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**Combination of Green Marketing and Green Products on
Purchasing Decisions J. Co Donuts & Coffee
(Forward Joint Branch) Katamso Medan**

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ABSTRACT

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The combination of Green Marketing and Green Products on purchasing decisions for J.CO Donuts & Coffee (Maju Bersama Branch" is the topic of this research. This type of research is quantitative. The generalization area consists of objects or subjects that have certain qualities and characteristics applied by researchers, with an average of 427/month. People are the research population. This research uses a purposive sampling technique, which requires selecting samples based on predetermined standards. The number of samples in this research is 81 people which is determined using the Slovin formula. SPSS 26 is used in this research to process data, such as instrument testing, classical assumption testing, multiple linear regression analysis, and hypothesis testing. According to hypothesis testing, it is used to individually test the significance of the relationship between the independent variable and the dependent variable with an alpha value = 0.05%.

Combination, Green Marketing, Green Product, Purchase Decisions

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INTRODUCTION

Green Marketing is one of the issues that is currently being discussed. This happened due to the increasing public awareness of the environment, so that people began to choose and buy environmentally friendly products.

Consumer decision-making is a complex process that involves several steps and considerations before a person decides to purchase a product or service. Before making a purchase decision, consumers typically weigh various factors that influence their choice, including needs, wants, benefits, and costs associated with the product or service in question (Zaky & Purnami, 2020).

Firstly, consumers must distinguish between needs and wants. Needs are essential for basic survival or well-being, while wants tend to be more subjective and might be inspired by social or cultural factors. The decision-

making process begins when consumers perceive a need or desire for something specific.

Once they identify a need or want, consumers start evaluating products or services that can meet that need. This evaluation involves assessing the benefits that the product will offer and determining whether it aligns with their preferences and lifestyle. Consumers also consider aspects like quality, brand reputation, and the features offered by the product (Indayani & Hartono, 2020).

Additionally, consumers take into account the costs they will need to incur to obtain the product. These costs include the purchase price, maintenance expenses, and potential additional costs. This consideration is crucial because consumers tend to seek optimal value for the money they spend.

The consumer decision-making process is a series of steps that involve analyzing needs, evaluating products, and considering costs. Consumers strive to find products or services that offer the greatest benefits at a reasonable cost. By understanding this process, marketers can develop effective strategies to attract consumers and increase sales.

The development of times and culture has unwittingly changed the lifestyle of the Indonesian people, especially the people of Medan, by starting to recognise and like this type of donut food. In the beginning, this type of donut food has not developed rapidly in the Indonesian local market, only a few companies produce and sell this type of food. Until finally donuts have been widely recognised by the Indonesian people due to cultural acculturation. This creates a market opportunity for entrepreneurs (marketers) of this type of donut food product.

The results of (Alamsyah, 2016) show that green products have a significant effect on purchasing decisions, while the results of (Usada & Murni, 2019) show that green products have no significant effect on purchasing decisions. The results of (Jannah & Hernawati, 2021) show that green marketing has a significant effect on purchasing decisions, while the results of (Suparno et al., 2024) show that green marketing has no significant effect on purchasing decisions.

The objectives of the researchers conducting this research are:

1. To determine whether green marketing partially has a positive and significant effect on purchasing decisions for J.Co Donuts & Coffee (Maju Bersama Branch).
2. To determine whether green product partially has a positive and significant effect on purchasing decisions for J.Co Donuts & Coffee (Maju Bersama Branch) Katamso Medan.

3. To determine whether green marketing and green products simultaneously have a positive and significant effect on purchasing decisions for J.Co Donuts & Coffee (Maju Bersama Branch) Katamso Medan.

RESEARCH METHODE

This research is a type of quantitative research with an exploratory research design. According to (Sugiyono, 2010) exploratory research is one type of social research whose purpose is to provide a little definition or explanation of the concepts or patterns used in research.

According to (Sugiyono, 2010) population is a generalisation area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study was an average of 427 / month people.

The sample is part of the number and characteristics possessed by the population. Sampling by accidental sampling, namely by looking for the object under study. Objects that happen to meet at the time of data collection and are suitable for research, then used as samples. Samples in this study with nonprobability through accidental sampling, namely people who happen to buy into J.Co Donuts & Coffee (Maju Bersama Branch) Katamso Medan ".

