The Influence of Green Product, Green Advertising and Green Trust To The Purchasing decision of Skincare Himalaya Herbals in Palapa Department Store Surabaya

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Abstract

Global warming makes many cosmetics companies take advantage of this as an opportunity to create products that are environmentally friendly. To win the company's competition, it is necessary to have the right strategy so that the products created can be accepted and demanded by the public. This research is intended to analyze the effect of Green Product, Green Advertising, and Green Trust on Purchasing Decisions. The problem in this research is the less optimal consumer purchasing decisions on Himalayan Herbals products, because Most people have not been able to distinguish between Green Products with ordinary products and do not understand how important the use of Green Products for health and the environment. The purpose of this study was to determine the effect of Green Products, Green Advertising and Green Trust on Purchasing Decisions on Himalayan Herbals Skincare. The population in this study were Himalayan Herbals skincare customers in Palapa Department Store Surabaya. The sampling method used was non probability sampling with a purposive sampling technique and the total sample of 85 respondents. Data collection techniques through distributing questionnaires directly. Data analysis techniques using Partial Least Square (PLS). The results showed that the Green Product, Green Advertising, and Green Trust variables contributed to the Purchasing Decision.

Abstraks

Global warming membuat banyak perusahaan kosmetik memanfaatkan hal tersebut sebagai peluang untuk menciptakan produk yang ramah terhadap lingkungan. Untuk memenangkan persaingan perusahaan diperlukan adanya strategi yang tepat agar produk yang diciptakan dapat diterima dan diminati masyarakat. Penelitian ini dimaksudkan untuk menganalisis pengaruh Green Product, Green Advertising, dan Green Trust terhadap Keputusan Pembelian. Masalah dalam penelitian ini adalah kurang optimalnya keputusan pembelian konsumen terhadap produk Himalaya Herbals, karena Sebagian masyarakat belum bisa membedakan antara Green Product dengan produk biasa dan tidak memahami betapa pentingnya penggunaan Green Product bagi kesehatan dan lingkungan sekitar. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh Green Product, Green Advertising dan Green Trust terhadap Keputusan Pembelian pada Skincare Himalaya Herbals. Populasi dalam penelitian ini adalah Pelanggan skincare

Himalaya Herbals di Palapa Toserba Surabaya. Metode pengambilan sampel yang digunakan adalah non probability sampling dengan teknik purposive sampling dan jumlah sampel sebanyak 85 responden. Teknik pengumpulan data melalui penyebaran kuesioner secara langsung. Teknik analisis data menggunakan Partial Least Square (PLS). Hasil penelitian menunjukkan bahwa variabel Green Product, Green Advertising, dan Green Trust memberikan kontribusi terhadap Keputusan Pembelian.

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INTRODUCTION

In recent years, various problems have arisen in the community regarding environmental issues, one of them is global warming where this can adversely affect the environment and living things around it. The existence of this event is expected to make the community aware of the importance of maintaining and preserving a green environmental ecosystem. Concern about the adverse effects of global warming is one of the main reasons because it is not only the environment that is threatened, but the health and survival of humans and their offspring as well. With this awareness, it is hoped that people will become more concerned about the products consumed and used in daily life.

As a woman, of course cosmetics are very important and needed to get the desired healthy skin. However, in Indonesia itself in the selection of cosmetics is an easy but difficult thing, because they are faced with a variety of choices so that consumers are confused about choosing the right product to use, because if they choose wrong it can be fatal to the health, beauty of their skin and face.

On the 14th of November 2018, Badan Pengawasan Obat dan Makanan RI (BPOM RI) released a list of 113 illegal cosmetic products containing hazardous substances (Bangkapos.com, 2018). Where cosmetic products there are dangerous contents such as mercury in facial whitening creams, rhodamine (hard water), rhodamin which is a red dye for textiles found in lipstick or blush, hard water is in the bleach, while antimony is a dangerous mixture of metals when it enters the human body. The negative impact of these reserves is very detrimental to consumers because it can cause risks due to skin damage, skin cancer, leading to death. So consumers must be really selective in choosing cosmetics that they will use.

The increasingly fierce level of business competition makes this condition utilized as an opportunity for companies in the cosmetics field to use environmental issues in competing in the business world, one of them is creating environmentally friendly and harmless cosmetic products or so-called green products which are expected to attract consumers' buying interest. The Himalaya Drug Company is an Indian company engaged in the field of skincare and healthcare where it creates environmentally friendly skincare. The many environmental problems and harmful substances in cosmetics, especially in skin care makes The Himalaya Drug Company offer a different offer by using a green concept that creates innovative products made from natural ingredients that are not harmful, environmentally friendly and no animal testing. In addition to the ingredients contained in all of its products, Himalaya Herbal are also packaged with packaging that can be recycled so that it can be reused and easily biodegradable by the environment.

