

THE INFLUENCE OF GREEN MARKETING AND BRAND IMAGE ON PURCHASING DECISIONS FOR EMINA NATURAL PAL SERIES PRODUCTS IN SAMARINDA (STUDY ON CONSUMERS OF EMINA NATURAL PAL SERIES PRODUCTS IN SAMARINDA)

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Abstract

Consumer desire for cosmetics is growing the fastest. With more and more environmental damage problems, Emina has released the Natura Pal Series, a line of cosmetics that are safe for the environment. This study wants to find out if green marketing and the way a brand is seen in Samarinda affect people's decisions to buy Emina Natural Pal Series products. Respondents to this study were given surveys as part of a quantitative way to collect data. One hundred women from Samarinda between the ages of 17 and 25 who had bought Emina Natural Pal Series goods took part in this study. A quantitative study method was used, and data were gathered through polls. The study group was made up of Emina users in Samarinda. They were chosen through a method called "purposeful sampling." In SPSS 25, the data were put to use with the multiple linear regression test method. The study found that there is a strong link between green marketing, how people see a business, and their decision to buy.

Keywords: Green Marketing, Brand Image, Purchase Decision

INTRODUCTION

One of the fast-growing fields, both in Indonesia and around the world, is the cosmetics business. This increased growth is due to two things: the increasing number of people using beauty products and the changing consumer tastes that make them more concerned about safety and environmental friendliness (Lin & Huang, 2012). As people become more aware of the impact of the cosmetics industry on the environment, more and

more companies are starting to use "green marketing". It is a marketing strategy that focuses on natural ingredients, sustainable production methods, and environmental protection (Semenzato et al., 2018).

The impact of excessive cosmetic consumption can have adverse effects that may go unnoticed by many people, including the occurrence of plastic waste resulting from the packaging of cosmetic or skincare products. The beauty sector is famous for having a huge impact on the environment through the production of 120 billion units of packaging every year. When goods are delivered, the beauty industry can produce more than a billion tons of CO₂. In addition, the beauty industry also damages the earth a lot. From harmful chemicals getting into the water to products that can't be recycled, there are many problems. Kompas (2015) stated that around 61% of cosmetic and skincare product packaging is made of plastic. As more cosmetics are created and used, the number is expected to increase to 12% by 2019.

The emergence of eco-friendly marketing in response to environmental problems reflects a recognition of the importance of environmental conservation in achieving sustainable development and improving living standards. Eco-marketing is a marketing approach that strategically uses environmental awareness to promote and sell products. Green marketing, according to the American Marketing Association (AMA) (2023), is an endorsement of things that are considered safe for the earth. Green marketing in a business includes many things, such as how the product is made, how much it costs, and how they advertise.

One of the cosmetic brands that introduces eco-friendly products is Emina. Emina is a locally operated cosmetics brand owned by PT Paragon Technology and Innovation. The brand was founded in March 2015. Since Wardah, Make Over, and Emina were all made by the same company, it could be said that Emina was their sister's name. Despite being classified as a young brand, Emina has managed to establish itself as a strong competitor among other local companies. Judging from Kompas.com data (2021), Emina's sales from February 1 to 18, 2021 have reached IDR 4.5 billion.

The Emina brand is characterized by its charming, feminine and vibrant image, which is specifically aimed at teenagers and adults. Emina offers a variety of products, ranging from makeup products such as powder, blush, lipstick, and skin care products such as facial cleansing soaps, masks, toners, sunscreens, moisturizers, to body care products such as scrubs and sorbets, all available at affordable and cost-effective costs for teenagers

Emina as one of the cosmetic brands targeting the young and adolescent segment has implemented a green marketing strategy by presenting products based on natural ingredients, such as the Emina Natural Pal Series. This product is marketed as a series of skincare and cosmetics that use environmentally friendly ingredients and are packaged in more sustainable containers. However, despite the growing popularity of the concept of green marketing, the success of this strategy in driving consumer purchasing decisions is still an interesting question to investigate.

Green marketing is not only important, but the image of the business is also very important when it comes to buying something. Brand image is the way people think about a brand based on their events, reputation, and memories related to the brand (Aaker and Biel (2009) in Firmansyah, 2019). Companies that have a good reputation with their customers tend to retain customers and buy from them again. In this context, the image of the Emina brand which is known as a local cosmetics brand with a fun, youthful, and environmentally friendly concept is one of the main attractions for its consumers.

Several studies have shown green marketing and brand image have a huge influence on people's purchasing choices. For example, Widodo's (2020) research shows that sustainability-based marketing tactics can make people feel better about an item, which in turn influences their purchasing decisions. Meanwhile, research by Setiawan and Yosepha (2020) shows that a strong brand image can make people more confident and like a product so that it is more likely to make a purchase. However, there is still little research that specifically examines these two factors in the context of cosmetic products in Indonesia, especially in Samarinda.

