The Influence of Green Living, Green Product, and Price on Purchasing Stainless Straw in the Millennial Generation of Pekalongan City

Nadlia Nikhla Zulafa[1], Siti Yunitarini[2], Dian Milasari[3]
[1,2,3]Management Study Program, Pekalongan University, Indonesia

ARTICLEINFO

ABSTRACT

This study aims to examine and analyze the effects of Green Living, Green Products, and Price on Stainless Straw Purchase Decisions on the Millennial Generation of Pekalongan City. This type of research is casual research with a quantitative approach. The analysis technique used is multiple linear regression analysis, t test and determination analysis. The population in this study is unknown, so the sampling technique used was non-probability sampling with purposive sampling. The sample used in this study is the people of Pekalongan City, belonging to the millennial generation, who have already purchased and used stainless straw. The determination of respondents was done using the Rao Purba formula so that 97 respondents were obtained. The results of this study indicate that: (1) green living has a positive and significant effect on purchasing decisions for stainless straw in the millennial generation of Pekalongan City; (2) green products have a positive and significant effect on purchasing decisions for stainless straw in the millennial generation of Pekalongan City; (3) price has a positive and insignificant effect on purchasing decisions for stainless straw in the millennial generation of Pekalongan City; and (4) green living, green products, and price have an influence on purchasing decisions by 55.9%, while the remaining 44.1% is influenced by other variables not examined in this study.

Corresponding Author:

Siti Yunitarini,
Management Study Program,
Pekalongan University,
Jalan Sriwijaya Number 3 Pekalongan City, Central Java, Indonesia.
E-mail:syr_ieta@yahoo.com

1. INTRODUCTION

In the economic world, marketing management is always looking for opportunities and threats to achieve a better standard of living amidst sustainable development. To identify new opportunities and threats, companies use the green marketing concept as their marketing strategy because green marketing raises the issue of environmental damage(Rahayu, Abdillah, & Mawardi, 2017). Green marketing is important considering the increase in consumption which results in climate change, depletion of natural resources, pollution and waste(Rahayu, Abdillah, & Mawardi, 2017). The increase in consumption by the community actually causes the accumulation of waste, one of which is plastic waste(Envihsafkm, 2020). The amount of plastic waste is in second place as the largest type of waste in Indonesia with a percentage of 15.9%. One of the plastics that is often used by people is plastic straws. Based on data held by Divers Clean Action, the number of single-use plastic straws used in Indonesia is estimated at 93,244,847.(National Geographic Indonesia, 2018). With so

much plastic straw waste piled up, business people are creating products that can be used as a solution to minimize the use of plastic straws, namely by making stainless straws. Things like this are called green productivity and the products produced are green products. The average price for stainless straw starts from IDR 5,000 – IDR 50,000. Consumer behavior based on environmental concern will tend to make purchases by considering the impact on the environment. When faced with two choices, between ordinary products and environmentally friendly products, consumers will prefer products that are more environmentally friendly because consumers have behavior that cares about the environment, consumers will be motivated to buy green products.(Utami KS, 2020)

Green living is the community's way of protecting the surrounding environment and being aware of the importance of maintaining cleanliness. People are required to be friendly towards the environment they live in. However, it cannot be denied that there are still many people in Indonesia, especially in Pekalongan City, who are not yet aware of the importance of implementing green living in their daily lives. The lifestyle of people in Pekalongan City still doesn't seem to care about the bad impacts of using plastic straws and even tends to underestimate this.(Compasiana, 2021). According to Teguh Prabowo, Head of Cleanliness and Waste Management at the Pekalongan City Environmental Service, the waste in Pekalongan City has reached 140 tons per day and the Final Management Site (TPA) in Degayu, Pekalongan City has been closed because the accumulation of waste has reached 20 meters. thus causing overload(BatikTV, 2020). Abdul Mukti, Coordinator of the Reduce Reuse Recycle (TPS-3R) Waste Management Site and Deputy Director of the Pekalongan City Main Waste Bank, said that the waste in Pekalongan City is dominated by plastic waste.(Public, 2022). Most of the people of Pekalongan City are the millennial generation. The millennial generation is the generation born between 1980 and 2000(Naufaly, et al., 2020). The millennial generation is known as a practical generation. They tend to use products that they think are not complicated and fast paced(Sindo, 2020). Moreover, the millennial generation has a consumerist nature, they like to buy things without thinking about the long term. According to Kresna (2017), the millennial generation not only likes to throw away food because they are full, but also throw away plastic waste. This is because millennials tend to be practical so when they buy food, they use packaging from the seller and just throw it away when the food doesn't run out(Krishna, 2017).

