Green Marketing, Service Quality, Word of Mouth, On Purchase Decission Coffee Drink

Dewi Murtiningsih  
Universitas Mercu Buana  
dewi.murtiningsih@mercubuana.ac.id

Yananto Mohadi Putra  
Universitas Mercu Buana  
yananto.mihadi@mercubuana.ac.id

Abstract
This study aims to determine the: does green marketing influence purchase decision?, does service quality influence purchase decision?, does word of mouth influence purchase decision?, does green marketing, service quality, word of mouth influence purchase decision?. The type of research is descriptive association, the sample of this study includes 100 respondents determined by the MLE formula, and researcher use a sample of 110 with the consideration that if there was a defect in the questionnaire then the sample size would still be fulfilled; the sampling technique is simple random sampling; the data is obtained by distributing a questionnaire and then analyzing it using SPSS Version 26. Green marketing influence purchase decision, service quality influence purchase decision, word of mouth influence purchase decision; green marketing, service quality, word of mouth influence purchase decision. Future research is expected to add the number of samples, expand the research object, and add relevant topics; future research is expected to process data with different analysis tools.

Keywords: green marketing, word of mouth, brand image, purchase intention

INTRODUCTION

The modern business world has developed at an ever-increasingly rapid and dynamic pace. As a result, manufacturers of particular goods or services have been facing increased competition. This means that business professionals must be able to make the best use of all of their opportunities, potential, and resources. The food and beverage industry is one of the most well-liked industries in this day and age (Temaja and Yasa, 2019).

Quality, according to Tjiptono (2001), is a condition of the goods, services, customers, procedures, and ever-changing environments. Meeting clients' expectations and granting their wants
is a common definition of service quality. The provision of everything that customers demand from a business in order to satisfy their needs is known as service quality (Asmarani, 2021). Businesses need to provide high-quality service in order to continue operating and gaining the trust of their clients. The service quality approach can be used to gauge how well a company provides excellent services (Wahyuni & Pramitasari, 2022).

Word of mouth (WOM) is a kind of communication that takes the shape of talks and testimonials from individuals who discuss a particular good or service (Basalamah, 2010). Customers will talk about their experiences with specific companies’ goods or services, or they may even refer others to them (Permadi and Suryadi, 2014). Food product recommendations via word of mouth (WOM) will pique interest, which in turn leads to an indirect desire to buy.

The inconsistency in this research is due to the different results found in some previous research which states that green marketing does not influence purchase decision (Mahendra and Nugraha, 2021; Wulandari et al., 2021), followed by research by Nur and Suesih (2021), which states that service quality has no influence on purchasing decisions, then Kurniawan (2022) mention that word of mouth does not have an influence on purchase decision.

**Literature Review**

**Green Marketing Influence Purchase Decision**

Groening et al., (2018) define green marketing as an emerging action aimed at consumers by combining various existing marketing activities (price, planning, process, production, promotion and people) with the aim of fulfilling company plans and reducing bad effects of products or services. The result of research by Wolok (2019), Setiawan dan Yosepha (2020) shows that green marketing has a positive and significant influence on purchase decision. Furthermore, research carried out by Widodo (2020); Setiawan & Yosepha (2020) states that green marketing has a positive and significant influence on purchase decision, and research conducted by Aprilia et al., (2023) states that green marketing influences purchase. The difference with the previous research is that it is implemented in the marketing area with coffee consumers as the analysis unit and carried out in an educational environment that involved students of Mercu Buana University, Meruya, Jakarta Barat. Based on the explanation above, the hypothesis that can be formulated is:

H1: Green marketing influences purchase decision.

