ISSN 1648-0627 / eISSN 1822-4202

VILNIUS TECH
Vilnius Gediminas Technical University

BUSINESS: THEORY & PRACTICE

2024
Volume 25
Issue 1
Pages 278–285
https://doi.org/10.3846/btp.2024.19317

THE EFFECT OF SUSTAINABLE MARKETING ANALYSIS ON PURCHASING DECISIONS WITH BUYING INTENTION AS A MEDIATION: EVIDENCE FROM ZERO WASTE SHOP IN INDONESIA

Silvana MAULIDAH[1]✉, Aulia Dian EKAWATI[1], Febriananda FAIZAL[1], Nasikh[2], Hanifatus SAHRO[3], Mohammad Ilyas SHALEH[1]

[1]*Agriculture Faculty, University of Brawijaya, Malang, Indonesia*
[2]*Faculty of Economics and Business, State University of Malang, Malang, Indonesia*
[3]*Agriculture Faculty, University of Widyagama, Malang, Indonesia*

Article History:
- received 8 June 2023
- accepted 1 December 2023

Abstract. The rapid social change in the world through global economic turmoil, social inequality, and degradation of the natural context triggered an increase in criticism of the marketing approach oriented towards the dimension of profit alone. The concept of modern marketing requires rebranding with sustainability issues, namely the sustainable marketing model. Marketers must present to consumers an active and responsible management attitude and openness and honesty in market communication. This study aims to investigate the influence of the application of sustainable marketing on purchasing decisions in zero waste shops, where purchase intention is a mediator. The dimensions of sustainable marketing include customer solution, customer cost, communication, and convenience. Quantitative research was undertaken by distributing survey questionnaires via google forms online. A total of 193 respondents were obtained from distributing questionnaires in Jakarta. The data was analyzed using Structural Equation Modelling-Partial Least Square (SEM-PLS). The analyses have proven that sustainable marketing positively affects purchase intention and purchase decisions. Purchase intention has a positive effect on purchase decision dan has functioned effectively as a mediator between sustainable marketing and purchase decision. This study contributes to a long-term-oriented marketing strategy by looking at the dynamics of healthy lifestyle changes that must be done quickly.

Keywords: zero waste, purchasing decision, buying intention, SEM PLS, consumer behavior.

JEL Classification: Q01, Q02, M11.

✉Corresponding author. E-mail: ***silvana.fp@ub.ac.id***

1. Introduction

Today there is a change in lifestyle to become more aware of being healthier. A healthy lifestyle is a habit of regulating consumption patterns, exercise, and adequate rest time to form a healthier mind and body (Hayman & Worel, 2014; Jonsson et al., 2017; Puspitasari, 2016). Lifestyles that affect health can be categorized in several ways, including diet and Body Mass Index, exercise, sleep patterns, sexual behavior, substance abuse, drug abuse, application of modern technology, recreation, and learning activities (Farhud, 2018). The effect is also felt in consumption patterns that occur due to changes in people's lifestyles, especially in urban communities with high incomes (Ariani, 2020; Henry-Unaeze & Okonkwo, 2011). Urban communities that have high incomes through research by Abdu and Mutuku (2021); Ha-Brookshire and Norum (2011); and Tully and Winer (2014) stated that they tend to have a better social responsibility and a responsible attitude toward the environment, such as buying local products and products that are environmentally friendly. Previous research confirms that based on WWF data supported by a Nielsen survey, as many as sixty-three percent of consumers are willing to consume environmentally friendly products even though they have a higher price (WWF, 2017).

Changes in consumption patterns have an impact on increasing demand for organic products. According to data from the Aliansi Organis Pertanian (2017), there is an increase in consumer demand for environmentally friendly organic products. However, there are still not many producers and companies specifically engaged in this field. The increase in demand for organic products occurred in 2016, especially for the export market. However, producers to meet domestic needs alone are still not fully able

to meet the needs because not many business actors have taken advantage of this moment. This problem is indicated by the minimal number of shops with a special orientation toward organic products originating from local farmers and having a deep concern for the environment.

