

ANALYSIS OF THE INFLUENCE OF GREEN MARKETING STRATEGIC, PRICE PERCEPTION, SERVICE QUALITY, AND BRAND EQUITY ON PURCHASE DECISION: A STUDY OF MODERN INVENTORY COFFEE CONSUMERS IN JAKARTA

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ABSTRACT

Indonesia is known to be one of the largest coffee commodity producers in the world with various types of coffee grown in various regions and by 2023 as many as 79% of Indonesian people will be coffee drinkers. One of the coffee commodities that is currently developing is modern mobile coffee, namely the concept of a mobile coffee shop providing flexibility in services and the ability to reach customers in different locations, one of which is Kopi Jago. This research aims to examine the influence of strategic green marketing, price perception, service quality, and brand equity on Kopi Jago consumers' purchase decisions. The sample in this study consisted of 240 respondents with the main criteria being 20-27 years old, domiciled in Jakarta, and having bought Kopi Jago in the past month. This research method uses a quantitative approach by distributing questionnaires using social media platforms. Instrument data measurement in the questionnaire uses a six-point Likert type scale. Data analysis used Structural Equation Modeling (SEM) which was processed using SPSS 25 software for validity and reliability testing, and AMOS 26 for model feasibility testing and hypothesis testing. Based on the results of several stages of testing carried out, strategic green marketing has a positive and significant influence on purchase decisions and brand equity of Kopi Jago in Jakarta, price perception has a positive and significant influence on brand equity. Service quality does not have a significant influence on brand equity and purchase decisions of Kopi Jago in Jakarta, while brand equity has a positive and significant influence on Kopi Jago purchase decisions in Jakarta. It is recommended to test other modern mobile coffee variables and products, with the aim that more readers will have insight into the development of the modern mobile coffee business in Indonesia.

Keywords: Green Marketing Strategic, Price Perception, Service Quality, Brand Equity, Purchase Decision, Kopi Jago

I. BACKGROUND OF STUDY

Indonesia is known to be one of the largest coffee commodity producers in the world with various types of coffee grown in various regions. Statistical Central (2023) reported that coffee production in Indonesia experienced fluctuations, where in 2020 coffee production reached 762.38 thousand tons and in 2021 it reached 786.19 thousand tons or an increase of 3.12 percent, however, in 2022 coffee production relatively decreased in the figure was 774.69 thousand tons or a decrease of 1.43 percent. Snapcart (2023) conducted research to analyze coffee consumption trends from 4,538 respondents, and it can be concluded that by 2023 as many as 79% of Indonesian people will be coffee drinkers.

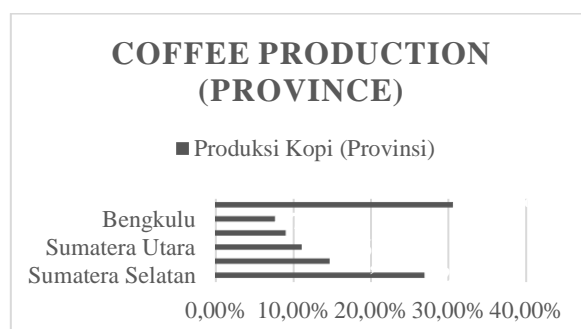


Figure 1. Coffee Production by Province

Source: Statistical Central (2023)

One of the coffee commodities that is currently developing is modern mobile coffee. Currently, the coffee business that uses the modern mobile coffee concept is Kopi Jago. Based on information provided by the official Kopi Jago website, starting March 11 2022, Kopi Jago will only focus its services in three areas, namely Karet Kuningan, Cipete, and Pondok Pinang (*Jago Hyperlocal New Radius*, 2023).



Figure 2. Kopi Jago Product

Source: Jago Coffee (2023)

Several factors must be studied so that consumers make purchase decisions regarding the products and services offered by the company. Purchase decision is an evaluation process carried out by consumers using their knowledge and experience of two or more alternative product choices so that they will choose one of them (Genoveva & Samukti, 2020). Through strategic green marketing, business people will gain more benefits than just creating environmentally friendly products and packaging. Kopi Jago wants to take small steps to protect the environment by not providing straws and teaching its customers to change their habit of drinking coffee without straws. One way to face business competition is to create a better price perception than competitors, so that it can attract customers to make purchase decisions (Rivai, 2021). One way to face business competition is to create a better price perception than competitors, so that it can attract customers to make purchase decisions (Rivai, 2021). The variation in prices of coffee products means consumers have many choices to determine what product they want to buy. In principle, consumers certainly expect business people to add product benefits but still at affordable and competitive prices (Rohwiyati & Praptiestrini, 2020).