RESULT AND DISCUSSION

Classical Assumption Test

Normality Test

Table 1.
Kolmogorov-Smirnov Test

		Unstandardized Residual
N		81
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.30209797
Most Extreme Differences	Absolute	.096
	Positive	.094
	Negative	-.096
Kolmogorov-Smirnov Z		.868
Asymp. Sig. (2-tailed)		.438
a. Test distribution is Normal.		

It can be seen that the results of the data processing, the significance value of Kolmogrov Smirnov is 0.438, so it can be concluded that the data is normally distributed, where the significance value is greater than 0.05 ($p = 0.438 > 0.05$).

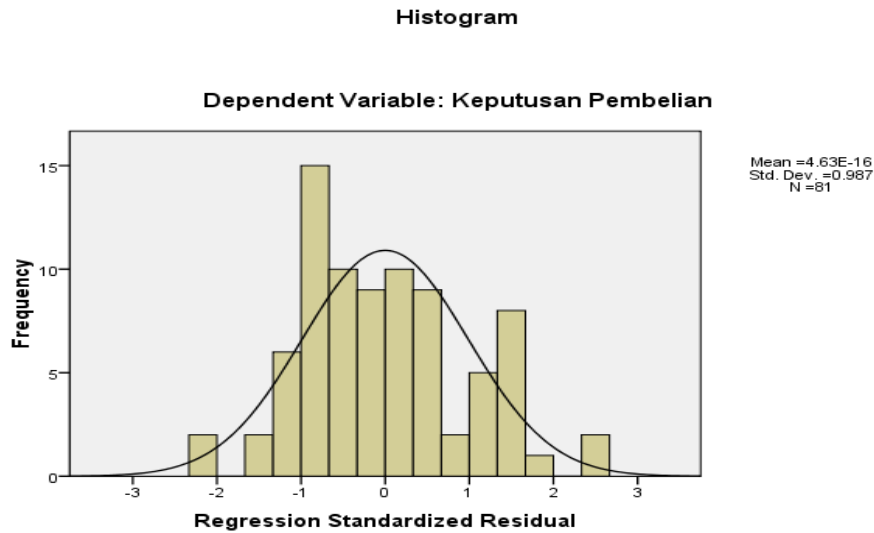


Figure 1.

Histogram Approach Normality Test

The results of testing the normality of the data show that the data is normally distributed, where the histogram image has a bell-shaped line and has a balanced swell in the middle.

Normal P-P Plot of Regression Standardized Residual

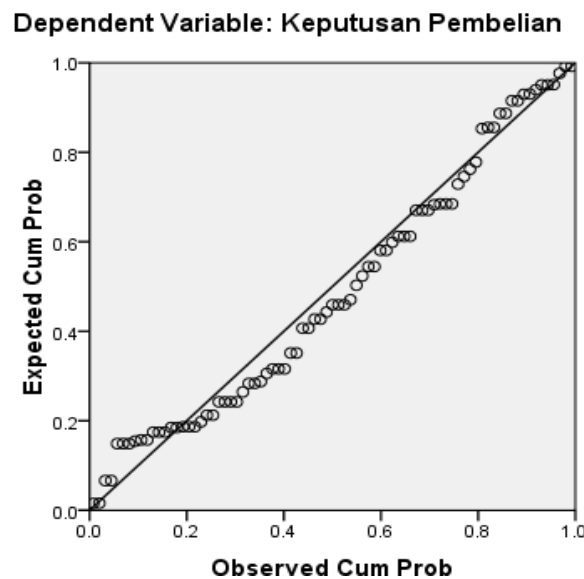


Figure 2.

Normality Test Normal P-Plot Approach

For the results of testing the normality of the data using PP Plot images, it can be seen that the data points spread around the diagonal line so that the data is normally distributed.

Multicollinearity Test

Table 2.
Multicollinearity Test Results

Model	Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error			Tolerance	VIF
1 (Constant)	1.726	.800	2.156	.034		
Green Marketing	.252	.044	5.668	.000	.610	1.638
Green Product	.679	.094	7.196	.000	.610	1.638
a. Dependent Variable: Keputusan Pembelian						

The following findings were generated using the table above. That the Variance Inflation Factor (VIF) number is smaller than 10, including Green 1.638 < 10 and Green Product 1.638 < 10, and the Tolerance value of Green Marketing 0.610, 10 and Green Product 0.610 > 0.10 so that they are free from multicollinearity.

