MBE: JURNAL MANAJEMEN DAN BISNIS EQUILIBRIUM

THE EFFECT OF GREEN MARKETING AND PRODUCT QUALITY ON PURCHASING DECISIONS FOR COCONUT SHELL CRAFTS AT YANDE BATOK UMKM IN KLUNGKUNG REGENCY

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Abstract: In today's modern business world, environmentally-focused marketing is becoming increasingly popular. There are various ways to implement environmentally-focused marketing strategies, such as using recycled materials as raw materials for production and using environmentally friendly packaging. In addition, companies can also carry out social activities or make donations aimed at preserving the environment. This study aims to determine the effect of green marketing and product quality partially and simultaneously on purchasing decisions for coconut shell handicraft products at Yande Batok MSMEs in Klungkung district. Data was obtained through distributing questionnaires to respondents who were 17 years and over and had purchased Yande Batok products as many as 160 respondents. Data processing and analysis techniques using multiple linear regression. The study results show that Green Marketing and Product Quality simultaneously have a significant positive influence on Purchasing Decisions at Yande Batok MSMEs in Klungkung Regency. Green marketing partially has a positive and significant effect on Purchasing Decisions at Yande Batok MSMEs in Klungkung Regency. Product quality partially has a positive and significant effect on Purchasing Decisions at Yande Batok MSMEs in Klungkung Regency.

Keywords: Green Marketing, Product Quality, Purchase Decision

INTRODUCTION

Environmental and health issues caused by human activities, within the scope of business activities, have become a major concern at all levels of society. Increased awareness and concern for the environment and health have changed the views and lifestyles of people and businesses. This is reflected in a shift in business approaches that pay more attention to environmental sustainability. Marketing that focuses on environmental sustainability, known as "*environmental* marketing", is a new trend in the marketing world. It is a potential strategic opportunity with multiple benefits (multiplier effect) for both businesses and society as consumers (Aseng, Massie, & Kawet, 2021) .

Micro, small and medium-sized enterprises (MSMEs) are a popular choice for entrepreneurs in Indonesia. This is because MSME management is not too complicated and can be accessed by various groups. In addition,

MSMEs also do not require too much cost in terms of finance (Safitri & Khasan Setiaji, 2018) . MSMEs play an important role in contributing to the Indonesian economy. As a large and widespread business sector throughout the country, MSMEs have a positive impact in several aspects of the economy. MSMEs create significant employment opportunities for the community, reduce unemployment, and improve living standards. MSMEs support economic growth by contributing to gross domestic product (GDP) and national income. The role of MSMEs is recognised as an important factor in providing progress and assisting economic development, not only in developing countries, but also in developed countries (Simangunsong, 2022) .

Green marketing is a concept that increases business awareness and concern for the environment (Hariyani, 2013). Companies will apply environmental issues in their marketing activities, which results in a new phenomenon in the marketing domain known as the *green marketing* concept. Companies today are increasingly inclined to integrate environmental issues in their marketing activities. This has given rise to a new concept in the marketing world known as "green marketing". *Green marketing* refers to marketing practices that emphasise environmental aspects, such as the use of environmentally friendly materials, waste reduction, use of renewable energy, or social activities that focus on environmental sustainability. This concept provides the possibility for an industry to conduct promotional activities by highlighting their positive impact on the environment, and at the same time attract consumers who are more concerned about environmental issues. *Green marketing* does not only aim to be profit-oriented, but companies also hope to increase awareness and care for the environment (Sukma P, 2021) .

To make decisions on the purchase and use of goods and services, it is important to pay attention to the marketing concept which consists of four main pillars: target market, customer needs, integrated marketing, and profitability. The implementation of integrated marketing can be observed through the use of the marketing mix. Gilaninia et al. (2013) in his research states that the marketing mix is a combination of strategies and activities that companies use to sell their goods and services. Focusing on the people who buy, companies can choose the right features for the product, price and distribution outlets, and the right words to advertise the product. The entire success of the company lies in the amount of customer trust and loyalty. Competitive conditions in companies are now competing with each other to be able to provide an impression and value for customers (Suwastawa, Sumerta, & Aris, 2021) .

