

# Green Consumer's Behavior, Price, and Brand Image Influence on Customer Satisfaction of Le Minerale Gallon

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## Abstract

*Twitter users are discussing the latest product from Le Minerale which is a disposable gallon. They think that Le Minerale's disposable gallons are considered not environmentally friendly. The government through the Ministry of Environment and Forestry has issued a policy on the reduction of waste by producers. However, PT Mayora Indah Tbk as Le Minerale manufacturer still uses disposable gallons. Although it has been regulated by the regulation of the Minister of Environment and Forestry, there are still consumers who complain about the gallon of Le Minerale. Therefore, further research is needed to find out how respondents responded to Green Consumer's Behavior, Price, and Brand Image to Customer Satisfaction with Le Minerale Gallon. Research method used is descriptive and verification method. While the data to support this research is secondary data and primary data. The population of this study was a customer of Le Minerale gallons in West Java by taking representative samples. The analysis tool used is logistic regression analysis. The sampling technique used is Accidental Sampling. The results of this study showed that price and brand image positively affect customer satisfaction, while green consumer's behavior has no effect on customer satisfaction. Therefore, it is recommended to the company to pay attention to the price and brand image so that consumers feel satisfied with Le Minerale gallon products.*

**Keywords:** *Green Consumer's Behavior; Price; Brand Image, Satisfaction.*

## Introduction

The waste problem in Indonesia is a problem that has not been resolved until now. Meanwhile, with the increasing population, it will also follow the increasing volume of waste generated from human activities (Purwaningrum, 2016). The habit of people who use plastic in their daily lives

causes the amount of plastic waste to increase from year to year. It took hundreds of years to decompose plastic waste naturally. Even if plastic is decomposed into micro plastics, it is still dangerous for humans and the environment (Qodriyatun et al., 2019).



Figure 1: Plastic Waste

According to the Ministry of Environment and Forestry, the percentage of plastic waste in Indonesia continues to increase. In 2014 plastic waste in Indonesia accounted for 14% (8.94 million tons) of the amount of existing waste (64 million tons). In 2016 this number increased to 16% (10.43 million tons) of the existing amount of waste (65.2 million tons). To reduce the central government's plastic waste through the Ministry of Environment and Forestry issued a Regulation of the Ministry of Environment and Forestry Number P.75 of 2019 on The Road Map of Waste Distribution by Manufacturers. Although the producer waste reduction scheme has been established, the reality is that there are still producers who are not in line with government policy. One of them is le Minerale bottled mineral water. Surely this makes consumers claim this Le Minerale gallon product, which then impacts on the increasing level of consumer dissatisfaction. This is because PT Mayora Indah Tbk as a manufacturer of Le Minerale brand issued disposable gallon products that became a controversy in Twitter. Le Minerale promotes its disposable gallon products with the slogan "More Hygienic, More Practical" which is claimed to be cleaner because it is not a re-washed gallon. Le Minerale also claims that its gallons are 100% Eco Recyclable made from 100% recyclable materials, both bottles and lids (kontan.co.id). Twitter Users think the claim is just a gimmick that will add to the accumulation of plastic waste (akurat.co). With the claims of this, it will certainly have an impact on the public and they won't buy the product. This is seen the response of netizens who oppose disposable gallon products, this proves that green consumer's behavior of the community is high. Green Consumer's Behavior is the behavior of an individual who is influenced by his or her concern for the environment. This behavior is reflected by the individual, when they search, buys, uses, evaluates, and disposes of the product (Siringi, 2012 in Kristina, 2020). This can be seen from the growth of movements such as earth day, bike to work, car free days and some movements that support environmental conservation activities as well as healthier lifestyle movements (Adialita, 2015). In addition, Le Minerale's promotions outperformed the price of gallons that were cheaper than its competitors. In its advertisement it says the price includes water and gallons. It is expected that this can attract prospective consumers to choose Le Minerale gallon products. But the fact is the price of a gallon of Aqua brand with a net content of 19 liters has the same price as a gallon of Le Minerale with a net content of 15 liters. So le minerale consumers still feel dissatisfied with Le Minerale products. Table 1 shows the competitors and Le Minerale's position.

