

Research Article

The Influence of Green Marketing, Packaging, and Service Quality on Consumer Loyalty Through Consumer Satisfaction of Es Teh Indonesia (Indonesian Iced Tea) in Kudus

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Abstract.

This research aims to analyze the influence of green marketing, packaging, and service quality on consumer loyalty through consumer satisfaction with Es Teh Indonesia in Kudus. The population in this study were consumers of Es Teh Indonesia in Kudus. The sampling technique used was purposive sampling to produce a sample of 150 respondents. Data were analyzed using the SEM AMOS v.24 analysis. The findings in this study show that green marketing, packaging, and service quality have a positive and significant effect on consumer satisfaction. In addition, green marketing, packaging, and service quality also have a positive and significant effect on consumer loyalty. Consumer satisfaction is able to mediate the influence of green marketing, packaging, and service quality on consumer loyalty.

Keywords: green marketing, packaging, service quality, consumer satisfaction, consumer loyalty

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1. Introduction

The packaged beverage industry in Indonesia grows and develops from year to year, driven by people's practical lifestyles. Most ready-to-drink beverages are packaged in plastic bottles. This, of course, will have an impact on increasing plastic pollution. Waste is one of the factors causing environmental damage which is still a source of concern for many parts of society, especially among Indonesians. Based on data from the Indonesian Plastics Industry Association (INPLAS) and the Central Statistics Agency (BPS), Indonesia produces at least 175,000 tons of waste, which is equivalent to 64 million tons of waste every year. Below is the presented data on waste composition based on the type of waste produced by Indonesia in the 2022 period.

Based on data from the National Waste Management Information System (sipsn.go.id, 2022), food waste or organic waste is at the top of the list with a percentage of 41.31%

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in the composition of waste produced in Indonesia. Meanwhile, in the second position, there is plastic waste with a percentage of 18.29%. This creates a serious problem for every element of society, including industry performers. Not only nationally, but the Pati Regency also become the biggest waste contributor in Central Java Province. This can happen because of the dense population and people's high mobility every day. So, it is possible that Pati Regency also has a serious problem regarding waste. Below is the presented data on the composition of the types of waste produced throughout Pati Residency in 2022:

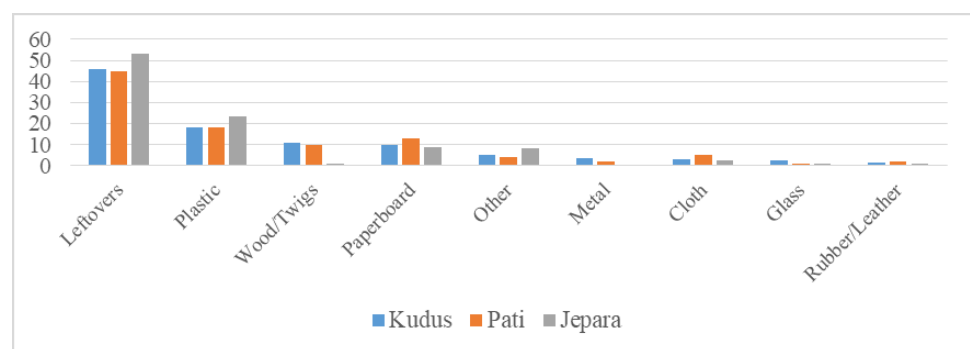


Figure 1: Graph of the Composition of Waste Types in Pati Regency. Source: sipsn.go.id, 2022 .

Based on Figure 1, it can be interpreted that food waste is ranked first in the composition of the type of waste produced. Meanwhile, in the second position, there is plastic waste. This phenomenon provides a challenge for companies to start spreading their wings through the creation of environmentally friendly products. The research object is Es Teh Indonesia in Kudus, which is one of the contemporary beverage businesses that started operating in 2021. Es Teh Indonesia in Kudus offers tea drink products with various variations which are quite popular in Indonesia. Green marketing becomes more complete if it is supported by product packaging that follows the company's environmentally friendly concept. Apart from functioning to protect the product from physical, chemical, biological, and mechanical damage, packaging can also function to inform the contents of the product and maintain the quality of the product inside so that the product reaches consumers in good condition (Mario, 2014).

In Figure 2, it can be seen that Es Teh Indonesia's product packaging does not contain environmentally friendly information about the product. In other words, Es Teh Indonesia is indicated as not implementing green marketing. Furthermore, the product is still packaged in plastic cups. As is well known, plastic is inorganic waste that is difficult to decompose (Chang and Fong, 2020). In an era of increasingly fierce competition in the packaged beverage industry, not only are green marketing and packaging concepts attractive, but also good service quality can increase consumer satisfaction and loyalty.



