. Table 3 presents the standardized factor loading value, t-value, CR value, VE value of each consruct and its indicators.

Table 3 shows that all indicators of the research construct have a standardized factor loading> 0.5 and t-value> 1.96 therefore that all have good validity. The table also shows that all research constructs have CR> 0.7 and VE> 0.5. Thus, all constructs have good reliability. Overall, it can be concluded that all research constructs and indicators have good reliability and validity.

Tabel 4.3
Operational Measures and Scale Reliability Values

Items		Standardized factor loading	t-Value
Green Product (CR = 0,936; VE (0,829)[*]			
GP1	Consumers get the benefits of environmentally friendly products such as saving costs.	0.91	-
GP2	Product quality is important for consumers.	0.87	22.17

GP3	In your opinion, environmentally friendly products save energy (low voltage AC).	0.95	24.93

Green Advertising(CR = 0,959; VE = 0,886)

GA1	In your opinion, advertising on environmentally friendly products can be trusted.	0.96	-
GA2	In your opinion, advertising for environmentally friendly products is interesting.	0.99	35.97
GA3	Contents of eco-friendly product advertising messages relevant to your daily life.	0.87	25.88

Purchase Decision (CR = 0,912; VE = 0,675)

PD1	You buy eco-friendly products because you feel obliged to protect the environment.	0.80	-
PD2	You buy eco-friendly products because of the experience of using these products.	0.76	18.04
PD3	You buy eco-friendly products because you support companies that produce these products.	0.92	18.74
PD4	You are willing to spend more money to buy environmentally friendly products.	0.82	18.27
PD5	You are willing to buy eco-friendly products because you get information about the benefits of these products.	0.80	17.75

Customer Satisfaction (CR = 0,899; VE = 0,690)

CS1	You are satisfied to buy environmentally friendly products in the hope of maintaining the environment.	0.81	-
CS2	You are satisfied to buy eco-friendly products because they fit your needs.	0.86	15.15
CS3	You are satisfied with the benefits of environmentally friendly products.	0.78	3.38
CS4	You are satisfied because environmentally friendly products are high quality at affordable prices.	0.85	18.21

Customer Loyalty (CR = 0,805; VE = 0,512)

CL1	You will repurchase environmentally friendly products.	0.76	-
CL2	You will not switch to products that are not environmentally friendly.	0.66	11.15
CL3	You have a positive attitude towards eco-friendly brand products.	0.55	7.67
CL4	You will recommend environmentally friendly products to others.	0.67	11.54

a. CR = Composite Reliability; VE = Variance Extracted

b. " – " means the path parameter was set to 1, therefore, no t-value was given

Structural model

Evaluation of structural models is related to testing relationships between hypothesized variables (Yamin and Kurniawan, 2009). In this study, there were nine hypotheses that were conducted using t-value with a significance level of 5%. Thus, H0 is rejected if t-value $\geq$ 1.96. The following is a standardized model of this study:

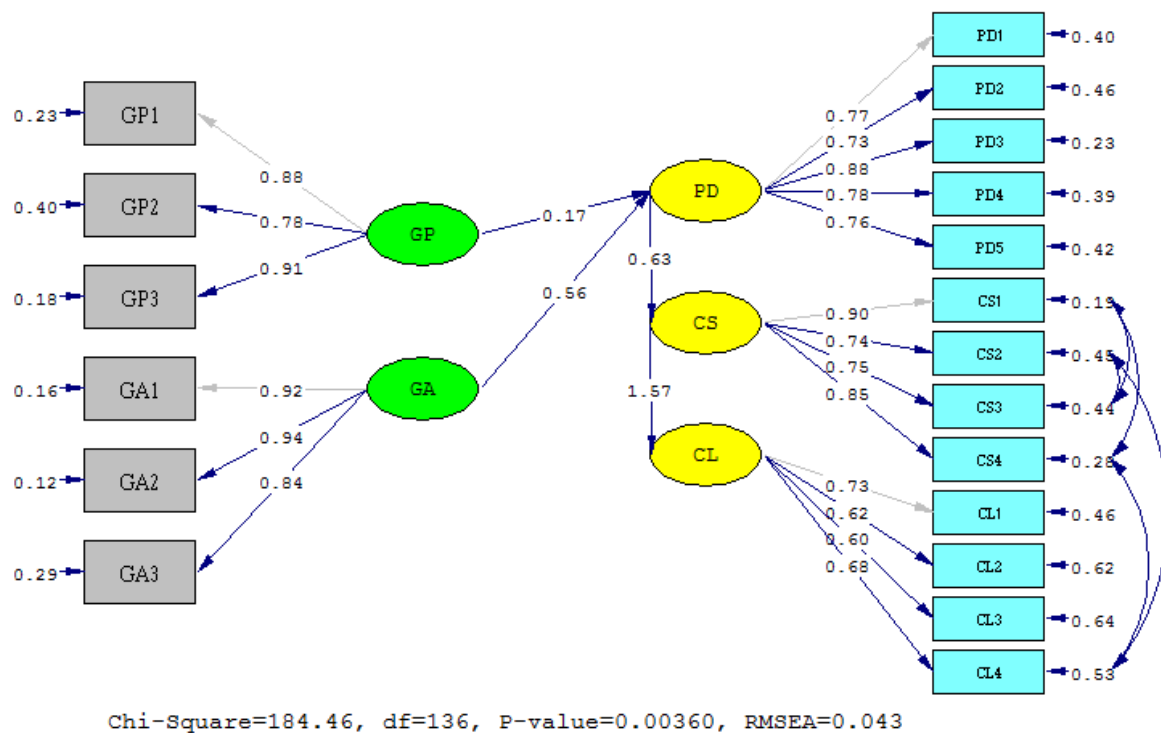Chi-Square=184.46, df=136, P-value=0.00360, RMSEA=0.043