UMKM Yande Batok, which is located in negari village, banjarangkan sub-district, is one of the SMEs producing handicrafts and art goods from coconut shells, namely UMKM Yande Batok. Yande Batok MSME prepares handicraft industry products that operate in providing

products to consumers. The types of goods produced are bowls from coconut shells, lamp decorations, piggy banks, tissue holders and bags from coconut shells and various other souvenirs according to customer requests. Yande Batok MSMEs have served consumers by preparing goods in a good way.

Raw materials of around 500 grains per day are almost entirely used without producing any unused materials. Yande Batok MSMEs are currently recognised by the public both from within and outside the country. Several Balinese accessory shops, artshops have become regular customers of Yande Batok UMKM. However, due to the Covid-19 Pandemic, it has had a huge impact on Yande Batok MSMEs. Yande Batok MSME realised that the market response to its handicraft products was declining. This is due to the decline in the number of tourist visits at this time. Usually, the demand will be high during the busy tourist visit season. However, during this pandemic, Yande Batok Kelapa MSMEs have experienced a decline in sales. Data on the Target and Realised Sales Value of products is presented in the table:

Table 1.
Total Target and Realisation of Sales Value of Yande Batok MSME
Craft Products in Klungkung Regency 2017-2021

No.	Year	Target Value Sales (Rp)	Sales Value Realisation (Rp)	Realisation (%)
1	2017	100.000.000	125.550.000	125
2	2018	130.000.000	128.670.000	98,97
3	2019	135.000.000	95.650.000	63,76
4	2020	120.000.000	80.060.000	59,30
5	2021	125.000.000	100.365.000	62,72
Total		-	530.295.000	
Average		-	106.059.000	

Source: Yande Batok MSME (2022)

Product sales at Yande Batok MSMEs, increased from 2017-2018, while during the pandemic in 2019-2020 experienced a decrease in the value of sales each year was Rp.106,059,000, -. The realisation of the sales value of in general shows that it has not been able to meet the sales target. In 2017, the sales value realisation was able to exceed the planned target, while the sales value realisation from 2019-2021 was lower than the sales value target. However, Yande Batok MSMEs changed their sales strategy by creating new products from coconuts that are processed into products such as cooking oil made from processed coconut trees and other similar products, because there are still no regulations that tourists can come on holiday to Bali like before the Pandemic. Entering the new normal period, sales began to exist since the new product was created.

Aside from the price of Yande Batok's handicraft products, it is also a fact that people generally find it difficult to find out the difference between environmentally safe products and other products because the differences are not clearly visible. Therefore, as managers of Yande Batok MSMEs, they are expected to conduct thorough market analyses and audit carefully to attract consumer interest. Another problem faced in Yande Batok MSMEs is related to the place of sale. Consumers have difficulty finding coconut shell handicraft products because these products have limited distribution. These products are only available in a few places such as Art Shops and Balinese Souvenir Shops, making it difficult for consumers to find them widely.

The gap that occurs is whether *green marketing* and product quality can currently provide a high contribution to product purchasing decisions or not. The existence of good *green marketing* is thought to have a real impact on optimising product purchasing decisions. This is due to an increase in the level of public awareness in efforts to preserve the environment and reduce the impact of global warming. One of the main factors is the use of product packaging that is more environmentally friendly (Winata et al., 2022). Product quality has a real share in optimising repurchase decisions. There is a strong assumption that the better or higher the quality of the product, the more likely consumers will choose to repurchase the product. Good product quality will make consumers consider the product when they need it.

Efforts to improve purchasing decisions for coconut shell handicraft products, where it is suspected that attention to *green marketing* and product quality are significant factors in overcoming existing problems. Therefore, this study reasoned to further examine the effect of *green marketing* and product quality on purchasing decisions for coconut shell handicraft products at Yande Batok MSMEs in Klungkung Regency with the title: "The Effect of *Green marketing* and Product Quality on Purchasing Decisions for Coconut Shell Crafts at Yande Batok MSMEs in Klungkung Regency"

METHODS

This research is a study designed as a causal associative study using a quantitative approach. This study uses a quantitative approach, namely research that describes the effect of independent variables in their contribution to increase or decrease the dependent variable using hypothesis testing using statistical data and accompanied by an explanation of each variable. Researchers chose to conduct research at Yande Batok UMKM which markets and sells Coconut Shell Craft products, located in Negari Village, Banjarangkan District.