Scatterplot

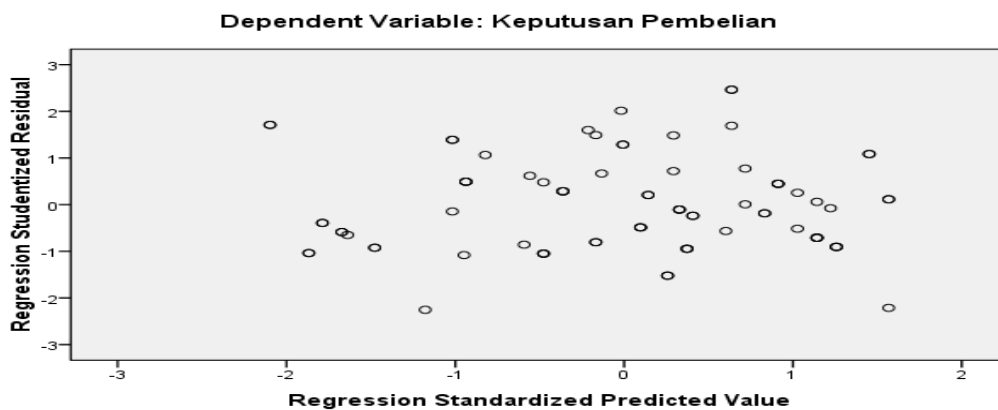


Figure 3.

Heteroscedasticity Test

The scatterplot image shows that the resulting points spread randomly and do not form a certain pattern or trend line. The figure above also shows that the data distribution is around the zero point. The results of this test

indicate that this regression model is free from heteroscedasticity problems, in other words: the variables to be tested in this study are homoscedasticity.

Multiple Linear Regression Analysis

Table 2.
Multiple Linear Regression Results

Model		Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error			Tolerance	VIF
1	(Constant)	1.726	.800	2.156	.034		
	Green Marketing	.252	.044	5.668	.000	.610	1.638
	Green Product	.679	.094	7.196	.000	.610	1.638
a. Dependent Variable: Keputusan Pembelian							

Based on this table, multiple linear regression is obtained as follows $Y = 1.726 + 0.252 X_1 + 0.679 X_2 + e$.

Where:

Y = Purchase Decision

X1 = Green Marketing

X2 = Green Product

The interpretation of the multiple linear regression equation is:

1. If everything in the independent variables is considered zero, the value of the Purchasing Decision (Y) is 1.726.
2. If there is an increase in Green Marketing 1, the Purchasing Decision (Y) will increase by 0.252.
3. If there is an increase in Green Product 1, the Purchasing Decision (Y) will increase by 0.679.

Simultaneous Test (F-test)

Simultaneous Significant Test (F Test) The method used is to look at the level of significance (=0.05). If the significance value is smaller than 0.05 then H0 is rejected and Ha is accepted.

Table 4.
Simultaneous Test

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	384.092	2	192.046	110.439	.000 ^a
	Residual	135.637	78	1.739		
	Total	519.728	80			
a. Predictors: (Constant), Green Product, Green Marketing						
b. Dependent Variable: Keputusan Pembelian						

Based on table 4.25 above, it can be seen that the Fcount is 110.439 while the Ftable is 3.11 which can be seen at $\alpha = 0.05$ (see attachment F table). The significant probability is much smaller than 0.05, namely $0.000 < 0.05$, so the regression model can be said that in this study Green Marketing and Green Product simultaneously have a significant effect on Purchasing Decisions. Then the previous hypothesis is Accept H_a or the hypothesis is accepted.

Partial Test (t-test)

Table 5.
Partial Test

Coefficients ^a							
Model		Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error			Tolerance	VIF
1	(Constant)	1.726	.800	2.156	.034		
	Green Marketing	.252	.044	5.668	.000	.610	1.638
	Green Product	.679	.094	7.196	.000	.610	1.638
a. Dependent Variable: Keputusan Pembelian							

Based on table 4.26 above, it can be seen that:

- 1) The effect of Green Marketing on Purchasing Decisions.
 The results show that the tcount is $5.668 > t$ table 1.990 and significant $0.000 < 0.05$, then H_a is accepted and H_0 is rejected, which states that Green Marketing has a partially significant effect on Purchasing Decisions.
- 2) The effect of Green Product on Purchasing Decisions.
 The results show that tcount $7.196 > t$ table 1.990 and significant $0.000 < 0.05$, then H_a is accepted and H_0 is rejected, which states that Green Product has a partially significant effect on Purchasing Decisions.