**Service Quality Influence Purchase Decision**

The consumer's long-term appraisal of the service's quality is determined by the cognitive evaluation of the service. Businesses that continually deliver the greatest service will have an advantage over rivals and be able to more freely and readily cultivate customer loyalty. Customers that receive good service are more likely to make a purchase (Mbete and Tanamal, 2020). The research conducted by Ayuningtiyas & Gunawan, 2018), which stated that information quality significantly influence the purchase decision. This is supported by the research conducted by Rumambi (2019) which states that service quality significantly to purchase decision. Previous research reveals that there is a significantly positive relationship of service quality to purchase decision (Arslan dan Zaman, 2014). Based on the above description, hypothesis 1 can be formulated as follows:

H2: Service quality influences purchase decision

**Word of Mouth Influence Purchase Decision**

According to Gunawan et al. (2020), word-of-mouth marketing is the act of one consumer providing information to another through direct eye contact or mouth-to-mouth communication about a good or service. According to Andari & Napu’s (2016) research, recommendations from friends and family have a favourable and substantial impact on purchasing decisions. Research by Joesiana (2018), which indicates that word-of-mouth influences buying decisions significantly, lends credence to this. Previous studies show that word-of-mouth and purchasing decisions have a strong beneficial association (Oktavianto, 2014). Based on the explanation above, the hypothesis that can be formulated is:
H3: Word of mouth influences purchase decision

**Green Marketing, Service Quality, Word of Mouth Influence Purchase Intention**

A simultaneous test on green marketing, service quality and word of mouth on purchase decision shows that there is a significant impact. This study is in line with studies conducted by Wolok (2019), Setiawan dan Yosepha (2020); Widodo (2020), dan Setiawan & Yosepha (2020); Setiawan & Yosepha (2020); Aprilia et al., (2023) shows that green marketing has a positive and significant influence on purchase decision. The research conducted by Ayuningtiyas & Gunawan, 2018; Rumambi (2019); Arslan dan Zaman (2014) stated that service quality has a positive and significant influence on purchase decision. The results of research by Andari & Napu (2016); Joesiana (2018); Oktavianto (2014) show that brand image has a significant influence on customer purchase intention.

Based on the data above, the hypothesis that can be drawn is:

H4: Green marketing, service quality, word of mouth influences purchase decision

**METHOD**

**Research Design**

This type of research is explanatory. The research is an explanatory research that tries to explain influence green marketing on the purchase decision, influence service quality on the purchase decision, influence word of mouth on the purchase decision, and simultan influence green marketing, service quality, word of mouth on the purchase decision.

The method used is a survey through the distribution of questionnaires to obtain data from respondents. The population is all student in management strata one in Universitas Mercu Buana Meruya Jakarta Barat. The total sample in this study is 110 respondents, which was determined using maximum likelihood estimation (MLE). Simply random sampling is used as a data gathering technique. The respondent's data is collected using a questionnaire with a Likert scale of 1–5.

The analytical technique used is the SPSS with dependent variables: green marketing, service quality, word of mouth and dependent variable purchase decision.

**RESULTS AND DISCUSSION**

The result of the study is shown in the normality, multicollinearity, and heteroscedasticity tests as follows:

**Normality Test**

The purpose of the normality test is to determine whether the variable score distribution is normally distributed. Examining the normal curve of a p-p plot is one method of determining whether or not data is normal. If a variable has a distribution image where the data points are dispersed about a diagonal line and the direction of the diagonal, the variable is considered normal. The purpose of the normality test, according to Umar (2011:181), is to determine if an independent variable, dependent variable, or both are regularly distributed or nearly normal. Here is Figure 4.1 P-Plot Normal Graphic that shows the results of SPSS 26 output:
Based on Figure 1 above, the result of SPSS Normal P-P plot output shows that the distribution of data points spreads around the diagonal line, and the spread of data points is in the direction of the diagonal. Then, it can be concluded that the data on the variable choosing college decision is normal.