Source: www.estehindonesia.com, 2022.

Figure 2: Es Teh Indonesia Packaging. Source: www.estehindonesia.com, 2022.

Based on the results of the pre-survey, the service quality of Es Teh Indonesia still needs to be improved, such as employee friendliness in serving and providing direction to consumers during the purchasing process. This becomes more of a concern because psychologically, the quality of service provided to consumers will affect their level of satisfaction. Consumer satisfaction is the overall attitude shown by consumers towards goods or services after they obtain or use them (Kotler, 2015:74). If the service provided is not good, consumer satisfaction will decrease, and vice versa.

Previous research conducted by Rizqiningsih (2021) states that green marketing has a positive and significant effect on consumer satisfaction. Meanwhile, Yulianti's research (2020) states that green marketing has an insignificant positive effect on consumer satisfaction. Research conducted by Pesoth (2018) shows that packaging has a strong influence on consumer satisfaction. Likewise, research conducted by Trinanda (2021) states that packaging has a significant effect on consumer satisfaction. However, Steven's (2020) research states that packaging has no significant effect on consumer satisfaction. Amelia's (2021) research states that service quality has a positive and significant effect on consumer satisfaction, while Budiarno et al.'s research. (2022) states that service quality has a negative and insignificant effect on consumer satisfaction.

Research conducted by Bhaswar (2021) states that green marketing has a positive and significant effect on consumer loyalty. However, research by Upe & Ahmadi (2022) states that green marketing has a positive but not significant effect on consumer loyalty.

Pratiwi's (2020) research shows that packaging had a positive and significant effect on consumer loyalty, while Herawati & Muslikah's (2019) research obtained different results, namely that packaging had a positive and insignificant effect on consumer loyalty. Research conducted by Agiesta et al. (2021) states that service quality does not affect consumer loyalty. Meanwhile, Budi's research (2023) states that service quality has a positive and significant effect on consumer loyalty. Research conducted by Khair (2023) states that consumer satisfaction has a positive and significant effect on consumer loyalty. However, research by Bintari et al. (2022) stated that consumer satisfaction has a negative and insignificant effect on consumer loyalty. This research focuses on the influence of green marketing, packaging, and quality on consumer loyalty through consumer satisfaction with Indonesian Iced Tea.

Consumer loyalty is a response closely related to consumer commitment which is reflected in consistently repeat purchases (Kotler, 2015:97). Consumer loyalty has an important role in a company because by having loyal consumers the company can maintain its survival. Consumer loyalty tends to be closer to behavior. If a customer has purchased the same product more than twice, they are considered loyal.

Satisfaction in general is a feeling of pleasure or disappointment from consumers resulting from comparing products or services that they feel meet their expectations or not. Consumer satisfaction or dissatisfaction is the consumer's response to evaluating the perceived discrepancy between previous expectations and the actual performance of the product after use. Consumer satisfaction is a function of expectations and performance, and it refers to a person's feelings of happiness or disappointment when comparing performance that meets consumer satisfaction. Companies must be alert in recognizing shifts in consumer needs and desires which change almost all the time (Kotler & Keller, 2015: 177).

Green marketing is the process of planning and implementing a marketing mix to facilitate production, distribution, consumption, and promotion, through packaging and reclaimed products in a way that is sensitive or responsive to ecological interests. Environmental variables are expected to be able to collaborate to influence the marketing strategy implemented by the company. In its implementation, companies need to be consistent in all operational activities starting from product design to customer service facilities without causing a negative impact on the environment (Dahlstrom, 2016: 6).

Packaging is a container for wrapping products (Tjiptono, 2016:218). Another definition of packaging is an object used to wrap a product that has been produced to protect the product from all types of damage (Setiadi, 2016:46). Packaging is related

to all activities from designing to producing the packaging for a product because the packaging has a very important function.

Service quality is a comparison between the level of service delivered by the company compared to consumer expectations. Service quality is realized through fulfilling consumer needs and desires as well as the accuracy of delivery in meeting or exceeding consumer expectations. The first difference between companies producing products in the form of goods and companies producing services is their marketing strategy, with service companies are required to provide optimal quality in terms of their services. Consumers can have a very subjective assessment of service because they feel that the standard of service quality provided influences the satisfaction they want to achieve (Lupiyoadi, 2013: 84).