**Table 1. Top Brand Index 2020 Data**

Brand	Top Brand Index 2020
Aqua	61,5%
Ades	7,8%
Club	6,6%
Le Minerale	6,1%
Cleo	3,7%

source [www.topbrand-award.com](http://www.topbrand-award.com), 2020

The table above shows that Le Minerale ranked fourth in the Top Brand Index in 2020. Le Minerale is a bottled water brand that has occupied market share and is recognized by consumers. But in reality Le Minerale was only able to occupy the fourth position (topbrand-award.com). Therefore, PT Mayora Indah Tbk as a company needs to make various efforts to maintain their brand image. Brand image is the consumer's assumption of a product where the brand image that is in the consumer's mind is not easily created in a quick period of time,

so it forms and will remember the brand image when hearing or seeing certain brands (Amirudin & Shania, 2020).

Based on the description, the author wishes to conduct further this research. The purpose of this study is to find out how respondents responded to Green Consumer's Behavior, Price and Brand Image of Le Minerale gallons and how much it affects the customer satisfaction of Le Minerale gallons.

## **Literature Review**

### **Green Consumer's Behavior**

Green consumers' behavior is the behavior of individuals who are influenced by their concern for the environment. This behavior is reflected by the individual, when he searches, buys, uses, evaluates, and disposes of the product (Siringi, 2012). Consumer behavior that cares about the environment will affect his desire to consume environmentally friendly products (Andrew & Slamet, 2013).

Environmental awareness is defined as a multidimensional construction consisting of cognitive, attitude, and behavioral components (Tantawi et al., 2009). Consumers with a high level of environmental awareness make decisions on purchasing environmentally friendly products increased compared to products that pay less attention to environmental issues. Thus, the measure of environmental awareness will be more closely related to purchasing habits than sociodemographic or personality variables (Chan et al., 2008). To see the level of consumer awareness of environmental sustainability, their purchasing behavior towards environmentally friendly products can explain it. According to Jati and Waluyo (2012), there are four variables that can influence consumer's behavior, namely environmental knowledge, environmental attitude, recycling behavior, and political action.

### **Price**

Price is one of the elements of the marketing mix that generates costs. According to Alma (2016) the price is the value of an item expressed with money. In the context of service marketing, the term price according to Tjiptono (2014) is a certain amount of money (monetary unit) and or other aspects (non-monetary) that contain certain utilities or uses needed to obtain a service. Utility is an attribute or factor that has the potential to satisfy and certain desires. Price indicator according to Morissan (2015), namely:

- a. Quality of products
- b. Competition level
- c. Promotional activities

### **Brand Image**

According to Rangkuti in Sangadji and Sopiah, (2012). Brand image is a group of brand associations, formed and embedded in the minds of consumers. Setiadi (2013) argues that brand image refers to a memory scheme of a brand, which contains consumer interpretation of attributes, advantages, usage, situations, users, and marketer characteristics and/or creator characteristics of the product/brand.

Keller (in Romadhoni, 2015) suggests factors of the formation of brand image, among others:

- a. Brand excellence is one of the factors that shape the brand image, where the product excels in competition. Because of the advantages of quality (model and comfort) and the characteristic that causes a product has its own appeal for consumers.
- b. The strength of a brand is a brand association depending on how the information enters the consumer's memory and how the process survives as part of the brand image. The strength of this brand association is a function of the amount of information processing received in the encoding process.

- c. The uniqueness of the brand is the association of a brand inevitably has to be divided with other brands. Therefore, competitive advantages must be created that can be used as an excuse for consumers to choose a particular brand. By positioning the brand more leads to the experience or self-advantage of the product image.

### Customer Satisfaction

Tjiptono (2014) states that consumer satisfaction is a state that arises from the feeling of evaluating a product or service experience. According to Kasmir (2017), customer satisfaction is the hope or feeling of a person for the purchase of a goods or services. This means that what is expected to be achieved by the customer is in accordance with the reality. This hope and reality will determine customer satisfaction (Doni & Izet, 2019). According to Tjiptono (2014) in the measurement of consumer satisfaction can use six dimensions:

- a. Overall customer service
- b. Dimension of customer satisfaction
- c. Confirmation of expectations
- d. Repurchase intention
- e. Willingness to recommend
- f. Customer dissatisfaction.