Belz and Peattie (2009) and Kumar et al. (2012) explained that people with high incomes are concerned with shopping in a comfortable place even though the place provides a higher price than other places, with the hope that the costs incurred are proportional to the quality of the product obtained. One company that has taken advantage of this opportunity is a zero-waste shop. Zero waste shop is a shop that has its uniqueness, which is a shop that specializes in selling organic, environmentally friendly products from local farmers and then urges consumers to bring their packaging from home to minimize single-use plastic packaging waste. The principle behind zero waste is reducing environmental pollution, especially from non-biodegradable waste such as plastic (Bagui & Arellano, 2021; Fidersek, 2015; Heineke et al., 2017). Therefore, zero waste shop has a segmented market share because the products sold have a higher price than conventional stores.

Apart from reducing the negative impact on the environment, a zero-waste shop also supports a sustainable lifestyle that uses local and organic products. Companies can take advantage of sustainable marketing strategies to attract more consumer buying interest, especially because consumers are aware of environmentally friendly products. Based on Belz and Peattie (2012), Kumar et al. (2013), Seretny and Seretny (2012), and Trivedi et al. (2018), the definition of sustainable marketing is to build and maintain sustainable relationships with consumers, the social environment, and the natural environment. The application of the concept of sustainable marketing by the company and getting added value from consumers can also build long-term relationships with consumers. Therefore, sustainable marketing is not only beneficial for producers and benefits the environment and society.

Belz and Peattie (2012) and Maulidah (2012) also stated that the marketing mix used in sustainable marketing is 4C, consisting of customer solutions or products sold that can be a solution to consumer problems, customer costs, or financial and non-financial costs incurred by consumers, communication or two-way communication. The direction was taken by the company and the convenience or convenience that the store provides for consumers. The 4C marketing mix component was chosen because the 4C component is considered more in line with sustainable marketing, which focuses on the approach from the consumer side. Through the 4C marketing mix, companies can build long-term relationships with consumers. Companies can take advantage of sustainable marketing strategies to attract more consumer buying interest, especially because consumers are aware of environmentally friendly products. Therefore, the concept of sustainable marketing has the opportunity to be applied to businesses today with long-term profit orientation.

A survey conducted by McKinsey showed that millennial people's buying interest in purchasing products with the smallest negative impact on the environment increased (Grimmelt et al., 2020). Furthermore, Dinas Kominfo Provinsi Jawa Timur (2017) revealed that public awareness of using environmentally friendly products increased. That report means sustainable marketing can also influence consumer purchasing decisions for environmentally friendly products. Currently, the awareness of companies and consumers in Jakarta regarding environmental issues has increased. Along with this, it is necessary to analyze further the effect of sustainable marketing on buying interest and purchasing decisions at a zero-waste shop in Jakarta.

The purpose of this study is to analyze the effect of sustainable marketing on buying interest in a zero waste shop, analyze the effect of buying interest on purchasing decisions at a zero waste shop and analyze the effect of sustainable marketing on purchasing decisions through buying interest as mediation at a zero-waste shop. The hope from this research is that the company can see aspects that have the opportunity to attract consumer buying interest and then change buying interest into purchasing decisions through effective marketing strategies.

2. Research methods

The research approach in this research uses a quantitative approach. The quantitative method based on Apuke (2017), Cooper and Schindler (2014), and Queiros et al. (2017) is a research method using numbers to measure a research topic accurately. Data in the form of numbers has been obtained and then analyzed using mathematical procedures such as statistics. Some of the uses of the quantitative approach based on Apuke (2017) are reaffirming the results of previous experiments, providing solutions to existing problems, supporting existing theories, and making it possible to propose new theories.

The research was conducted at a zero-waste shop in Jakarta by distributing an online google form questionnaire. The selection of a zero-waste shop in Jakarta is made intentionally or purposively. The consideration in choosing the location, namely the zero waste shop, has given more attention to ecological, social, and economic issues in its business activities to implement sustainable marketing strategies.