The city of Samarinda as one of the big cities in East Kalimantan has a considerable market potential for the cosmetics industry. As the number of young people who care about beauty trends and the world increases, it is becoming increasingly important to understand what makes people buy something. The main objective of this study is to find out how green marketing and people's perception of a brand affect their decision to buy Emina Natural Pal Series products in Samarinda.

LITERATURE REVIEW

Consumer Behavior

Simamora (2008) defines consumer behavior as a series of actions that are directly related to the acquisition, use, and disposal of goods and services, including the decision-

making process that precedes and follows those actions. People's thoughts and actions when deciding what goods and services to buy, how to use them, or how to dispose of them are called consumer behavior. Consumer behavior encompasses all the things people do, how they act, and how they think that influence their decisions before, during, and after they buy, use, and value goods and services.

Green Marketing

Green marketing is a way of advertising that focuses on environmentally friendly and sustainable efforts in various business areas, from creating products to distributing them and talking to customers (Priansa, 2017). This idea emerged because people around the world are becoming more aware of environmental issues such as climate change, pollution, and the excessive use of natural resources (Dahlmstore, 2011). People are now more aware of how the items they buy affect the earth, and they tend to choose brands that show their concern for sustainability. Dangelico & Vocalelli (2017) discuss the concept of *green marketing* indicators which refers to the views of Kotler and Armstrong (2008) on sustainability in distribution channels. Green marketing is when a company that cares about the environment or green issues offers eco-friendly products or services to make customers and society happy. (Lin, Wolf, & Leckie, 2017)

According to Priansa (2017), green marketing can include the following aspects:

- a. Green Products – Products made with natural ingredients, have fewer harmful chemicals, and are safer for the environment.
- b. Green Pricing – It is important to know the price of a product because people are willing to pay more for something that they think has more value.
- c. Green Places – Places are business strategies that companies use to ensure their products or services are easily found by customers in the right quantities and at the right time.
- d. Green Promotion – promotion as a business venture that seeks to promote goods and attract customers to make a purchase.

Brand Image

People form their thoughts about a brand based on their experiences, reputation, and memories associated with the brand. This is called brand image (Aaker, 2009). Brands that have a positive image will more easily gain customer trust and loyalty, thus increasing the likelihood of buying back and creating long-term relationships with their consumers (Keller, 2016). Wijaya & Mashariono (2017) stated that brand image consists of main components:

- a. Brand Identity – When people think about a brand or product, they may think of physical traits that make it stand out from other brands or items. This is called brand identity.
- b. Brand personality – Brand style is what makes a brand stand out from other brands in the same area.
- c. Brand Association – Brand associations occur when people routinely think of certain traits or qualities when they think of a brand.
- d. Brand Attitudes & Behaviors – Brand attitudes and actions are the way a brand talks and interacts with people to show them what it can do for them and how valuable the brand is.

Purchase decision

What people do to decide whether to buy something is called a buyer's buying option. This process includes figuring out what is needed, looking for information, considering options, buying something, and dealing with it afterwards. (Kotler & Armstrong, 2014).

According to Kotler & Keller (2016), The five steps that make up the process of buying something:

- a. Problem recognition – Consumers are aware of the needs or problems that need to be addressed with a product. In the context of cosmetics, for example, a person may realize they need skincare products to address acne problems.
- b. Information search – People search for information about different products on the market by using the internet, reading user reviews, or asking for advice from friends and family.
- c. Alternative evaluation – Consumers compare different brands based on factors such as price, benefits, ingredients used, and brand image before making a final decision.
- d. Purchase decision – People decide what to buy after considering all the information they have taken into account.
- e. Post-purchase behavior – People check if the items they buy are up to their standards. If they are happy with the item, they are likely to buy it again and tell others about it.

METHODOLOGY

This study uses quantitative analysis and correlation methods. Because this study wants to find out how green marketing and brand image affect people's purchasing decisions, a measurable method that can be analyzed scientifically is used (Ghozali, 2018). There was a

cause-and-effect relationship between independent variables (eco-friendly marketing and brand image) and dependent variables (purchasing choices) in the design of this study. Questionnaires are the main tool used in research to collect information. People in Samarinda City who buy Emina Natural Pal Series products are the subject of this study.

An online poll was sent through social media and beauty groups in Samarinda to gather information. There are two main sections in the questionnaire: (1) The Demographics section, which includes questions about age, gender, and experience in using Emina products. (2) Researchers used a 5-point Likert scale to look at green marketing, business image, and purchasing choices (1 = strongly disagree, 5 = strongly agree) (Sugiono, 2016). The study used direct and secondary data from questionnaires, as well as data from scientific papers, reports on the cosmetics business, and articles on green marketing and purchasing choices. In this study, the structural equation modeling (SEM) method and IBM SPSS 27 software will be used to analyze the data and test all factors simultaneously (Bahri, 2018).