### Framework

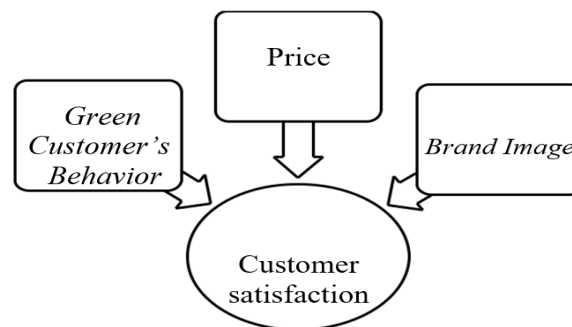


Figure 2: Frame

Based on framework above, the hypothesis can be formulated as follows:

H0: Green Customer's Behavior, Price, and Brand Image, unable to affect customer satisfaction.

H1: Green Customer's Behavior, Price, and Brand Image are able to influence customer satisfaction positively and significantly.

### Method

This research uses descriptive and verificative methods. Descriptive methods are used to describe or decipher problems related to questions on self-contained variables, namely describing green customer's behavior, price, and brand image, while verificative analysis is a model analysis and proof that is useful to find the truth of the proposed hypothesis. Verificative analysis in this study is to find out the influence of green customer's behavior, price, and brand image on customer satisfaction.

The population of this study is a customer of Le Minerale gallons in West Java by taking a representative sample. Sampling technique used is Accidental Sampling with the number of 100 respondents. The following is the determination of the number of respondents using the formula put forward by Ridwan and Akdon (2013).

The data sources used in this study are primary data and secondary data. This research uses a logistics analysis model. The general equation for logistic regression with two options (Binary Logistic Regression) results is expressed as follows (Kuncoro, 2011). This study can be compiled a model of function equations as follows.

$$X_{1,2,3} = \beta_0 + \beta_1 + \mu$$

X1 = Green Consumer's Behavior

X2 = Price

X3 = Brand Image

$\beta$  = Coefficient of regression

$\mu$  = Disruption factor

$\beta_0$  = Constant

## Results and Discussion

### Analysis of Respondents' Profile

Respondents in this study are citizens who live in the province of West Java and meet the criteria specified in this study. The number of respondents who responded to the questionnaire amounted to 108. The number of respondents (n) as many as 100 people in a survey study was considered feasible and met the sample size (Sugiyono, 2013).

From the data collection, respondents were 65.7% female and the remaining 33.3% were male. The majority of respondents aged 22-26 were 63%. Respondents aged 17-21 were 15.7%, 27-31 year olds were 11.1%, over-37s were 6.5%, and 32-36 were 3.7%. Based on the work of most respondents are students/college students of 38%, private employees by 36.1%, entrepreneur by 9.3%, housewives by 4.6% and others by 12%.

### Accuracy Test

**Table 2. Test Results**  
**Green Customer's Behavior, Price and Brand Image Variable Accuracy to Customer Satisfaction**  
**(Block=0)**  
**Classification Table<sup>a,b</sup>**

Predicted			
Observed	Satisfaction		Percentage Correct
	Dissatisfied	Satisfied	
Step 0 Satisfaction Dissatisfied	0	14	,0
Satisfied	0	94	100,0
Overall Percentage			87,0

a. Constant is included in the model.

b. The cut value is ,500

**Table 3. Test Results**  
**Green Customer's Behavior, Price and Brand Image Variable Accuracy to Customer Satisfaction**  
**(Block=1)**  
**Classification Table<sup>a,b</sup>**

Predicted			
Observed	Satisfaction		Percentage Correct
	Dissatisfied	Satisfied	

Step 0 Satisfaction Dissatisfied	4	10	28,6
Satisfied	2	92	97,9
Overall Percentage			88,9

The cut value is ,500

Table 2 explains that if there are no influencing factors, then the logistics regression model is judged to be able to predict customer satisfaction of Le Minerale gallons with an accuracy rate of 87%. While in Table 3 explaining if added variable factors, then the logistic regression model in this study is considered to be able to predict customer satisfaction of Le Minerale gallons with an accuracy rate of 88.9%. In Table 3 can be seen as many as 94 consumers who are satisfied, 92 of them are predicted correctly, while 2 consumers are predicted incorrectly. Of the 14 dissatisfied consumers, 10 were correctly predicted, while 4 were wrongly predicted.