Sugiyono, (2017: 80) provides a statement that population is a basic scope of research which is divided into objects and subjects that have specific characteristics that will be studied and used to reach relevant

conclusions. The population in this research is all consumers at Yande Batok MSMEs in Klungkung Regency, the number of which cannot be identified. The number of samples is determined based on the number of statements/indicators used. This study uses 16 statements used in efforts to measure 3 variables, so the number of respondents used is 16 question items multiplied by 5 - 10 the number of indicators, so that the sample range is obtained as much as 5x16 = 80 to 10x16 = 160. Based on Hair et al. (2014) the minimum sample size in conducting path analysis that is recommended is at least 100 respondents, so that in this study the largest range is 160 respondents. The sampling is by *purposive random sampling* . With sample criteria, namely:

1. At least 17 years of age and above, this is intended to take the minimum age standard in sampling and is considered capable of understanding the contents of the questionnaire statements.
2. Have purchased products at Yande Batok MSMEs, this is intended in accordance with the criteria for variable Y, namely Decision. So the sample target used is consumers who already have experience purchasing Yande Batok UMKM products.
3. Consumers who reside in Klungkung Regency.

To obtain data, this research uses methods of collecting data using methods such as observation, interviews, questionnaires along with documentation studies. The score of each alternative answer by the respondent consists of five answers which are measured using a Likert scale. Furthermore, the data was tabulated and analysed using the validity test and reliability test as a technique to test the validity and reliability of the research questionnaire. As a condition of regression analysis, classical assumption tests were carried out, namely normality, heteroscedasticity and multicollinearity tests. Subsequent data analysis used multiple linear regression analysis, coefficient of determination analysis, t test and F test.

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RESULTS AND DISCUSSION
Results
Test Validity and Test Reliability
Validity test is used to test each statement item so that it is known whether a questionnaire is valid or not. To find information related to the level of validity of an instrument, it can be indicated by looking at the comparison of the correlation coefficient value (PearsonxxCorrelation) of the instrument. The testing criteria are outlined if the value of the correlation coefficient > r table then the statement item is decided to be valid (Arikunto, 2014) . It is known that the r table for N = 160 is df = N-2 (160-2) = 158 with a significance distribution of 5% and the obtained r table value is 0.1552.

Table 2.
Recapitulation of Test ResultsixValidity

Variables	Item	r count	r table 5%	Ket.
GreenxMarketing (X1)	X1_01	0,752	0,	xValid
	X1_02	0,774	0,	xValid
	X1_03	0,855	0,	xValid
	X1_04	0,819	0,	xValid
(X2)	X2_01	0,773	0,	xValid
	X2_02	0,809	0,	xValid
	X2_03	0,810	0,	xValid
	X2_04	0,722	0,	xValid
	X2_05	0,708	0,	xValid
	X2_06	0,733	0,	xValid
Y)	Y_01	0,704	0,	xValid
	Y_02	0,811	0,	xValid
	Y_03	0,782	0,	xValid
	Y_04	0,798	0,	xValid
	Y_05	0,804	0,	xValid
	Y_06	0,627	0,	xValid

Source: Datax processed 2023

The presentation of the test results summarised from the SPSS output provides information that all variable statement items have shown validity as evidenced by the coefficient value> 0.1552.

Next is the reliability test of the research instrument, which is to determine the reliability of a questionnaire. The instrument is referred to as reliable if it has a CronbachxAlpha value> 0.60 (Sujarweni, 2015) .:110

Table 3.
Recapitulation of Test ResultsixReliability

	Cronbach'xAlpha	Critical Value	xDescription
GreenxMarketing (X_1)	0,807	,60	xReliable
(X_2)	0,853	,60	xReliable
(Y)	0,838	,60	xReliable

Source: Datax processed 2023

Table 3 provides information that the variables used in this research are all reliable, which is indicated by the Cronbach's Aplha number which is above the standard of 0.60, which provides information that the variables are reliable.