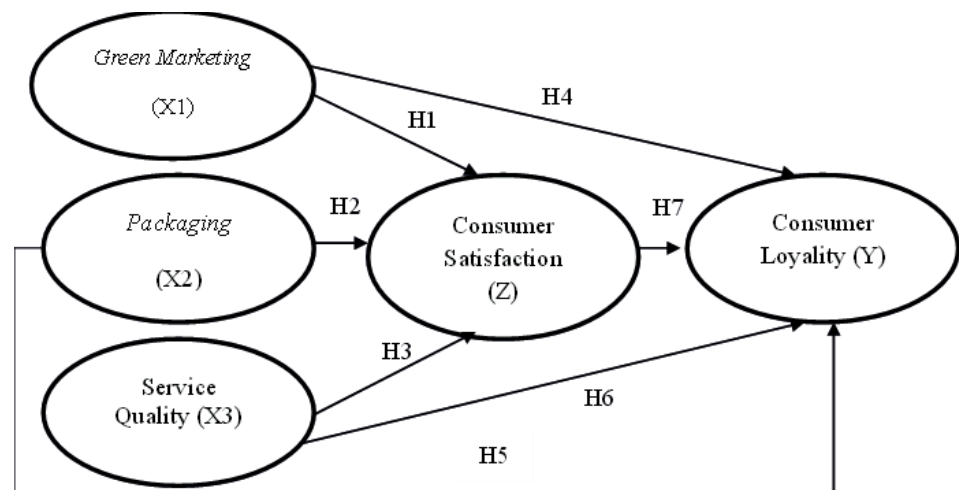


Figure 3: Theoretical Thinking Framework.

2. Method

This study uses a quantitative approach. The population in this study is consumers of Es Teh Indonesia in Kudus which is unknown the exact number, so the sample in this study is the number of indicators $\times 6 = 30 \times 6 = 180$ respondents. This study used a non-probability sampling technique. The sampling technique used in this study was purposive sampling, with respondents aged 18-60 years old and having consumed Es Teh Indonesia products at least three times in six months, as consuming the product more than three times was considered loyal (Poniman, 2017:228). The method chosen to analyze data must follow the research pattern and variables to be studied (Arikunto, 2014:282). Based on these considerations, this research uses Structural Equation Model (SEM) analysis with AMOS v.24 software.

3. Result and Discussion

This test aims to measure the extent to which the measuring instrument can measure what it wants to measure. To measure construct validity, it can be seen from the factor loading value. The first condition that must be met is that the loading factor must be significant. The standardized loading estimate value should ideally be more than 0.70 (Ghozali, 2019:141). Below is the presentation of data from the convergent validity test:

TABLE 1: The Results of Convergent Validity.

		Cut-off	Estimate	Keterangan
GM.1 <—	<i>Green Marketing</i>	> 0,70	0,835	Valid
GM.2 <—	<i>Green Marketing</i>	> 0,70	0,789	Valid
GM.4 <—	<i>Green Marketing</i>	> 0,70	0,737	Valid
GM.5 <—	<i>Green Marketing</i>	> 0,70	0,818	Valid
PA.7 <—	<i>Packaging</i>	> 0,70	0,823	Valid
PA.8 <—	<i>Packaging</i>	> 0,70	0,889	Valid
PA.11 <—	<i>Packaging</i>	> 0,70	0,845	Valid
PA.12 <—	<i>Packaging</i>	> 0,70	0,819	Valid
KP.13 <—	Kualitas Pelayanan	> 0,70	0,811	Valid
KP.14 <—	Kualitas Pelayanan	> 0,70	0,900	Valid
KP.15 <—	Kualitas Pelayanan	> 0,70	0,858	Valid
KK.21 <—	Kepuasan Konsumen	> 0,70	0,832	Valid
KK.23 <—	Kepuasan Konsumen	> 0,70	0,882	Valid
KK.24 <—	Kepuasan Konsumen	> 0,70	0,785	Valid
LK.26 <—	Loyalitas Konsumen	> 0,70	0,792	Valid
LK.27 <—	Loyalitas Konsumen	> 0,70	0,836	Valid
LK.29 <—	Loyalitas Konsumen	> 0,70	0,907	Valid

Source: AMOS Calculation Results, 2023.

Based on Table 4.11, the results show that the standardized loading estimate value is more than 0.7 so all questions can be said to be valid for measurement.

The construct reliability test is carried out to show data consistency and data reliability. Measurement is said to be reliable if the question item has a minimum achievement of > 0.70 (Ghozali, 2019: 144). The results of the construct reliability test for this research variable are presented in Table 4.414

TABLE 2: Construct Reliability Test.