RESULTS AND DISCUSSION

Normality Test

Normality tests look at how data is spread across a group or size to see if it follows normal distribution trends. This is chosen based on how important the test results are. The Kolmogorov-Smirnov analysis method was used for this testing process. If the significance number is above 0.05, it means that the data is distributed normally. This is what happens when the Kolmogorov-Smirnov method is used to check normality:

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.77892822
Most Extreme Differences	Absolute	.079
	Positive	.071
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed)		.130 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Research Data from SPSS (2024)

To find out if the data was normally distributed, the researcher used the Kolmogorov–Smirnov method and obtained an Asymp value. Sig. (2-tailed) is 0.130. This means that independent and dependent variables are normally distributed, since 0.130 is a significant value greater than 0.05.

Multicollinearity Test

This test looks at regression models to see if there is a relationship between two or more different factors. When you use multiple regression, you need to make sure the multicollinearity issue doesn't change the regression model. To be sure, you can use VIF and the highest amount. It is important that the Variance Inflation Factor (VIF) is less than 10.0 and the Tolerance number is greater than 0.1 to avoid multicollinearity. The multicollinearity test shows the following

Table 2. Multicollinearity Coefficients Test Results

Model	Collinearity	Statistics Tolerance
		IV
1 Green Marketing	.938	1.066
Brand Image	.938	1.066

The results of the multicollinearity test shown in Table 2 show that there are no signs of multicollinearity in the independent factors of the study. This is because the Tolerance and VIF values are the same, namely $0.938 > 0.01$, $1.066 < 10.0$, and brand image $0.938 > 0.01$, $1.066 < 10.0$.

Heteroskedasticity Test

The heteroscedasticity test checks whether the residuals change in a different way for each observation in a model. When there is homoscedasticity or no heteroscedasticity, a regression model is said to be successful. The following are the results of the heteroscedasticity test of the Glejser method given:

Table 3. Hasil Uji Heteroskedastisitas

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.623	1.589		3.538	.001
Green Marketing	-.077	.052	-.151	-1.479	.142

Brand Image	-.048	.038	-.131	- 1.282	.203
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a. *Dependent Variable:* ABS_RES

Based on table 3 through the results of the heteroscedasticity test above, it can be concluded that this study does not have symptoms of heteroscedasticity because the significant value of the green marketing variable is $0.142 > 0.05$ and brand image is $0.203 > 0.05$.

Multiple Linear Regression Test

To find out how much independent variables change dependent variables, it can be done using regression analysis (Ghozali, 2020). This method is called multiple regression when there is more than one independent variable that changes the dependent variable. Two factors in this study are independent, while the other two factors are dependent. The following is a form of the relevant multiple regression model equation.

Table 4. Multiple Linear Analysis Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	.221	2.461		.090
	Green Marketing	.265	.081	.237	3.282
	Brand Image	.505	.058	.628	8.693

a. Dependent Variable: Purchase Decision

The following is a multiple linear regression equation that can be found in table 4:

$$Y = 0.221 + 0.265 X_1 + 0.505 X_2 + e$$

- The constant value shows a result of 0.221 which means that the consumer's purchase decision on Emina Natural Pal Series products will increase by 0.221, As a result, green marketing (X1) and business image (X2) are valued at 0.
- The green marketing coefficient (X1) has a positive coefficient of 0.265 so that the increase in green marketing will also have an impact through an increase in consumer purchase decisions of Emina Natural Pal Series products by 0.265.

- c. The brand image coefficient (X2) has a positive coefficient of 0.505 so that the increase in brand image will also have an impact through an increase in consumer purchase decisions of Emina Natural Pal Series products by 0.505.

T Test

The t-statistical test is often used to determine how important each independent variable is to have a small effect on the dependent variable. If the significance value (sig.) is less than 0.05 and the t-calculated value is greater than the t-table value, then this indicates a significant partial influence between the independent variable and the dependent variable. However, if the significance value is greater than or equal to 0.05 and the t-calculated value is smaller than the t-table value, then the free variable and the bound variable do not affect each other partially and significantly.

Table 5. T Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	.221	2.461		.090
	Green Marketing	.265	.081	.237	3.282
	Brand Image	.505	.058	.628	8.693

a. Dependent Variable: Purchase Decision

From table 5. The above shows the results of the t-test which will then be compared with the T table, through the data above can be seen as many as 100 respondents is 1,660, then the comparison can be seen as follows:

1. The t-value for the green marketing variable (X1) on the purchase option is 3.282, which is higher than 1.660, and the significance level is $0.001 > 0.05$. This means that the H1 theory is correct. If explored, green marketing variables have a good impact on purchasing choices for Emina Natural Pal Series products.
2. For example, the t-value for the brand image variable (X2) is 8.693, which is greater than 1.660, and the significance level is 0.000, which is greater than 0.05. Thus, the H2 theory is correct. If explored, the brand image variable has a big influence on the Emina Natural Pal Series products that people buy.