### **The Hosmer and Lemeshow Test**

Hosmer and Lemeshow Test is a Goodness of fit test, which is a test to determine whether the model formed is correct or not. To validate the suitability of the model with the data used Hosmer and Lemeshow test where the hypothesis is as follows:

H0: There is no difference between the model and the data (fit model)

Ha: There is a difference between the model and the data (model is not fit)

**Table 4. Model Conformity Test Results  
Hosmer and Lemeshow Test**

Step	Chi-square	Df	Sig.
1	,050	1	,822

In the table above can be seen the sig value obtained is 0.822 greater than 0.05, so that in accordance with the test criteria can be decided to receive H0 and reject Ha which means there is no difference between the observed data and the model formed, so that the model can be said to be fit or in other words the model has been able to predict its observation value precisely

### **Test Cox and Snell's R Square and Nagelkerke R Square**

The model assessment test aims to find out how large dependent variables can be explained by independent variables by looking at Cox and Snell's R Square values.

**Table 5. Data Analysis Results with Logistic Regression  
Model Summary**

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	66,101 <sup>a</sup>	,147	,274

Based on the table above, Cox and Snell R Square value of 0.147 indicates that green consumer's behavior, price, and brand image contributed 14.7% to Le Minerale's customer satisfaction. Nagelkerke R Square value is 0.274 which means that the variance of customer satisfaction variable that can be explained by green consumer's behavior variable, price and brand image is 27.4%, while the remaining 72.6% is influenced by other variables outside this study.

### **Partial Hypothesis Test (Wald Test)**

This study was conducted to find out whether or not there is an influence between Green Consumer's Behavior, Price, and Brand Image on Customer Satisfaction Galon Le Minerale. Therefore, it is necessary to test the hypothesis with the following criteria:

1. Reject H<sub>0</sub> and accept H<sub>a</sub> if sig. value < 0.05
2. Accept H<sub>0</sub> and reject H<sub>a</sub> if sig. value > 0.05

**Table 6. Data Analysis Results with Logistic Regression  
Variables in the Equation**

	B	S.E.	Wald	df	Sig.	Exp (B)	95% C.I. for EXP (B)	
							Lower	Upper
Step 1 <sup>a</sup> GCB	22,670	40192,933	,000	1	1,000	7005127284,534	,000.	
Price	2,144	,888	5,833	1	,016	8,532	1,498	48,596
Brand_Image	1,329	,661	4,041	1	,044	3,778	1,034	13,805
Constant	-23,347	40192,933	,000	1	1,000	,000		

a. Variable(s) entered on step 1: GCB, Price, Brand\_Image.

It can be seen from the table above seen that the value of sig green consumer's behavior obtained is 1.00 > 0.05 with a confidence level of 95%. In accordance with the hypothetical testing criteria that H<sub>0</sub> is accepted and H<sub>a</sub> is rejected so that partially green consumer's behavior has no effect on customer satisfaction of Le Minerale gallons. This means that Le Minerale gallon customer satisfaction is not influenced by environmental knowledge, environmental attitude, recycling behavior and political action.

The price variable has a sig value of 0.016 < 0.05 with a confidence level of 95%. In accordance with the hypothetical testing criteria that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted so that the price partially positively affects the customer satisfaction of Le Minerale gallons. From this result, consumers will be satisfied with Le Minerale gallon products if the price is affordable.

The brand image variable has a sig. of 0.044 < 0.05 with a confidence level of 95%. In accordance with the hypothetical testing criteria that H<sub>0</sub> was rejected and H<sub>a</sub> was accepted so that partially the brand image had a positive effect on customer satisfaction of Le Minerale gallons. This means that if the brand image gets higher it will increase consumer satisfaction, this is because the consumer feels their needs are fulfilled.

### **Conclusion**

Based on the previous explanation, it can be concluded that Green Consumer's Behavior (X<sub>1</sub>) has no effect on the satisfaction of Le Minerale gallons. While variable Price (X<sub>2</sub>) and Brand Image (X<sub>3</sub>) have a positive effect on the satisfaction of Le Minerale gallons. From the results of this research, PT Mayora Indah Tbk should pay attention to the price and brand image because these two variables affect customer satisfaction. Affordable prices will create high satisfaction, and a good Brand Image will improve consumer assessment of the product.

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