Another important factor that makes a business grow rapidly is the service quality provided by the company. The service quality provided has an important influence, especially in the world of food and beverages (Hidayat, 2021). If the service quality provided has a good impression on consumers, it will certainly increase the company's brand equity, and vice versa. The stronger the company's brand equity, the stronger the attraction for consumers to consume the product (Rahmady & Purwanti, 2020). The companies must improve the quality of factors such as marketing strategies, promotions, prices and services provided so that the company's brand equity gets better in the eyes of consumers.

This research aims to examine the influence of strategic green marketing, price perception, service quality, and brand equity on Kopi Jago consumers' purchase decisions. Next, the aim is to test the influence of strategic green marketing and service quality on the brand equity of Kopi Jago consumers.

II. LITERATURE REVIEW

Purchase Decision

Purchase decision is a consumer activity carried out to decide to buy a product that is a solution to consumer needs and desires. In purchase decisions there are six dimensions of purchase decisions according to Tirtayasa *et al* (2021) namely product choice, brand choice, dealer choice, purchase time, purchase amount to be spent at one time, and payment method. Purchase decision is also a part of consumer behavior, which is an action directly involved in selecting, determining a product or service, including the decision-making process that follows this action. (Siregar *et al.*, 2022). This includes consumer activities in selecting products and brands. Consumers will consider what type of product and brand they will choose to make a purchase.

Furthermore, in terms of payment methods, there are several types of method choices that make it easier for consumers to make payments, both cash and non-cash. The next consideration is regarding the time of purchase. In this case, consumers have certain reasons starting from their considerations and budget capabilities, as well as other reasons which cause consumers to think that in making a purchase, they must take advantage of the right moment and time (Sari *et al.*, 2021).

Several organized collections of choices can provide consumers with the opportunity to make purchase decisions (Darmansah & Yosepha, 2020). So it can be concluded that purchase decision is a strategy for consumer assessment of a product regarding several criteria that are the reason consumers make a purchase. This is based on the needs and desires of the consumer.

Green Marketing Strategic

Green marketing is defined as a marketing strategy that not only offers environmentally friendly products, but also includes production processes, packaging, advertising and other activities that do not harm the environment. (Genoveva & Samukti, 2020). According to Jennah *et al* (2023) several components of the green marketing mix that are beneficial for environmental sustainability include green products, green operations, green places, and green promotion. Sienatra & Evani (2021) explain that green products are products that do not pollute the environment or products that use up natural resources and can be recycled into more useful products. Some of them include products that are non-toxic, use raw materials made from recycled materials, and the waste does not damage the environment. Meanwhile, what is meant by green place is the choice of place for the distribution process that does not damage the environment and has a positive impact on consumers (Thoibah *et al.*, 2022).

Utilizing digital promotions is the implementation of green promotion, such as creating promotional posters and campaigns on social media, to creating content about calls for reducing waste that pollutes the environment. Likewise with green operations, which is an operational scale that refers to environmentally friendly marketing aspects (Vilkaite-Vaitone *et al.*, 2022). In this case, Kopi Jago implements this by carrying out operational activities using electric carts or environmentally friendly electric carts that are emission free.

Price Perception

Price perception is a consumer's view regarding the comparison of the amount of money that will be spent to obtain the desired products and services (Magdalena *et al.*, 2023). Consumers buy a product because they want to get the value and benefits of the product. Price perception is generally defined as that consumers consider price to be the costs sacrificed to obtain a product, however consumers have different perceptions of the costs incurred even for the same product (Pratiwi, 2020). Meanwhile, in price perception, which is seen in terms of quality, consumers tend to prefer products that are more expensive when the quality obtained exceeds the price of the product (Pratiwi, 2020).

Service Quality

Service quality is a form of consumer assessment of the level of service that has been received, because good service is certainly expected to achieve consumer satisfaction (Alvin & Amirudin, 2021). In the current era of digitalization, services are not only provided conventionally, but services can also be provided via digital platforms such as social media, call centers, and even company websites. According to Cesariana *et al* (2022) the dimensions of service quality include responsiveness, reliability, empathy, assurance and tangibles.