No	Variable	Cutt-off	Construct Reliability	Note
1.	Green Marketing	>0,70	0,873	Reliable
2.	Packaging	>0,70	0,909	Reliable
3.	Service Quality	>0,70	0,892	Reliable
4.	Customer Satisfaction	>0,70	0,872	Reliable
5.	Customer Loyalty	>0,70	0,883	Reliable

Source: AMOS Calculation Results, 2023.

The construct reliability test results for the variables green marketing, packaging, service quality, customer satisfaction, and consumer loyalty give a CR value above the cut-off value of 0.70 so it can be said to be reliable.

According to the data processing presented in Table 1 below, it states that if the CR value is > 1.64, there is an influence, and for a p-value < 0.05 there is also an influence (Ghozali, 2019: 225).

TABLE 3: Result of Hypothesis Regression Weights.

			C.R.	P
KK	<—	GM	4,139	***
KK	<—	PA	3,134	0,002
KK	<—	KP	3,077	0,002
LK	<—	GM	2,932	0,003
LK	<—	PA	3,994	***
LK	<—	KP	3,807	0,020
LK	<—	KK	3,443	***

Source: AMOS Calculation Results, 2023.

Hypothesis 1 states that green marketing has a positive effect on consumer satisfaction. The results obtained from testing hypothesis 1 are a CR value of 4.139 with a probability of 0.000. These results meet the required criteria, namely CR > 1.64 and significance P < 0.05. This shows that green marketing has a positive effect on consumer satisfaction with *Es Teh* Indonesia in Kudus, so hypothesis 1 in this research is accepted.

Hypothesis 2 states that packaging has a positive effect on consumer satisfaction. The results obtained from hypothesis 2 testing are a CR value of 3.134 with a probability of 0.002. These results meet the required criteria, namely CR > 1.64 and significance P < 0.05. This shows that packaging has a positive effect on consumer satisfaction with *Es Teh* Indonesia in Kudus, so hypothesis 2 in this study is accepted.

Hypothesis 3 states that service quality has a positive effect on consumer satisfaction. The results obtained from testing hypothesis 3 are a CR value of 3.077 with a probability of 0.002. These results meet the required criteria, namely $CR > 1.64$ and significance $P < 0.05$. This shows that service quality has a positive effect on consumer satisfaction with Es Teh Indonesia, so hypothesis 3 in this research is accepted.

Hypothesis 4 states that green marketing has a positive effect on consumer loyalty. The results obtained from testing hypothesis 4 are a CR value of 2.932 with a probability of 0.003. These results meet the required criteria, namely $CR > 1.64$ and significance $P < 0.05$. This shows that green marketing has a positive effect on consumer loyalty to Es Teh Indonesia, so hypothesis 4 in this research is accepted.

Hypothesis 5 states that packaging has a positive effect on consumer loyalty. The results obtained from testing hypothesis 5 are a CR value of 3.994 with a probability of 0.000. These results meet the required criteria, namely $CR > 1.64$ and significance $P < 0.05$. This shows that packaging has a positive effect on consumer loyalty to Es Teh Indonesia, so hypothesis 5 in this research is accepted.

Hypothesis 6 states that service quality has a positive effect on consumer loyalty. The results obtained from testing hypothesis 6 are a CR value of 3.807 with a probability of 0.020. These results meet the required criteria, namely $CR > 1.64$ and significance $P < 0.05$. This shows that service quality has a positive effect on consumer loyalty to Es Teh Indonesia, so hypothesis 6 in this research is accepted.

Hypothesis 7 states that consumer satisfaction has a positive effect on consumer loyalty. The results obtained from testing hypothesis 7 are a CR value of 3.443 with a probability of 0.000. These results meet the required criteria, namely $CR > 1.64$ and significance $P < 0.05$. This shows that consumer satisfaction has a positive effect on consumer loyalty to Es Teh Indonesia, so hypothesis 7 in this research is accepted.

4. Results and Discussion

4.1. The Influence of Green Marketing on Consumer Satisfaction

The results of the data analysis show that green marketing has a positive and significant effect on consumer satisfaction, meaning that better green marketing carried out by Es Teh Indonesia will increase consumer satisfaction. Service quality is realized through fulfilling consumer needs and desires as well as the accuracy of delivery in meeting or exceeding consumer expectations. Green marketing is the process of planning and implementing a marketing mix to facilitate production, distribution, consumption, and

promotion, through packaging and reclaimed products in a way that is sensitive or responsive to ecological interests (Dahlstrom, 2016: 6).