Based on the background above, the research objectives are as follows: (1) to test and analyze the influence of green living on the decision to purchase stainless straw in the millennial generation of Pekalongan City, (2) to test and analyze the influence of green products on the decision to purchase stainless straw in the generation millennials in Pekalongan City, (3) to test and analyze the influence of price on the decision to purchase stainless straw in the millennial generation of Pekalongan City, and (4) to test and analyze how big the influence of green living, green products, and price is on the decision to purchase stainless straw in this generation. Pekalongan City millennials.

2. RESEARCH METHOD

Types of research

This research is a type of causal research with a quantitative approach. According to(Sugiyono, 2016) Causal research is research that aims to determine the relationship between two or more variables.

Operational definition

GreenLiving is broadly defined as how people spend their time (activities), what they consider important in their environment (interest), and what they think about themselves and their world (opinion). The indicators consist of activities, interests and opinions(Puranda & Madiawati, 2017).

Green Products is a product that does not damage the environment, whether in use, production or disposal so that it does not disturb the ecological balance when thrown away as waste. The indicators consist of product perception, packaging and composition(Nelly, Rahmi, Syamsuddin, Ikhbar, & Nawir, 2021).

Price is the money consumers pay to producers to get the products and services they want. The indicators consist of price affordability, price competitiveness, price match with product quality, and price match with benefits(Ayu, 2020).

Purchasing decisions are consumer choices, identifying products, deciding to buy products that will be used and not pollute the environment, both in the production process and the marketing process and the impact after buying them. The indicators consist of problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchasing behavior(Nurkhomida, 2018).

Population, Sample, and Sampling Methods
The population in this research is the millennial generation in Pekalongan City who have purchased and used stainless straw. The sample in this study was 97 respondents. Sampling in this research used non-probability sampling technique with purposive sampling type.

Types and Methods of Data Collection
In this research, the data used is primary data which comes from distributing questionnaires directly (offline) to respondents, namely the people of Pekalongan City who belong to the Millennial Generation who have purchased and used Stainless Straw and secondary data obtained comes from documents, books, and literature relevant to the research variables. The results of distributing the questionnaire obtained answers from 97 respondents who were given a sample sorting statement to determine whether the respondents were the research sample.

3.   RESULTS AND DISCUSSIONS
Instrument Test
Validity test.

No	Variable Study	Item Question	Sig (2-Tailed) Results	Condition	Conclusion
1	GreenLiving (X1)	Question 1	0,000	0.05	Valid
2		Question 2	0,000	0.05	Valid
3		Question 3	0,000	0.05	Valid
4		Question 4	0,000	0.05	Valid
5		Question 5	0,000	0.05	Valid
6		Question 6	0,000	0.05	Valid
7		Question 7	0,000	0.05	Valid
8	Green Products (X2)	Question 1	0,000	0.05	Valid
9		Question 2	0,000	0.05	Valid
10		Question 3	0,000	0.05	Valid
11		Question 4	0,000	0.05	Valid
12		Question 5	0,000	0.05	Valid
13		Question 6	0,000	0.05	Valid
14	Price (X3)	Question 1	0,000	0.05	Valid
15		Question 2	0,000	0.05	Valid
16		Question 3	0,000	0.05	Valid
17		Question 4	0,000	0.05	Valid
18		Question 5	0,000	0.05	Valid
19		Question 6	0,000	0.05	Valid
20		Question 7	0,000	0.05	Valid
21		Question 8	0,000	0.05	Valid
22	Buying decision (Y)	Question 1	0,000	0.05	Valid
23		Question 2	0,000	0.05	Valid
24		Question 3	0,000	0.05	Valid
25		Question 4	0,000	0.05	Valid
26		Question 5	0,000	0.05	Valid
27		Question 6	0,000	0.05	Valid
28		Question 7	0,000	0.05	Valid
29		Question 8	0,000	0.05	Valid