Responsiveness refers to the ability to be responsive and willing to serve consumer needs. Furthermore, reliability is described as the ability to provide services quickly, accurately and satisfactorily as expected. In terms of empathy, it is a reaction of concern for consumers by providing more personal attention and comfort in communicating. In assurance, the knowledge possessed is in the form of skills and guarantees are provided so that customers are free from risk. As well as the tangibles dimension, which includes physical facilities, operational tools that help smooth communication between consumers and sellers.

Brand Equity

Brand equity is a brand, a collection of assets and liabilities in a brand related to its name and symbols, which can increase or decrease the value of goods and services for a company or customer (Pandiangan *et al.*, 2021). Meanwhile, according to Nicky Surya Putri (2021) brand equity can be measured by stating the basic elements of brand equity, namely brand awareness, brand association, perceived quality, brand image and brand loyalty.

Brand awareness is defined as a condition when consumers can remember and be aware of a brand under certain conditions, thus enabling consumers to recognize a brand from various product categories, thus encouraging consumers to make purchasing decisions (Budiman & Novella, 2021). Almost similar to brand association, which is an impression that arises in consumers' minds regarding memories of a brand (Salsabila & Hasbi, 2022). Furthermore, the perceived quality dimension is a view on the quality of the product or service offered by a brand so that it meets consumer expectations (Salsabila & Hasbi, 2022). Brands that have high perceived quality tend to have stronger brand equity. Next, brand loyalty is a description of consumers who remain loyal to using a product brand compared to other brands (Budiman & Novella, 2021).

III. METHODOLOGY

This research applies a quantitative approach. The population in this study are consumers who have ordered Kopi Jago either directly or via a mobile application in Jakarta. According to Thakkar (2020) to use SEM analysis requires at least 200 samples. Next, the calculation of the sample size uses the formula from Hair *et al* (2019) which is based on the number of indicators multiplied by 5 to 10. This research uses a total of 39 indicators, so 39×6 , thus getting a result of 234 and rounded up to 240 samples. The specific criteria that will be used in this research are men and women aged 20 to 27 years, domiciled in Jakarta, and of course have purchased Kopi Jago in Jakarta in the past month.

This research was carried out using Structural Equation Modeling (SEM) analysis using SPSS 25 software for validity and reliability testing, and using AMOS 26 software for measuring model feasibility and hypothesis testing. A six-point Likert scale was used in this study to avoid being neutral towards respondents' answers. On the Likert scale, neutral or hesitant answers are not used because they have double meaning and are considered unable to provide an answer (Gracyella Samuel, 2021). Questionnaires were distributed online via several social media platforms such as WhatsApp, Instagram and Twitter.

Table 1. Likert Scale

Informations	Score
Strongly Agree	1
Don't agree	2
Slightly Disagree	3
Slightly agree	4
Agree	5
Strongly agree	6

Source: Gracyella Samuel (2021)

Validity test uses SPSS 25 software. This technique also aims to test whether each indicator is valid or not. This research will use a minimum of 200 samples, a factor loading value of more than 0.40 is appropriate for this sample size (Hair *et al.*, 2019). Instruments previously declared valid will be continued with reliability testing. The reliability test was carried out using the value of Cronbach's alpha using SPSS 25 software. Cronbach's alpha is a measure of reliability that ranges from 0 to 1, with a value of 0.60 to 0.70 considered the lower limit of acceptability (Hair *et al.*, 2019). Questionnaire instrument can be considered reliable if the Cronbach's alpha value is greater than or equal to 0.7. The model feasibility test can be carried

out using AMOS 26. The criterion measured in this test is goodness-of-fit. Hair *et al* (2019) state that this measure will indicate how well a particular model structure reproduces the covariance matrix between indicator variables. Several indicators contained in goodness-of-fit include chi-square, CMIN/DF, probability, GFI, RMSEA, CFI, and AGFI.

Table 2. Goodness Of Fit Indices

Goodness of Fit Indices	Limit Score
Chi-square (χ^2)	Expected to be small
CMIN/DF	$\leq 2,00$
Probability (P)	$\geq 0,05$
Goodness Of Fit (GFI)	$\geq 0,90$
Root Mean Square Error Of Approximation (RMSEA)	$\leq 0,08$
Comparative Fit Index (CFI)	$\geq 0,90$
Adjusted Goodness of Fit Index (AGFI)	$\geq 0,80$

Source: Thakkar (2020)

Hypothesis with a sample that comes from a population with the same average for a or a set of dependent variables (Hair *et al.*, 2019). SEM analysis uses AMOS 26. The purpose of conducting hypothesis testing is to measure whether there is an influence between one variable and another, and which hypothesis is accepted or rejected with the assumption that:

H_0 : The independent variable has no effect on the dependent variable.