Based on the questionnaire that was distributed to respondents, the indicator with the highest average in the green marketing variable is the eco-label. This means that consumers are more likely to agree that Es Teh Indonesia applies the eco-label concept, which shows Es Teh Indonesia's concern for the environment. The company's knowledge of the surrounding environment can support the environmentally friendly culture consumers adopt. In this way, a high sense of consumer satisfaction emerges because they have consumed products produced by companies that understand the concept of environmental friendliness. The results of this research are supported by research conducted by Suharyono (2019) which states that green marketing has a positive and significant effect on consumer satisfaction.

4.2. The Influence of Packaging on Consumer Satisfaction

The results of the data analysis show that packaging has a positive and significant effect on consumer satisfaction, implying that better packaging used by Es Teh Indonesia can increase consumer satisfaction. Packaging is an object used to wrap a product that has been produced to protect the product from all types of damage (Setiadi, 2016:46). Packaging is related to all activities from designing to producing the packaging for a product because the packaging has a very important function.

Based on the research results, the indicator with the highest average in the packaging variable is packaging size. Consumers prefer thicker packaging for Es Teh Indonesia because it can protect the product from damage. When consumers make takeaway purchases, the packaging will be vulnerable to shocks during travel. Therefore, consumers feel safer when the packaging used is thicker. A high level of consumer comfort and security can lead to high consumer satisfaction so that it can support business continuity through increasing profits (Kotler & Keller, 2015: 229). The results of this research are in line with research by Trinanda (2021) which states that packaging has a positive and significant effect on consumer satisfaction.

4.3. The Influence of Service Quality on Consumer Satisfaction

The results of the data analysis show that service quality has a positive and significant effect on consumer satisfaction, implying that the better the quality of service provided by *Es Teh* Indonesia will increase consumer satisfaction. Service quality is realized

through fulfilling consumer needs and desires as well as the accuracy of delivery in meeting or exceeding consumer expectations. Consumers can have a very subjective assessment of service because they feel that the standard of service quality provided influences the satisfaction they want to achieve (Lupiyoadi, 2014: 84).

Based on the questionnaire that was distributed to respondents, the indicator with the highest average in the service quality variable is reliability. This means that Es Teh Indonesia employees provide satisfactory service. This attitude provides special encouragement for consumers to establish long-term, mutually beneficial relations with the company (Tjiptono, 2016: 79). The results of this research are supported by research conducted by Wahyudi (2023) which states that service quality has a positive and significant effect on consumer satisfaction.

4.4. The Influence of Green Marketing on Consumer Loyalty

The results of the data analysis show that green marketing has a positive and significant effect on consumer loyalty, implying that the better green marketing implemented by Es Teh Indonesia will increase consumer loyalty. The goal of green marketing is not only oriented towards achieving maximum company profits but also an additional concern for the environment. It is intended that this green marketing concept will be able to increase consumer awareness through their concern for environmental sustainability (Tiwari, 2016:2). In market segments where consumers really care about the environment, the green marketing concept implemented by the company will attract consumers' interest in becoming loyal consumers

5. Conclusion

Based on research that has been conducted regarding the influence of green marketing, packaging, and service quality on consumer loyalty through consumer satisfaction with Es Teh Indonesia, it can be concluded that green marketing has a positive and significant effect on consumer satisfaction, implying that better green marketing carried out by Es Teh Indonesia will increase consumer satisfaction. Packaging has a positive and significant effect on consumer satisfaction, meaning that better packaging used by Es Teh Indonesia can increase consumer satisfaction. Service quality has a positive and significant effect on consumer satisfaction, meaning that better quality of service provided by Es Teh Indonesia Kudus can increase consumer satisfaction. Green marketing has a positive and significant effect on consumer loyalty, meaning that better green

marketing implemented by Es Teh Indonesia Kudus will increase consumer loyalty. Packaging has a positive and significant effect on consumer loyalty, meaning that better packaging used by Es Teh Indonesia can increase consumer loyalty. Service quality has a positive and significant effect on consumer loyalty, meaning that better quality of service provided by Es Teh Indonesia Kudus will increase consumer loyalty. Consumer satisfaction has a positive and significant effect on consumer loyalty, meaning that the higher the customer satisfaction, the higher the consumer loyalty. Significantly, consumer satisfaction can mediate green marketing in increasing consumer loyalty. Consumer satisfaction can significantly mediate packaging in increasing consumer loyalty. Significantly, consumer satisfaction can mediate green marketing in increasing consumer loyalty. It is recommended that further research expand the research sample and add research variables such as customer experience.

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