The sampling method used in this research is non-probability sampling with a purposive sampling type. Non-probability sampling was chosen because, based on Aswatini (2011), researchers who used non-probability sampling chose samples with certain considerations according to their research. On the other hand, purposive sampling is a sampling technique through certain considerations because not all samples follow the phenomenon under study (Sugiyono, 2015). In this study, the population used is a zero waste shop consumer in Jakarta. The sample used in this study is a zero waste shop consumer in Jakarta with a minimum criterion of having made one

purchase through an offline purchase transaction or a purchase transaction at the store. The selection of a sample of consumers who make purchases offline because these consumers feel a more environmentally friendly experience than consumers who buy online. Ghozali and Latan (2017) and Monecke and Leisch (2012) stated that in research using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method, the recommended minimum sample size is 30 samples. The calculation of the minimum number of samples in the study follows the opinion of Solimun et al. (2017) with ten times the number of latent variables, so the minimum number of samples used is as follows:

Minimum number of samples =
10 x Number of latent variables = 10 x 6 = 60 samples.

Although the minimum number of samples required is 60 samples, in this study, 193 samples were used. This value was used because at the beginning of the validity and reliability test, the results were still not valid and not reliable, so the researchers continued to add samples to get valid and reliable results. Data collection was carried out by using literature studies as supporting data for relevant research and using a questionnaire in a google form. The questionnaire was distributed online to zero waste shop consumers in Jakarta via Instagram direct messages. Previous researchers recorded consumers who shopped offline at a zero-waste shop in Jakarta by paying attention to every zero waste shop Instagram story uploaded every day from March 2021 to June 2021.

If there are consumers who tag the store and then repost it, the researcher will record the name of the consumer's account and then contact the consumer via direct message to fill out this research questionnaire. The questionnaire asked about four independent variables (customer solution, customer cost, communication, convenience) and two dependent variables (buying interest and purchase decision). At the same time, the indicators obtained from the six latent variables are nineteen indicators.

The data analysis method in this study consisted of instrument testing (validity test and reliability test) and Structural Equation Modeling-Partial Least Square (SEM-PLS) model testing (designing structural model/inner model, designing measurement model/outer model, and constructing diagrams track). According to Daryanto (2008), Sudaryono et al. (2019), and Taherdoost (2018), testing the validity of the instrument is used to measure whether or not a questionnaire is valid. The validity test can be done by using the Pearson Product Moment correlation formula as follows:

$$r = \frac{n\left(\sum XY\right) - \left(\sum X \bullet \sum Y\right)}{\sqrt{\left[\left(n\sum X^2\right) - \left(\sum X\right)^2\right]\left[\left(n\sum Y^2\right) - \left(\sum Y\right)^2\right]}}.$$

Note: r = Correlation coefficient; n = Number of data; $\sum X$ = Total score for variable question item X; $\sum Y$ = Total score for variable question item Y.

Reliability can show how the questionnaire can measure a variable consistently (Setiabudi et al., 2019; Solimun et al., 2017). According to Yusup (2018), reliability can be measured through the Cronbach alpha reliability coefficient formula as follows:

$$r = \frac{k}{k-1}\left\{1 - \frac{\sum si^2}{st^2}\right\}.$$

Note: r = Reliability coefficient alpha Cronbach; k = Number of question items; $\sum si^2$ = Total score variance of each item; st^2 = Total of variance.

The SEM-PLS test was used in this study because SEM-PLS can examine a smaller number of samples than CB-SEM (Dash & Paul, 2021; Sarwono & Narimawati, 2015). Then SEM-PLS can predict the relationship (Ghozali, 2006; Memon et al., 2021).

According to Solimun et al. (2017), the inner model's design is needed to make the relationship between latent variables. Figure 1 presents the inner model in this research.