No	Variable Study	Item Question	Sig (2-Tailed)		Conclusion
			Results	Condition	
30		Question 9	0,000	0.05	Valid
31		Question 10	0,000	0.05	Valid

Source: Processed Primary Data, 2022

From the statement in the table above, it shows that all questions for each variable have a sig (2-tailed) value of less than 0.05. So it can be concluded that all instrument questions are declared valid.

Reliability Test

No	Research variable	Cronbach's Alpha		Conclusion
		Results	Condition	
1	*GreenLiving*(X1)	0.880	0.60	Reliable
2	*Green Products*(X2)	0.837	0.60	Reliable
3	Price (X3)	0.851	0.60	Reliable
4	Purchase Decision (Y)	0.913	0.60	Reliable

Source: Processed Primary Data, 2022

From the statement in the table above, it shows that the variables green living, green product, price and purchasing decisions are declared reliable because they have a Cronbach's Alpha value greater than 0.60.

Classic assumption test

Normality test

One-Sample Kolmogorov-Smirnov Test

			Standardized Residuals
N			97
Normal Parameters, b		Mean	0E-7
		Std. Deviation	.98425098
Most Extreme Differences		Absolute	,084
		Positive	,038
		Negative	-.084
Kolmogorov-Smirnov Z			,826
Asymp. Sig. (2-tailed)			,503

a. Test distribution is Normal.
b. Calculated from data.

Source: Processed Primary Data, 2022

From the statement in the table above, it shows that the significant value of the normality test using the Kolmogorov-Smirnov test is 0.503, which is greater than 0.05. So it can be concluded that the data in this study is normally distributed.

Multicollinearity Test

Coefficientsa

Model		Collinearity Statistics	
		Tolerance	VIF
1	GreenLiving	,423	2,366
	Green Products	,418	2,395
	Price	,700	1,428

a. Dependent Variable: Purchase Decision

Source: Processed Primary Data, 2022

From the statement in the table above, it shows that the Toleramce value is above 0.10 and the VIF value for each variable is less than 10. So it can be concluded that there is no multicollinearity between the independent variables (X) in this study

Heteroscedasticity Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,059	2,758		1,109	,270
	GreenLiving	,004	,089	,007	,044	,965
	Green Products	-.037	,142	-.042	-.260	,796
	Price	.024	,085	,034	,277	,782

a. Dependent Variable: ABS_RES_1
Source: Processed Primary Data, 2022

From the statement in the table above, it shows that the significant value of the green living, green product and price variables is more than 0.05, so it can be concluded that the data in this study does not experience heteroscedasticity.

Model Feasibility Test

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1886,874	3	628,958	39,350	,000b
	Residual	1486.487	93	15,984		
	Total	3373.361	96			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Price, Green Living, Green Product
Source: Processed Primary Data, 2022

Based on the results of the model feasibility test seen in the ANOVA table, it can be seen that the significance level is 0.000 or less than 0.05. So it can be stated that this regression model is suitable for use in research.

Multiple Linear Regression Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,222	4,242		1,231	,221
	GreenLiving	,582	.136	,453	4,274	,000
	Green Products	,598	,219	,291	2,733	,008
	Price	.138	.131	,086	1,051	,296

a. Dependent Variable: Purchase Decision
Source: Processed Primary Data, 2022.