Test F

F-statistical tests are often used to see if all the independent factors included in the regression model at the same time have a large effect on the dependent variables. To find the important values, it is necessary to compare the numbers in table F with the regression line results of the formula F. The degree of freedom (df) is $(n - k)$, where n is the number of data points and k is the number of factors, which includes the slope. $\alpha = 0.05$ is the general value. Being able to describe the dependent variable in a reasonable way means that the estimated F-value is greater than the F-value of the table. Conversely, if the specified F-value is smaller than the F-value of the table, it means that the independent factors do not explain the dependent variable well.

Table 6. F Test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	844.868	2	422.434	53.597	.000 ^b
	Residual	764.522	97	7.882		
	Total	1609.390	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Brand Image, Green Marketing						

From Table 6, we can see that the results of the F test that will be used to compare with the value of table F are 2.70, which is based on data from up to 100 interviewees. The F test has an F value of $53,597 > 3.09$ and a significance value of $0.000 < 0.05$. In this case, the H3 idea is most likely correct. So, it can be said that green marketing factors and brand image both have an impact on the choice to buy Emina Natural Pal Series products.

The Influence of Green Marketing on Purchase Decisions

The significance value of $0.001 > 0.05$ from the SPSS calculation shows that green marketing has a great influence on people's decision to buy Emina Natural Pal Series products. This is supported by various tests that have been carried out. This means that consumers in Samarinda tend to prefer products with environmentally friendly labels because they are considered safer and of higher quality, and show their social responsibility. The green marketing strategy implemented by Emina natural also increases consumer confidence to buy products and ultimately influences purchasing decisions.

The findings of this study, such as Widodo's (2020) research, show that green marketing has a positive and significant impact on people's decisions about what to buy. Setiawan and Yosepha (2020) said that green marketing has a positive and big impact on people's decisions about what to buy. Unfortunately, Ginting and Angelia (2023), who found that green marketing does not change people's purchasing decisions, disagree with the results of this study.

The influence of brand image on Purchasing Decisions

According to SPSS estimates, people are more likely to buy Emina Natural Pal Series products if they like the perception of the brand. The significance value of $0.000 > 0.05$ in the test data supports this. In Samarinda, people choose well-known brands because they think they are of higher quality and will fulfill their desires. People's feelings towards Emina Natural as a company also influence their choice to buy its products.

This finding is in line with the findings of Srihadi & Pradana (2021) which states that brand image has a positive and significant influence on purchasing decisions. This is also supported by Setiawan & Yosepha (2020) who stated that brand image has a positive and significant influence on purchase decisions. Finally, Ummat & Hayuningtias (2022) stated that brand image does affect purchasing decisions.

Simultaneous Analysis

Many people who took the test bought Emina Natural Pal Series products because of their eco-friendly marketing and perspective on the brand. A critical value of 0.000, which is greater than 0.05, supports this. This means that consumers in Samarinda tend to prefer products with environmentally friendly labels and a strong brand image because they are considered to be more safe, quality, and reflect their social responsibility. The green marketing strategy implemented by Emina Natural, coupled with a positive brand image, has also increased consumer confidence to buy the product. Supporting environmental sustainability and a strong corporate image through green marketing has a huge impact on the way people think about a product, which in turn makes them more likely to buy it.

This is in accordance with the findings of Setiawan and Yosepha (2020), namely green marketing and brand image have a great and positive influence on people's purchasing choices. This shows that people tend to buy goods with a strong brand image and good marketing for the environment.

CONCLUSION AND RECOMMENDATIONS

It is clear from the data, testing, and discussion in this study that green marketing does change people's decisions about what to buy, as shown by the t-value of $3.282 > 1.660$ and a significance level of $0.001 > 0.05$. In the study, it was found that brand image variables had a great influence on people's decision to buy ($8,693 > 1,660$ and $0.000 > 0.05$). As the results of the study (F value $53.597 > 3.09$ with significance values of $0.000 < 0.05$ show, green marketing and brand image do have an influence on what people buy.

It is recommended that Emina Natural Pal Series continue to strengthen its green marketing strategy by emphasizing its commitment to sustainability and the use of natural ingredients in every marketing campaign. In addition, Emina needs to maintain the consistency and integrity of the brand image as a product that is environmentally friendly, quality, and safe for consumer health. To achieve this, Emina can utilize education to consumers through digital platforms, sustainable product innovation, and collaboration with influencers and communities that support an environmentally friendly lifestyle. Thus, consumer loyalty can be maintained and a positive brand image will continue to grow, strengthening Emina's position in the cosmetics market.

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