H_1 : The independent variable has an effect on the dependent variable.

To decide whether the hypothesis is accepted or rejected, it can be seen from the P value in the estimation results:

If $P < 0.05$ then H_0 is rejected and H_1 is accepted.

If $P > 0.05$ then H_0 is accepted and H_1 is rejected.

The P value with the critical ratio (CR) value shows the significance level of a hypothesis. In line with what is explained by Hair *et al* (2019) that the hypothesis will be accepted if the CR value is > 1.96 and the P value is < 0.05 and vice versa, if the CR value is < 1.96 and the P value is > 0.05 then the hypothesis will be rejected.

IV. RESULT AND DISCUSSION

Validity Test

Validity testing was carried out using the Exploratory Factor Analysis (EFA) method using SPSS 25 software. This is because this study used 240 samples, so it has a factor loading limit of 0.40 (Hair *et al.*, 2019). If the factor loading value is greater than 0.40 then the statement indicator can be said to be valid. The following are the results of the validity testing that has been carried out:

Table 3. Validity Test Result

Variable	Indicator	Factor Loading	Result
<i>Purchase Decision</i>	PD1	0.815	Valid
	PD2	0.764	Valid
	PD3	0.763	Valid
	PD4	0.739	Valid
	PD5	0.725	Valid
	PD6	0.716	Valid
	PD7	0.711	Valid
	PD8	0.700	Valid
	PD9	0.684	Valid
	PD10	0.591	Valid
	PD11	0.526	Valid
Green Marketing Strategic	GMS1	0.825	Valid
	GMS2	0.760	Valid
	GMS3	0.759	Valid
	GMS4	0.726	Valid
	GMS5	0.703	Valid
	GMS6	0.660	Valid
	GMS7	0.596	Valid
Price Perception	PP1	0.766	Valid
	PP2	0.762	Valid
	PP3	0.749	Valid
	PP4	0.747	Valid
	PP5	0.704	Valid
	PP6	0.685	Valid
Service Quality	SQ1	0.867	Valid
	SQ2	0.854	Valid
	SQ3	0.794	Valid
	SQ4	0.771	Valid
	SQ5	0.738	Valid
	SQ6	0.845	Valid
	SQ7	0.776	Valid
	SQ8	0.762	Valid
Brand Equity	BE1	0.810	Valid
	BE2	0.775	Valid
	BE3	0.769	Valid
	BE4	0.757	Valid
	BE5	0.744	Valid
	BE6	0.739	Valid
	BE7	0.708	Valid

Sources: Data Processed By Researchers (2024)

Based on the data analyzed from the validity test, the results obtained were that all statement indicators in each variable were declared valid. After all indicators are declared valid, they will continue with reliability testing.

Reliability Test

The reliability test in this study used SPSS 25 software using Cronbach's alpha value. The statement indicator can be considered reliable when the Cronbach's alpha value is greater than or equal to 0.7.

Table 4. Reliability Test Result

Variable	Cronbach's Alpha Value
Purchase Decision	0.897
Green Marketing Strategic	0.842
Price Perception	0.828
Service Quality	0.843
Brand Equity	0.873

Sources: Data Processed By Researchers (2024)

All research variables received a Cronbach's alpha value of more than 0.7, so they were declared reliable and could be tested at the next stage, namely model feasibility testing.

Model Feasibility Test

Confirmatory Factor Analysis (CFA) testing will then be carried out using Amos 26 software to measure the feasibility of the research model and confirm variable indicators that have been declared valid and reliable. previously. Based on the modifications to the structural model that have been carried out, a structural model is obtained as shown in Figure 4.2 as follows:

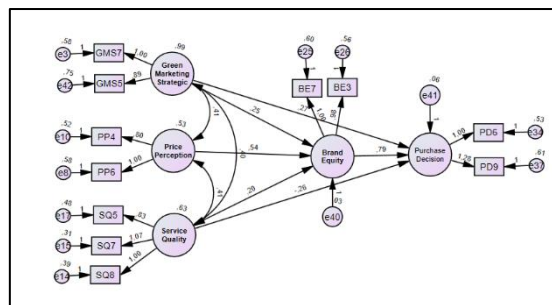


Figure 3. Model Feasibility Test Result

Sources: Data Processed By Researchers (2024)