**Multicollinearity Test**

The purpose of the multicollinearity test is to examine whether there is a correlation between independent variables in the regression model. A good regression model should not have any correlation between its independent variables if the variables are independent. If the independent variables correlate with each other, then these variables are not orthogonal. An orthogonal variable is an independent variable whose correlation value is zero. Tolerance measures the variability of the independent variable selected if it is described by other independent variables, so a low tolerance value is equal to a high VIF value (because VIF = 1 or tolerance). The cut-off value commonly used to indicate the presence of multicollinearity is tolerance value < 0.10 or equal to VIF value > 10. Each researcher should determine the level of multicollinearity that is still tolerable. For example, the tolerance value of 0.10 is equal to the level of collinearity > 0.9.

<table>
<thead>
<tr>
<th>Model</th>
<th>Green Marketing</th>
<th>Tolerance</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.686</td>
<td>1.458</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Service Quality</td>
<td>.786</td>
<td>1.272</td>
</tr>
<tr>
<td></td>
<td>Word of Mouth</td>
<td>.677</td>
<td>1.477</td>
</tr>
</tbody>
</table>

Based on Table 1 above, it can be said that VIF values and its Tolerance have been met.

**Heteroscedasticity Test**
The purpose of the heteroscedasticity test is to examine whether there is an inequality of variance from the residual of one observation to another in a regression model. Heteroscedasticity occurs when variance 1 is not constant but changes with each observation. A good regression model has homoscedasticity or the absence of heteroscedasticity.

**Figure 2. Scatterplot Graphic**

Based on Figure 2 above, it shows the spread of data points as follows: data points spread above and below or around number 0, data points do not gather only above or below, data points should not form widening wave patterns then narrowing and back to widening. The spread of data points should not form patterns. Thus, it can then be concluded that independent variables are free from the classical assumptions of heteroscedasticity and feasible to use in research.

**Double Linear Regression Analysis**

**Table 4. Result of Double Linear Regression Coefficient**

<table>
<thead>
<tr>
<th>Coefficientsa</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>2.947</td>
</tr>
<tr>
<td>Green Marketing</td>
<td>.536</td>
<td>.159</td>
</tr>
<tr>
<td>Service Quality</td>
<td>.222</td>
<td>.083</td>
</tr>
<tr>
<td>Word of Mouth</td>
<td>.699</td>
<td>.145</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase Decision

Based on Table 4.22 above, the regression equation is:

\[ Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \epsilon \]

\[ Y = 2.947 + 0.536X_1 + 0.222X_2 + 0.699X_3 + \epsilon \]

Remarks:

- \( X_1 \) = Variable *Green Marketing*
- \( X_2 \) = Variable *Service Quality*
Table 4 shows that:
1. The green marketing variable on purchase decision has a sig. value of 0.001, so it can be concluded that green marketing has a significant influence on purchase decision.
2. The service quality variable on purchase decision has a sig. of 0.009, so it can be concluded that service quality has a significant influence on purchase decision.
3. The word of mouth variable on purchase decision has a sig. of 0.000, so it can be concluded that word of mouth has significant influence on the purchase decision.

Table 5. Result of Determination Coefficient Test

<table>
<thead>
<tr>
<th>Model Summaryb</th>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>RStd. Error of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>.679a</td>
<td>.461</td>
<td>.449</td>
<td>4.887</td>
</tr>
<tr>
<td>a. Predictors: (Constant), Word of Mouth, Service Quality, Green Marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Dependent Variable: Purchase Decision</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

According to Table 5, it can be seen that the value of the R number is 0.679a. This number shows a sufficient relationship between purchase decision and green marketing, service quality, word of mouth because the independent variables are more than two, so the adjusted R square used is 0.461. Therefore, the value of adjusted R square (adj R²) or determination coefficient (KD) in the calculation above is 0.449, or equal to 44.9%.

Table 6. Result of F-Test

<table>
<thead>
<tr>
<th>ANOVAa</th>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>Regression</td>
<td>3</td>
<td>866.358</td>
<td>36.276</td>
<td>.000b</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Residual</td>
<td>127</td>
<td>23.883</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>5632.168</td>
<td>130</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Dependent Variable: Purchase Decision</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Predictors: (Constant), Word of Mouth, Service Quality, Green Marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Based on Table 6, it can be seen that variable green marketing, service quality, and word of mouth simultaneously have a significant influence on purchase decision with a significance value of 0.000.