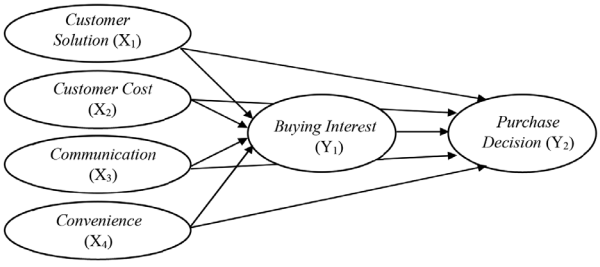

Figure 1. Inner model

According to Solimun et al. (2017), the outer model is a specification of the relationship between latent variables and their indicators. In this study, the outer model is illustrated in Figure 2. the customer solution reflective model is presented in Figure 3, followed by the customer cost reflective indicator model in Figure 4, the communication reflective indicator model in Figure 5, the convenience reflective indicator model in Figure 6, and finally, the model of reflective indicator of buying interest in Figure 7, along with the model of reflective indicators of purchasing decisions.

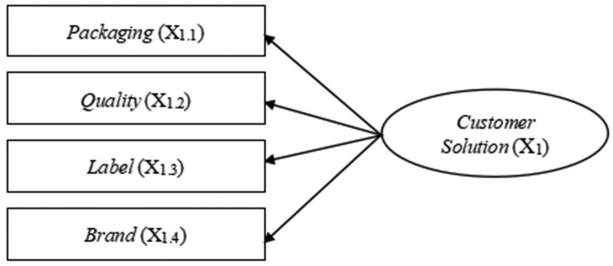

Figure 2. Customer solution reflective model

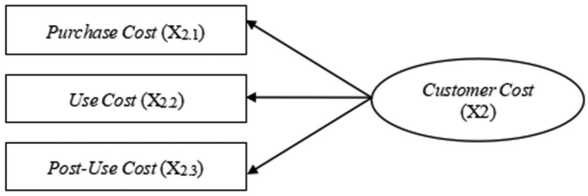

Figure 3. Customer cost reflective indicator model

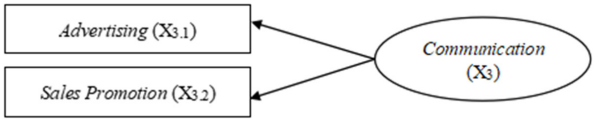

Figure 4. Communication reflective indicator model

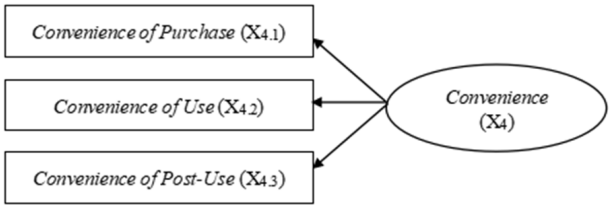

Figure 5. Convenience reflective indicator model

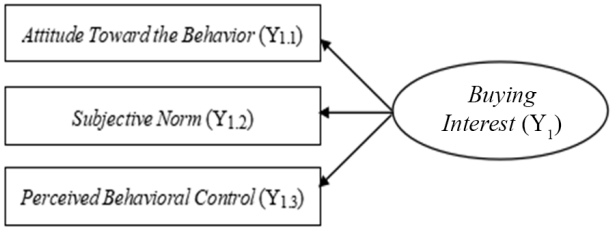

Figure 6. Model of reflective indicator of buying interest

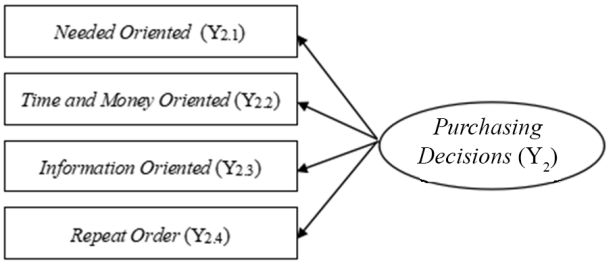

Figure 7. Model of reflective indicators of purchasing decisions

This study hypothesizes that it is suspected that there is a positive influence of sustainable marketing on buying interest in a zero-waste shop in Jakarta; it is suspected that there is a positive influence buying interest on purchasing decisions at a zero-waste shop in Jakarta. It is suspected that there is a positive influence of sustainable marketing on customer solution variables on purchasing decisions at zero waste shops in Jakarta through buying interest as mediation.