Classical Assumption Test

Classical assumption test is a requirement that must be passed before conducting data analysis with multiple linear regression analysis so that the research model used can be ensured to be in line with the models

and concepts used in this research. The following are parts of the assumption test described below:

Test Normality

The test is based on the significance value in the Kolmogorov Smirnov normality method. This test is used to ensure that the data used in this research is normally distributed or not.

Table 4.
Kolmogorov Smirnov normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardised Residual
N		160
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.17042496
Most Extreme Differences	Absolute	.112
	Positive	.112
	Negative	-.110
TestxStatistic		.052
Asymp. Sig. (2-tailed)		**.200[c,d]**

Source: Data processed, 2023

Referring to the output data of the data processing application, SPSS, where the number 0.200 is displayed, which indicates that the data in this research is well distributed and normality can be fulfilled.

Multicollinearity Test

A good regression model and in accordance with the conceptual of this research is that there is no correlation between independent variables. ThexTolerance value must be above 0.10 andxVIF is below 10 so that it can be said that the model is free from multicollinearity.

Table 5.
Multicollinearity Test

Coefficients[a]			
Model		CollinearityxStatistics	
			VIF
1	(Constant)		
	Green marketing (X1)	0,898	1,114
	Product Quality (X2)	0,898	1,114

Source: Data processed, 2023

Referring to the output results of SPSS results, it appears that there is no multicollinearity between the independent variables in this research.

1) Heteroscedasticity Test

This test is to see the significance of the regression model in other observations. A good regression model is one that is fixed in one observer without being significant from another observer.

Table 6.
Test Heteroscedasticity

Model		B	Std. xError	xBeta	t	.
				Standardisedx Coefficients		
1	(Constant)	2,626	1,330		1,974	0,050
	Green marketing (X1)	-0,034	0,060	-0,047	-0,560	0,576
	(X2)	0,008	0,045	0,015	0,183	0,855

a. Dependent Variable: ABS_RES

Source : Data processed, 2023

The significance value of the *green marketing* variable (x1) is 0.576 and the significance value of the product quality variable (x2) is 0.855. This finding provides information that the *absolute residual* value (Abs_RES) is higher than 0.05. This finding provides information where no heteroscedasticity is found in the regression model.

Data Analysis
Multiple Linear Regression Analysis

The presence or absence of an influential relationship between the independent variables and the dependent variable and to determine the direction of the relationship, multiple linear regression analysis was used. The results of this analysis assisted by the SPSS programme are described below:

Table 7.
Regression Analysis Multiple Linear

Model		B	Std. Error	Beta	t	Sig.
		Unstandardised Coefficients		Standardised Coefficients		
1	(Constant)	10,618	2,374		4,472	0,000
	Green marketing (X1)	0,342	0,108	0,237	3,175	0,002
	Product Quality (X2)	0,351	0,080	0,329	4,399	0,000

Source : Data processed, 2023

Referring to the output of the results of the data processing application, namely SPSS, the regression equation formula is compiled, namely:

$$Y = 10.618 + 0.342 X_1 + 0.351 X_2$$

Interpretation of the regression coefficient:

a = 10.618, meaning that if *Green marketing* and Product Quality are considered constant, it causes the magnitude of the Purchase Decision for coconut shell crafts at Yande Batok UMKM in Klungkung Regency, which is worth 4.434 units.

b_1= 0.342, indicating that if *Green marketing* is considered constant, then an increase in *Green marketing* worth one unit will result in the purchase decision of coconut shell crafts at Yande Batok UMKM in Klungkung Regency increasing by 0.486.

b_2= 0.351, indicating that if Product Quality is considered constant, then an increase in Product Quality by one unit will result in Purchasing Decisions for coconut shell crafts at Yande Batok UMKM in Klungkung Regency increasing by 0.661.

Analysis Determination

Determination is one part of regression analysis in an effort to determine the contribution of a variable in providing an increase or decrease in the value of other variables in this case, namely the contribution / contribution between *Green marketing* and   Quality simultaneously to the Purchase Decision of coconut shell crafts at Yande Batok UMKM in Klungkung Regency which is expressed in percentage.