Based on the table above, the multiple regression analysis model used in this research can be formulated as follows:

$$Y = 5{,}222 + 0{,}582X_1 + 0{,}598X_2 + 0{,}138X_3 + e$$

The data from the analysis of the regression equation can be interpreted as follows:
a) The positive constant value of 5.222 states that if Green Living (X1), Green Product (X2), and Price (X3) have a fixed value then Purchasing Decisions will increase.
b) The Green Living regression coefficient (X1) is positive at 0.582. This shows that the Green Living variable (X1) is increasing, while other variables are considered constant, then Purchase Decisions will increase
c) The Green Product regression coefficient (X2) has a positive value of 0.598. This shows that the Green Product variable (X2) is increasing, while other variables are considered constant, then Purchasing Decisions will increase.

d) The Price regression coefficient (X3) has a positive value of 0.138. This shows that the Price variable (X3) is increasing, while other variables are considered constant, then Purchase Decisions will increase

Hypothesis Test (t Test)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,222	4,242		1,231	,221
	GreenLiving	,582	.136	,453	4,274	,000
	Green Products	,598	,219	,291	2,733	,008
	Price	.138	.131	,086	1,051	,296

a. Dependent Variable: Purchase Decision

Source: Processed Primary Data, 2022.

Based on the table above which is the t test results table, it can be concluded as follows:

a) The significance value for the influence of Green Living (X1) on Purchasing Decisions (Y) is 0.000 < 0.05 so it can be concluded that the Green Living variable (X1) has a positive and significant effect on Purchasing Decisions (Y).

b) The significance value for the influence of Green Product (X2) on Purchasing Decisions (Y) is 0.008 <0.05 so it can be concluded that the Green Product variable (X2) has a positive and significant effect on Purchasing Decisions (Y).

c) The significance value for the influence of Price (X3) on Purchasing Decisions (Y) is 0.296 > 0.05 so it can be concluded that the Price variable (X3) has a positive and insignificant effect on Purchasing Decisions (Y).

Coefficient of Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748a	,559	,545	3,998

a. Predictors: (Constant), Price, Green Living, Green Product

Source: Processed Primary Data, 2022.

Based on table 5.20 above, it can be seen that the R Square value is 0.559. This means that the influence of the Green Living (X1), Green Product (X2), and Price (X3) variables on the Purchasing Decision variable (Y) is 55.9% so it falls into the medium category, and the remaining 44.1% influenced by variables not examined in this research

Discussion

The Influence of Green Living on Purchasing Decisions

Based on the research results above, a significant value of 0.000 < 0.05 was obtained and a t value of 4.274 > t table 1.989 which shows that Green Living has a positive and significant effect on purchasing decisions. Thus the first hypothesis is accepted which states that Green Living has a positive and significant effect on Purchasing Decisions. Which means that the higher the environmentally friendly lifestyle adopted by people, the higher the people's desire to buy environmentally friendly products. This can certainly increase people's awareness of the surrounding environment so that it can create a healthy environment.

The Influence of Green Products on Purchasing Decisions

Based on the results of the research above, a significant value of 0.008 < 0.05 was obtained and a t value of 2.733 > t table 1.989 which shows that Green Products have a positive and significant effect on Purchasing Decisions. Thus the second hypothesis is accepted which states that Green Products have a positive and significant effect on Purchasing Decisions. This means that using green products for everyday life can encourage purchasing decisions about a product.

The Influence of Price on Purchasing Decisions
Based on the research results above, a significant value of 0.296 > 0.05 was obtained and a t value of 1.051 < t table 1.989 which shows that price has a positive and insignificant effect onStainless Straw Purchase Decision. Thus the third hypothesis is rejected which states that price has a positive and significant effect on purchasing decisions.

How big is the influence of green living, green products, and price on the decision to purchase stainless straw among the millennial generation?
Based on the research results, it is known that the R Square value is 0.559, which means that the influence of the Green Living (X1), Green Product (X2), and Price (X3) variables on the Purchasing Decision variable (Y) is 55.9%, the remaining is 44, 1% is influenced by variables not examined in this research.

4. CONCLUSION
Based on the research results, several conclusions can be drawn as follows: *GreenLiving*has a positive and significant effect on the decision to purchase stainless straw among the millennial generation in Pekalongan City. *Green Products*has a positive and significant effect on the decision to purchase stainless straw among the millennial generation in Pekalongan City, Managerial Ownership. Pricehas a positive and insignificant effect on the decision to purchase stainless straw among the millennial generation in Pekalongan City. *Green Living, Green Products*, and price have an influence on purchasing decisions of 0.559 or 55.9% and the remaining 44.1% is influenced by variables not examined in this research.

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