3. Result and discussion

The research object is all zero waste shops in Jakarta, consisting of six stores with five stores located in South Jakarta and one store located in Central Jakarta. The research object consists of two Bulksource stores, one Naked Inc store, one Saruga store, one Alami Bulk shop, and one Wasteless shop. The object is chosen based on the similarity of the location, which is close to offices or housing for middle and upper families. Most of the respondents in this study were female, domiciled in the Jakarta area, and aged 28–37 years. In addition, respondents have the last bachelor's education than working as employees at a private company and earning more than IDR 10,000,000 per month.

Based on do Valle and Assaker (2016), Goodhue et al. (2012), and Kock (2020), convergent validity can determine the quality of a measuring instrument; in this case, the measuring instrument is in the form of questions from a questionnaire. Solimun et al. (2017) state that convergent validity in validity testing is seen from the correlation between the indicator value and the variable value or loading factor. The value of loading factor X1.1 to Y2.4 is more than 0.7. According to Solimun et al. (2017), a loading factor value greater than 0.5 to 0.6 is sufficient to meet convergent validity. Therefore, the loading factor values on all indicators have met the convergent validity requirements. While the value of p values <0.05 indicates that all indicators have a significant value. So that all indicators can be declared valid and significant. Then the range of AVE values in this study was 0.615 to 0.833. The condition for fulfilling the AVE value is if the AVE value is more than 0.5 (Hair et al., 2017, 2018). This result means that the AVE value for all variables meets the convergent validity requirements.

The value of discriminant validity is seen through loading and cross-loading (Solimun et al., 2017). Discriminant validity will be fulfilled if the loading factor value is greater than the cross-loading value. The correlation of each indicator with the latent variable is greater than the indicator with other variables. This result shows that a latent variable can predict its indicators better than other latent variables. In this way, the discriminant validity conditions are met. Furthermore, the correlation value among latent variables with square roots of AVEs is between 0.784 to 0.913 for each latent variable. This value indicates that the AVE root value in each latent variable is greater than the correlation value between latent variables. According to Solimun et al. (2017), this fulfills discriminant validity conditions. A questionnaire can be reliable, or unreliable can be determined through composite reliability. The value of the composite reliability coefficients on each variable must be more than 0.7 so that a questionnaire can be declared reliable, and Cronbach's alpha value is above 0.5 (Solimun et al., 2017).

The value of composite reliability coefficient values are 0.865 to 0.909. The results of composite reliability coefficients with numbers above 0.7 also indicate that the latent variables of this study can meet the requirements