Table 8.
Analysis Determination

Model Summaryb				
Model	R	**R Square**	Adjusted R Square	Std. Error of the Estimate
1	.463a	0,214	0,204	2,725

Source : Data processed, 2023

The coefficient of determination shows the *Adjusted* R *Square* value with a displayed number of 0.204. This means that the magnitude of the variation in the relationship between *Green Marketing* and Product Quality on Purchasing Decisions for coconut shell handicrafts at Yande Batok UMKM in Klungkung Regency is 20.4% while the remaining variation of 79.6% is contributed by variables not mentioned in this study.

T-Test Analysis

The t-test is used in an effort to find information on the significance of the influence of *Green Marketing* and Product Quality on Purchasing Decisions for coconut shell crafts at Yande Batok MSMEs in Klungkung Regency. The following are the results of the t test using the IBM SPSS 25.0 *for windows* computer programme presented below:

Table 9.
AnalysisxTest

Model		Coefficients B	Std. Error	Standardised Coefficients Beta	t	Sig.
1	(Constant)	10,618	2,374		4,472	0,000
	Green marketing (X1)	0,342	0,108	0,237	3,175	0,002
	Product Quality (X2)	0,351	0,080	0,329	4,399	0,000

Source : Data processed, 2023

It was found that the calculated $t_1$value was 3.175> from the t table value of 1.65462 with a significance figure of 0.002 <0.05, a decision that can be concluded that *green marketing* has a positive and significant effect on purchasing decisions for coconut shell crafts at Yande Batok UMKM in Klungkung Regency.

It was found that the calculated $t_2$value was 4.339> from the t table value of 1.65462 with a significance figure of 0.000 <0.05, so it can be decided that product quality has a positive and significant effect on the decision to purchase coconut shell crafts at Yande Batok UMKM in Klungkung Regency.

F-test Analysis

analysis is used to obtain information about the level of significance of the influence of *Green Marketing* and Product Quality simultaneously has an influence on Purchasing Decisions for coconut shell crafts at Yande Batok UMKM in Klungkung Regency. The following are the results of the F test using the IBM SPSS 25.0 for windows programme:

Table 10.
ResultxF calculated (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig .
1	Regression	317,396	2	158,698	21,365	.000b
	Residual	1166,204	157	7,428		
	Total	1483,600	159			

Source : Data processed, 2023

Referring to the results of the analysis obtained, the calculated F value is 21.365 > from the F table value of 4.74 and by looking at the significance value of 0.000 <0.05. It can be decided that *Green Marketing* and Product Quality simultaneously have a positive and significant   on Purchasing Decisions for coconut shell crafts at Yande Batok UMKM in Klungkung Regency.

Interpretation of Research Result

The Influence of *Green Marketing* on Purchasing Decisions.

Based on the results of the analysis of the effect of *Green Marketing* on Purchasing Decisions at Yande Batok MSMEs in Klungkung Regency, it shows that the calculated t1 value = 6.116 compared to the t table value = 1.65462, it turns out that the calculated t1 value is greater than the t table value, this means that partially *GreenxMarketing* (X1) has a significant effect on Purchasing Decisions (Y). *Green marketing* (X1) can significantly increase Purchasing Decisions (Y). This finding means that consumers tend to be more interested and tend to choose products from Yande Batok MSMEs when they realise the efforts the company makes in protecting the environment and its sustainability. *Green marketing* is an important factor in influencing consumer purchasing decisions at Yande Batok MSMEs in Klungkung Regency.

Green marketing is an approach to marketing that emphasises aspects of environmental sustainability and maintaining ecological balance. The goal of greenxmarketing is to communicate the environmental benefits of products or services to consumers and encourage them to make more sustainable purchasing decisions. Consumers are increasingly aware of environmental and sustainability issues. They tend to look for products that are environmentally friendly and support environmentally responsible business practices. *Green marketing of* Yande Batok MSMEs demonstrates their commitment to environmental sustainability. . This result is in line with the study done by (Jamira & Yandi, 2019) .

The Effect of Product Quality on Purchase Decisions

Based on the results of the analysis of the effect of Product Quality on Purchasing Decisions at Yande Batok MSMEs in Klungkung Regency, it shows that the t2count value = 4.399 compared to the t table value = 1.65462, it turns out that the t2count value is greater than the t table value, which means that Product Quality has a positive and significant effect on Purchasing Decisions. This means that purchasing decisions at Yande Batok MSMEs in Klungkung Regency can be improved by the existence of products that have good quality and as expected.