Coefficient of Determination

Table 6.
Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860 ^a	.739	.732	1.31869
a. Predictors: (Constant), Green Product, Green Marketing				
b. Dependent Variable: Keputusan Pembelian				

Based on the table table 4.27 above, it can be seen that the adjusted R Square number is 0.732 which can be called the coefficient of determination, which in this case means that 84.4% of Purchasing Decisions can be obtained and explained by Green Marketing and Green Product. While the remaining $100\% - 73.2\% = 16.8\%$ is explained by other factors or variables outside the model, such as product quality, location, service quality and others.

The Effect of Green Marketing on Purchasing Decisions

The results show that tcount $5.668 > t$ table 1.990 and significant $0.000 < 0.05$, then H_a is accepted and H_0 is rejected, which states that Green Marketing has a partially significant effect on Purchasing Decisions.

The choice of green marketing trade strategy that the company will implement must be based on consideration of how large the green market segment of the industry in which the company operates and the company's ability to differentiate its products or green brands from competitors (Hezron et al., 2019). This cannot be separated because green marketing is the main weapon for companies to be able to increase sales and increase profits for the company. The implementation of good green marketing will increase consumer interest to be interested and buy products offered that are useful and

environmentally friendly (WATI, 2023). Green marketing can run optimally and can increase consumer purchasing decisions. The results of this study are in accordance with the research of (Madjidan & Sulistyowati, 2022), where Green Marketing has a partially significant effect on Purchasing Decisions.

The Effect of Green Product on Purchasing Decisions

The results show that $t_{count} 7.196 > t_{table} 1.990$ and significant $0.000 < 0.05$, then H_a is accepted and H_0 is rejected, which states that Green Product has a partially significant effect on Purchasing Decisions.

With the current concern about environmental damage, students are starting to realise the importance of protecting the environment. This consumer awareness has led to changes in their purchasing behaviour. They are more sensitive or selective in purchasing a product for daily needs that will be consumed. Thus green products are needed by consumers who are aware of the environment and affect their purchasing decisions as consumers. The results of this study are in accordance with previous research (Madjidan & Sulistyowati, 2022; Silfina & Maksum, 2017), where Green Product has a partially significant effect on Purchasing Decisions.

The Effect of Green Marketing and Green Product on Purchasing Decisions

The results show that the F_{count} is 110.439 while the F_{table} is 3.11 which can be seen at $\alpha = 0.05$ (see attachment F table). The significant probability is much smaller than 0.05, namely $0.000 < 0.05$, so the regression model can be said that in this study Green Marketing and Green Product simultaneously have a significant effect on Purchasing Decisions (Hidayah et al., 2022). Then the previous hypothesis is Accept H_a or the hypothesis is accepted.

Thus green products are needed by consumers who are aware of the environment and have an effect on their purchasing decisions as consumers. The results of this study are in accordance with the research of (Sukma P et al., 2021) where Green Marketing and Green Product simultaneously have a significant effect on Purchasing Decisions.

CONCLUSION

Based on the research results described above. So it can be concluded that Green marketing partially has a positive and significant effect on purchasing decisions for J.Co Donuts & Coffee (Maju Bersama Branch) Katamso Medan, where $t_{count} 5.668 > t_{table} 1.990$ and significant $0.000 < 0.05$. Green product partially has a positive and significant effect on purchasing decisions for J.Co Donuts & Coffee (Maju Bersama Branch) Katamso Medan, where $t_{count} 7.196 > t_{table} 1.990$ and significant $0.000 < 0.05$. Green marketing and green product simultaneously have a positive and significant effect on purchasing decisions

for J.Co Donuts & Coffee (Maju Bersama Branch) Katamso Medan, where the Fcount is 110.439 > Ftable of 3.11 and significant is much smaller than 0.05, namely 0.000 < 0.05.

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