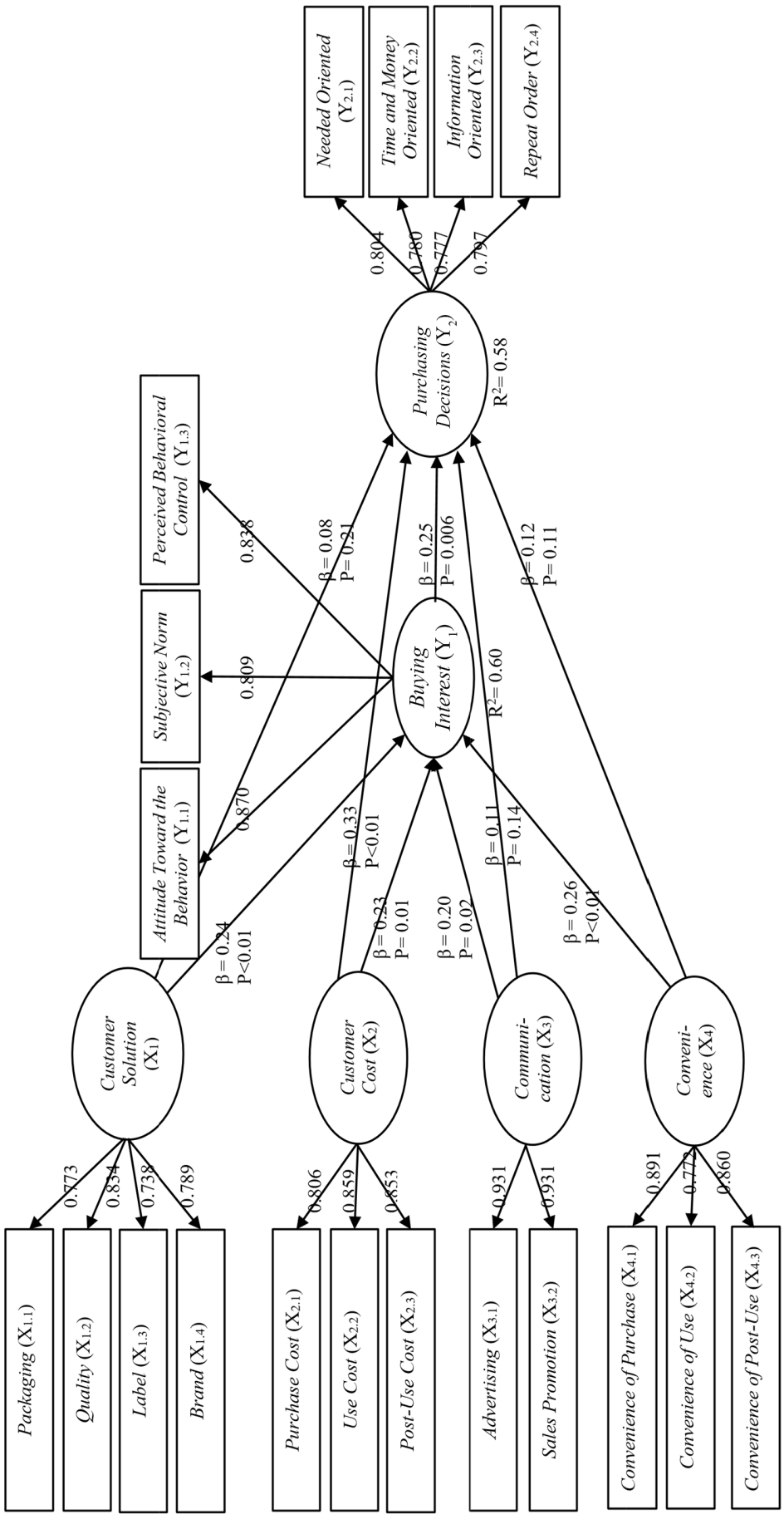

Figure 8. Path diagram of the effect of sustainable marketing on buying interest and purchase decisions at zero waste shop

Description:
$\delta_{11}...\delta_{44}$: Delta (small), measurement error in manifest variable for exogenous latent variable;
$\varepsilon_{11}...\varepsilon_{24}$: Epsilon (small), measurement error in manifest variable for endogenous latent variable;
$X_{1.1}...X_{4.4}$: Exogenous Indicator Variables;
$Y_{1.1}...Y_{2.4}$: Endogenous Indicator Variables;
$\lambda x_{11}...\lambda x_{44}$: Lamnda (small), loading factor of exogenous latent variable;
$\lambda y_{11}...\lambda y_{24}$: Lamnda (small), loading factor of endogenous latent variable;
$X_1...X_4$ (ξ): Exogenous latent variable (Ksi) Y_1, Y_2 (η): Endogenous latent variable (Eta);
$\gamma_1...\gamma_8$: Gamma (small), coefficient of influence of exogenous variables on endogenous variables;
β_1: Beta (small), the coefficient of the effect of endogenous variables on endogenous variables.

of composite reliability. Likewise, the value of Cronbach's alpha with a range of 0.790 to 0.799 has met the requirements of composite reliability.