Product quality refers to the level of excellence or perfection of a product in meeting consumer needs and expectations. It involves the extent to which the product meets the standards, specifications, and characteristics expected by consumers. High quality products tend to meet or even exceed consumer expectations in terms of performance, durability, reliability and other features. Yande Batok MSMEs that are able to produce quality products will build a good reputation in the eyes of consumers. Consumers tend to trust brands or companies that are known for quality products. This trust affects purchasing decisions, because consumers feel more confident and secure in buying products from MSMEs that have been proven to

produce good products. The results of this research are in line with studies conducted by (Aghitsni & Busyra, 2022) .

The Effect of *Green Marketing* and Product Quality on Purchasing Decisions Simultaneously

Based on the results of the analysis regarding the effect of *Green marketing* and Product Quality on Purchasing Decisions simultaneously at Yande Batok MSMEs in Klungkung Regency, it shows that the value of F count = 21.365 compared to the value of F table 4.74, it turns out that the value of F count = 21.365> Ftable = 4.74, which means that together *Green marketing* (X1) and Product Quality (X2) together have a significant positive influence on Purchasing Decisions (Y). This finding means that the use of marketing strategies oriented towards environmental sustainability and providing quality products can encourage consumers to choose and buy products from Yande Batok MSMEs in Klungkung Regency.

Purchasing decisions refer to the process by which consumers choose to buy or not buy a product or service. In the context of Yande Batok MSMEs in Klungkung Regency, purchasing decisions refer to consumers' decisions to buy coconut shell handicraft products offered by these MSMEs. *Green marketing* and product quality are important factors in influencing consumer purchasing decisions at Yande Batok MSMEs in Klungkung Regency. *Green marketing* reflects the company's social responsibility to the environment and society. Consumers tend to choose to support companies that pay attention to their impact on the environment. In addition, superior product quality can be a differentiation factor from competitors. If Yande Batok MSMEs are able to provide products with better quality than their competitors, consumers will tend to choose products from these MSMEs. This provides a competitive advantage and can increase consumer purchasing decisions. This finding is supported by a study conducted by (Mawardi, 2020) .

CONCLUSION

Based on the test results, the Green Marketing variable was proven to have a positive and significant effect on the Purchase Decision of Yande Batok MSMEs in Klungkung Regency. This indicates that a well-implemented green marketing strategy can increase consumer purchase decisions for coconut shell handicraft products. Additionally, the Product Quality variable also showed a positive and significant influence on Purchase Decisions, meaning that the better the quality of the products offered, the higher the likelihood of consumers deciding to make a purchase. Simultaneously, Green Marketing and Product Quality together exert a positive and significant influence on Purchase Decisions, thereby supporting the hypothesis that both variables influence Purchase Decisions simultaneously. The magnitude of the variation in the relationship between

Green Marketing and Product Quality on the Purchase Decision of coconut shell handicrafts at Yande Batok SMEs in Klungkung Regency is 20.4%, while the remaining 79.6% is influenced by other variables not explained in this study.

ADVICE

Based on the lowest average results of each variable, it is recommended that Yande Batok MSMEs improve their Green Marketing strategy by evaluating the prices of products that are considered relatively expensive compared to similar environmentally friendly products, and considering offering discounts to understand and adapt to consumer needs. In terms of product quality, Yande Batok MSMEs also need to improve the uniqueness and appeal of coconut shell handicraft products in order to attract a wider range of consumers. Regarding purchasing decisions, it is recommended that Yande Batok SMEs provide digital payment methods as an alternative to facilitate consumer transactions. For further research, it is recommended to consider adding other variables such as price perception, brand image, or other social factors that may influence purchasing decisions. Additionally, it is necessary to examine additional variables that may influence the relationship between Green Marketing and Product Quality on Purchase Decisions, as the results of this study indicate that their combined contribution to purchase decisions is only 20.4%, while the remaining 79.6% is influenced by other factors not discussed in this study. This is important to provide a more comprehensive understanding of the implications of the factors involved in optimizing purchasing decisions in the context of green marketing..

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