Figure 4.1: Structutal Equation Model (Standardized)

Table 4.4 presents the results of hypothesis testing. From the table can be seen Green Product (γ= 0.17, t-values = 2.28) and Green Advertising (γ= 0.56, t-values = 7.09) have direct and positive influenceto Purchase Decision. Purchase Decisionhas direct and positive influence toCustomer Satisfaction (β = 0.63, t-values = 7.36), Customer Satisfaction has direct and positive influence to Customer Loyalty (β = 1.57, t-values = 7.38), Indirect and positive influence of Green Product (0.17, t-values = 2.18), and Green Advertising (0.56, t-values = 2.68) to Customer Loyalty mediated by Purchase Decision and Customer Satisfaction. Thus, H1, H2, H3, H4, H5, H6 were supported.

Table 4.4
Structural Model Estimates[a]

Hypothesized Relationship	Parameter	Estimate	t-Value	Conclusion
Relationships of GP[b] and GA to PD				
H_1 GP ⟶ PD	γ	0.17	2.28	Supported
H_2 GA ⟶ PD	γ	0.56	7.09	Supported
Relationships of PD to CS and CS to CL				
H_3 PD ⟶ CS	β	0.63	7.36	Supported
H_4 CS ⟶ CL	β	1.57	7.38	Supported
Relationships of GP and GA to CL through PD and CS				
H_5 GP ⟶ PD ⟶ CS ⟶ CL	-	0.17	2.18	Supported
H_6 GA ⟶ PD ⟶ CS ⟶ CL	-	0.56	7.68	Supported

a. Completely standardized estimates
b. GP = Green Product, GA = Green Advertising, PD = Purchase Desicion, CS = Customer Satisfaction, CL = Customer Loyalty

The result showed that Green Product and Green Advertising have direct influence to Purchase Decision, because consumers will buy products that they are concern

environmentally friendly product and influenced by the advertisements that explain the benefits of environmentally friendly products. Hence the results of this study are appropriate to Essoussi and Linton (2010) and Batool & Iqbal (2016).Next, Purchase Decision has direct influence to Customer Satisfaction and Customer Satisfaction has a direct influence to customer loyalty, because after making a purchase, consumers get benefits of energy saving such as using lamps and electronic products with low voltagecapacity and also durable therefore the consumers are satisfied.When consumers are satisfied they will purchase the products and do mouth to mouth advertisements. The results of this study are appropriateto Susanto (2013) dan Asgharian, et.al., (2012).This study found that Green Product and Green Advertising have indirect influence to Customer Loyalty through Purchase Decision and Customer Satisfaction, and these findings have not been studied by previous researchers.

5. Conclusion
Green Product and Green Advertising have direct influence to Purchase Decision. In addition, the Purchase Decision has direct influence to Customer Satisfaction and Customer Satisfaction has a direct influence to customer loyalty.Green Product and Green Advertising have indirect influence to Customer Loyalty through Purchase Decision and Customer Satisfaction..

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