The figures in Figure 8 display the presented range of path coefficient values, which varies from 0.11 to 0.33. while for p values, it ranges from <0.001 to 0.21. The customer solution variable (X1) on buying interest (Y1) has a path coefficient value of 0.24 and a p-value <0.01, which means that the customer solution variable has a positive and significant influence on buying interest. The path coefficient of the customer cost variable (X2) is 0.23, and the p-value is 0.01, so the customer cost variable (X2) has a positive and significant influence on buying interest. The communication variable (X3) on buying interest (Y1) shows a path coefficient value of 0.20 and a p-value of 0.02. This result indicates that the communication variable (X3) positively and significantly influences buying interest. Furthermore, the path coefficient value on the convenience variable (X4) is 0.26, and the p-value is <0.01. Thus, the convenience variable (X4) positively and significantly affects buying interest. Based on Solimun et al. (2017) stated that the R-squared value is the magnitude of the value of the response variable that the predictor variable can explain. According to Haryono (2010), the R-Squared criteria consist of three categories: the high category with a value of 0.67, the medium category with a value of 0.33, and the weak category with a value of 0.19. The R-Squared value of the buying interest variable (Y1) is 0.598. This result means that customer solution (X1), customer cost (X2), communication (X3), and convenience (X4) have an influence of 59.8% on buying interest so that the remaining 40.2% is influenced by other variables not tested in the study. The Q-Squared value is useful for determining predictive validity or assessing the relevance of a set of predictor variables (Solimun et al., 2017). For example, in this study, the value of 0.604 on the buying interest variable (Y1) and 0.591 on the purchasing decision variable (Y2) was found; it is known that the customer solution, customer cost, communication, and convenience variables are appropriate as explanatory variables that can predict buying interest variables, as well as other variables. Therefore, buying interest is also an explanatory variable that can predict the purchase decision variable. According to Solimun et al. (2017), full collinearity VIF results from vertical and lateral multicollinearity testing. If the results obtained are worth <3.3, then the latent variable is free from collinearity problems. The range of values obtained is between 1,829 to 2,621. This result means that all latent variables in this study do not have vertical collinearity or lateral or common method bias problems.

To determine how much influence the exogenous latent variable has on the endogenous latent variable, it can be seen using the effect size value. For example, the effect size value based on Hair et al. (2017) is divided into small effect (value more than 0.02), medium effect (value more than 0.15), and large effect (more than 0.35). The customer solution variable (X1) has a value of 0.168 and 0.052, which means that the customer solution (X1) has a medium contribution to buying interest and a small contribution to purchasing decisions. The variable customer cost (X2) has a value of 0.143 and 0.225, which means that customer cost (X2) has a small contribution to buying interest and a medium contribution to purchasing decisions. The communication variable (X3) has a value of 0.123 and 0.063, which means that communication (X3) has a small contribution to buying interest and purchasing decisions. The convenience variable (X4) has a value of 0.164 and 0.070, which means that convenience (X4) has a medium contribution to buying interest and a small contribution to purchasing decisions. Finally, the buying interest variable (Y1) has a value of 0.166, which means buying interest (Y1) has an intermediate contribution to purchasing decisions.

The goodness of fit evaluation is a measurement of the relationship between the construct and its assumptions (Solimun et al., 2017). As a result, model fit, and quality indices have been met. This result shows that the model has been declared fit through the goodness of fit evaluation. Therefore, the model is considered feasible and good. Furthermore, the results of the analysis of the influence of sustainable marketing on buying interest and purchasing decisions can be seen in Table 1 below.