All indicators on the goodness of fit output value are in accordance with the predetermined limit values, namely:

Table 5. Goodness Of Fit After Modification

Goodness of Fit Indices	Limit Score	Count	Result
Chi-square (χ^2)	Diharapkan kecil	48,028	Good
CMIN/DF	$\leq 2,00$	1,372	Good
Probability (P)	$\geq 0,05$	0,070	Good
GFI	$\geq 0,90$	0,996	Good
RMSEA	$\leq 0,08$	0,039	Good
CFI	$\geq 0,90$	0,987	Good

AGFI	≥ 0,80	0,937	Good
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Sources: Data Processed By Researchers (2024)

Hypothesis Testing

Hypothesis testing is the final stage of several tests that have been carried out previously. In this test, if the Critical Ratio (CR) value is more than 1.96, then the hypothesis is declared acceptable and if the P value is less than 0.05, then the hypothesis is declared significant.

Table 6. Hypothesis Test Result

Hypothesis	Independent Variable	Dependent Variable	C.R.	P	Result
H ₁	Green Marketing Strategic	Purchase Decision	2,223	0,026	Accepted
H ₂	Green Marketing Strategic	Brand Equity	3,261	0,001	Accepted
H ₃	Price Perception	Brand Equity	3,021	0,003	Accepted
H ₄	Service Quality	Brand Equity	1,640	0,101	Rejected
H ₅	Service Quality	Purchase Decision	1,645	0,100	Rejected
H ₆	Brand Equity	Purchase Decision	2,919	0,004	Accepted

Sources: Data Processed By Researchers (2024)

Based on the hypothesis testing that was carried out from H₁ to H₆, the results were quite good, namely four of the six hypotheses showed positive and significant results. The following are the results and discussion obtained from hypothesis testing:

1) Green Marketing Strategic and Purchase Decision

The first hypothesis test (H₁) shows that the C.R value is $2.223 > 1.96$ and the P value is $0.026 < 0.05$. So it can be concluded that strategic green marketing has a positive and significant influence on purchase decisions.

2) Green Marketing Strategic and Brand Equity

Based on the results of the second hypothesis test (H₂), there is a critical ratio (C.R) value, namely $3.261 > 1.96$ and the probability value (P) also shows a value of $0.001 < 0.05$. From these data it can be stated that strategic green marketing has a positive and significant influence on brand equity.

3) Price Perception and Brand Equity

Testing the third hypothesis (H₃) found a CR value of $3.021 > 1.96$ and a probability value of $0.003 < 0.05$. It can be concluded that price perception has a positive and significant effect on brand equity.

4) Service Quality and Brand Equity

Based on the calculation of the fourth hypothesis (H₄) that has been carried out, it shows that the CR value is 1.640, where the value is < 1.96 and the probability results show a value of $0.101 > 0.05$. So, service quality does not have a significant influence on brand equity.

5) Service Quality and Purchase Decision

Testing the fifth hypothesis (H_5) found a CR value of $1.645 < 1.96$ and a probability value of $0.100 > 0.05$. It can be concluded that service quality does not have a significant influence on purchase decisions.

6) Brand Equity and Purchase Decision

The sixth hypothesis test (H_6) shows that the C.R value is $2.919 > 1.96$ and the p value is $0.004 < 0.05$. From this data it can be concluded that brand equity has a positive and significant influence on purchase decisions, because it is known that H_6 is accepted and H_0 is rejected.

V. CONCLUSION

Based on the results of research conducted on Kopi Jago consumers aged 20-27 years and domiciled in Jakarta, there are hypotheses that have a positive and significant influence, there are also hypotheses that have a negative and insignificant influence. Strategic green marketing has a positive and significant influence on the purchase decision and brand equity of Kopi Jago in Jakarta, price perception has a positive and significant influence on the brand equity of Kopi Jago in Jakarta, service quality does not have a significant influence on the brand equity and purchase decision of Kopi Jago in Jakarta, and brand equity has a positive and significant influence on the purchase decision of Kopi Jago in Jakarta. The researcher suggests that in further research, it should be carried out by testing other variables as well as other modern mobile coffee products, because in this study the service quality variable does not have a significant influence on brand equity and purchase decisions, so ongoing research needs to be carried out with the aim of getting more readers. who has insight into the development of the modern mobile coffee business in Indonesia.

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