Green Marketing On Purchase Decision

The testing of the first hypothesis shows that green marketing has influence on purchase decision. This study is consistent with research conducted by Wolok (2019), Setiawan dan Yosepha (2020), Widodo (2020), dan Setiawan & Yosepha (2020); Aprilia et al., (2023), which shows that green marketing has a positive and significant influence on purchase decision. Furthermore, this study research inconsistent with the research carried out by Mahendra and Nugraha (2021); Wulandari et al., (2021) states that green marketing has no significant influence on purchase decision.

Service Quality On Purchase Decision

---

\[ X_1 = \text{Variable Word of Mouth} \]
\[ Y = \text{Variable Purchase Decision} \]
\[ \alpha = \text{Constant} \]
\[ \beta_1 \beta_2 \beta_3 = \text{Regression Coefficient (increase or decrease value)} \]
\[ \epsilon = \text{Interference outside the model (error)} \]

---

https://doi.org/10.37010/jdc.v4i2.1450
Based on the test of the four hypothesis, it shows that service quality influences purchase decision. This study is consistent with the research of Ayuningtiyas & Gunawan (2018) stated that service quality has a positive and significant influence on purchase decision. This is supported by the research conducted by Rumambi (2019); Arslan dan Zaman (2014) which states that service quality significantly to purchase decision. This study inconsistent with the research of Nur and Saesih (2021), which states that service quality has no influence on purchasing decisions.

**Word of Mouth On Purchase Decision**

Based on the test of the four hypothesis, it shows that word of mouth influences purchase intention. This study is consistent with the research of Andari & Napu (2016) which states that word of mouth have a positive and significant influence on purchase decision. Then research conducted by Joesiana (2018); Oktavianto (2014) proves that word of mouth influences purchase decision. This study inconsistent with the research of Kurniawan (2022), which states that word of mouth has no influence on purchasing decisions.

**Green Marketing, Service Quality, Word Of Mouth On Purchase Decision**

A simultaneous test on green marketing, service quality and word of mouth on purchase decision shows that there is a significant impact. This study is in line with studies conducted by Wolok (2019), Setiawan dan Yosepha (2020); Widodo (2020), dan Setiawan & Yosepha (2020); Setiawan & Yosepha (2020); Aprilia et al., (2023) shows that green marketing has a positive and significant influence on purchase decision. The research conducted by Ayuningtiyas & Gunawan, 2018; Rumambi (2019); Arslan dan Zaman (2014) stated that service quality has a positive and significant influence on purchase decision. The results of research by Andari & Napu (2016); Joesiana (2018); Oktavianto (2014) show that brand image has a significant influence on customer purchase intention.

**CONCLUSION**

Based on the discussion result and configuration of the conceptual framework, such as the research model, the conclusions of this study can be specifically presented as follows: green marketing influence purchase decision; service quality influence on purchase decision, word of mouth influence on purchase decision, brand image influence purchase decision, and simultan green marketing, service quality, word of mouth influence purchase decision.

Based on the findings from the conclusions of this study, these are some suggestions that can be used as research recommendations: this research focuses on the variables green marketing, service quality, word of mouth, and purchase decision, so other variables such as brand trust, social media marketing, perceived quality, price, and customer satisfaction are needed to find out the buying interest; future research is expected to add the number of samples, expand the research object, and add relevant topics; future research is expected to process data with different analysis tools such as SPSS, GeSCA, and SEM_AMOS.

**REFERENCES**


Produk Elektronik Merk Sharp Di Electronic City Cipinang Indah Mall Jakarta Timur. *Jurnal Ilmiah M-Progress*, 10(1).