Table 1. The influence of sustainable marketing on buying interest

Hypothesis	Path Coeff.	P value	Explanation
$X_1 \rightarrow Y_1$	0.237	0.008	H1 accepted
$X_2 \rightarrow Y_1$	0.226	0.011	H1 accepted
$X_3 \rightarrow Y_1$	0.197	0.024	H1 accepted
$X_4 \rightarrow Y_1$	0.255	0.005	H1 accepted

Customer solution (X1) positively and significantly affects buying interest. This positive and significant effect is obtained because the products offered by the zero waste shop are solutions for environmentally friendly products that consumers want to buy. Then, the availability of products sold also adds to the positive influence of customer solutions on buying interest. Customer cost (X2) has a positive and significant effect on buying interest. This positive and significant effect is obtained because the products sold are high quality even though they have a higher price than conventional stores. Communication (X3) has a positive and significant effect on buying interest. This positive and significant influence was obtained because communication through online media carried out by zero waste shops in Jakarta followed the target, namely the millennial generation who are currently also aware of technology so that communication made by zero waste shops in Jakarta can increase consumer buying interest. Convenience (X4) has a positive and significant effect on buying interest. This positive and significant effect is obtained because there are conveniences provided by the zero waste shop, such as the availability of the number of goods and the suitability of product quality; therefore, comfort can increase buying interest in sustainable marketing.

Table 2. The influence of purchase interest on purchase decisions

Hypothesis	Path Coeff	Explanation
Y1 → Y2	0.250 0.006	H1 accepted

Based on Table 2 above, it can be said that buying interest has a positive and significant effect on purchasing decisions. Furthermore, based on Table 3 this positive and significant influence is found that the products sold are organic and environmentally friendly, thereby generating buying interest for highly educated consumers and interests that influence purchasing decisions.

Table 3. The influence of purchase interest in sustainable marketing on purchase decisions

Hypothesis	Direct Effect	Indirect Effect	Total Effect	Explanation
$X_1 > Y_2$	0.237	0.059	0.296	Proved
$X_2 > Y_2$	0.226	0.056	0.282	Proved
$X_3 > Y_2$	0.197	0.049	0.246	Proved
$X_4 > Y_2$	0.255	0.064	0.319	Proved

Furthermore Table 4 shows that the buying interest variable is proven to be a mediating variable because the total effect value is greater than the direct effect on the four sustainable marketing variables consisting of customer solution (X1), customer cost (X2), communication (X3), and convenience (X4). According to Agustin and Singh (2005), if the total effect value is greater than the direct effect, it can prove that the variable is a mediating variable.

Table 4. P value in sustainable marketing on purchase decisions through purchase interest

Hypothesis	Path Coeff	Explanation
$X_1 > Y_2$	0.237	Positive
$X_2 > Y_2$	0.226	Positive
$X_3 > Y_2$	0.197	Positive
$X_4 > Y_2$	0.255	Positive

Sustainable marketing variables consisting of customer solution (X1), customer cost (X2), communication (X3), and convenience (X4) have a positive influence on purchasing decisions through buying interest. Customer solution has a positive effect on purchasing decisions through buying interest. The positive effect is obtained because the products sold at the zero waste shop in Jakarta are a solution to purchasing environmentally friendly products. Customer cost has a positive effect on purchasing decisions through buying interest. The positive effect is obtained because most respondents have high incomes, so they are more concerned with product quality than product prices, even though the prices set are more expensive than those sold in conventional stores. Communication has a positive effect on purchasing decisions through buying interest. The positive influence is obtained through online communication; it has met the target consumers, affecting buying interest and purchasing decisions. Convenience has a positive effect on purchasing decisions through buying interest. The positive influence is obtained because convenience is an important factor for middle and upper-class consumers. The zero-waste shop has succeeded in making it convenient for consumers when shopping.

4. Conclusions

This research concludes that sustainable marketing affects buying interest. The four variables in sustainable marketing, namely customer solution, customer cost, communication, and convenience, have been shown to influence consumer buying interest positively and significantly at a zero-waste shop in Jakarta. The variable that has the greatest influence is the communication variable, and the indicators that have the greatest influence among all indicators are the two indicators of the communication variable, namely advertising and sales promotion. Buying interest is proven to have a positive and significant influence on purchasing decisions at a zero-waste shop in Jakarta. The indicator with the biggest influence is the attitude towards the behavior. Sustainable marketing is proven to positively influence purchasing decisions through buying interest as a mediation variable.

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