Although the Himalaya Herbals company has implemented environmentally friendly products, but the level of consumer purchases has fluctuated which tends to decrease often during the period 2019. The following are sales performance of Himalaya Herbals skin care products in Palapa department store Surabaya.

Based on these data, the sales of Himalaya Herbals skincare fluctuated, whereas sales obtained by Himalaya Herbals experienced instability from rising and then decreasing.

Table 1. Sales Performance Himalaya Herbals Skincare in Palapa Department Store Surabaya Period 2019

Month	Sales (Rp)	Total Product (pcs)
January	15,215,000	523
February	13,921,000	505
March	13,766,000	500
April	14,535,000	612
May	17,050,000	764
Juny	16,215,000	615
July	15,460,000	427
August	13,695,000	468
September	13,328,000	450
October	13,955,000	504
November	16,112,000	629
December	14,507,000	602
Total	177,759,000	6,599

Source: Palapa Department Store Surabaya (2020)

This condition is suspected due to several factors, one of which is the green product. Consumer decisions in making purchases can be influenced by the stimulation of the company which includes one of them is the product (Kotler and Keller, 2009). Where it turns out that most Indonesian people have not been able to distinguish between Green Products and ordinary products. Although the company has provided a logo or information if the product is environmentally friendly and safe to use, in fact this has not been able to increase public awareness and trust in the product.

Related to these problems, it is suspected that other problems exist in supporting marketing such as Green Advertising. The lack of marketing conducted by companies makes these products difficult to develop and are known by the public. Though Green Advertising is one important factor that is able to introduce the existence of a product. Zinkhan and Carlson (1995)argues that Green Advertising is an advertisement that introduces Green Products in order to attract consumers who care about the environment to meet their needs and desires for Green Products. The ads contains a change in the current environment. Linking advertisements with environmental issues is a superior way for those who want to be marketed, because the ads contain knowledge related to changes in environmental conditions that occur at this time and the contents of messages that are different from other product advertisements. Pujari in Situmorang (2011) revealed that Green Advertising by the company had a positive impact on the company, namely, increased sales, improved customer feedback, established good relationships with customers, increased competitiveness and company image.

Implementation of the green advertising strategy in advertising is expected to be able to provide positive information to consumers, where positive information can create a Green Trust. Consumer confidence is a fundamental factor that influences consumer behavior in the long run. So to create trust in green products, companies must be willing to provide information needed by consumers related to Green Products and the information must be convincing and reliable to reduce the perception of risk to consumers. Companies must provide information about product performance on the environment to maintain consumer confidence (Chen dan Chang, 2012). When consumers give a trust in a product, consumers will place a high trust to be able to make product purchases and influence their buying intentions on green products.

According to Peter and Olson in Sangadji (2013) that in making a consumer decision is a problem solving process that is directed at the target where it combines knowledge to evaluate two or more alternative behaviors and sort out one of them. Then it was concluded that the consumer purchasing decision is the process of searching for product info, product identification to determine the purchasing decision and the effect after making a purchase.

Based on the above problems, the researchers conducted a study by taking the variables Green Product, Green Advertising and Green Trust. These three variables become interesting to discuss because when green products and green advertising are getting better and consumers have high green trust in Himalayan Herbals products, then it can increase optimal purchasing decisions.

Formulation of the Problem

Based on the background above, the following problems were formulated: 1) Does Green Product influence the Purchasing Decision of Himalaya Herbals Skincare in Palapa

Department Store Surabaya? 2) Does Green Advertising influence the Purchasing Decision of Himalaya Herbals Skincare in Palapa Department Store Surabaya? 3) Does Green Trust influence the Purchasing Decision of Himalaya Herbals Skincare in Palapa Department Store Surabaya?

Research Purposes

Based on the above problem formulation, the purpose of this study is: 1) To determine the effect of Green Products on Purchasing Decisions for Himalaya Herbals Skincare in Palapa Department Store Surabaya, 2) To determine the effect of Green Advertising on Purchasing Decisions for Himalaya Herbals Skincare in Palapa Toserba Surabaya, 3) To determine the effect of Green Trust on Purchasing Decisions for Himalaya Herbals Skincare in Palapa Department Store Surabaya

LITERATURE REVIEW

Green Product

According to Ridwan *et al.* (2018) states that "Green Product or what can be called an environmentally friendly product is a product that is designed and processed in a way to reduce the effects that can pollute the environment, both in the process of production, distribution and consumption. This can be related to the use of raw materials that can be recycled and not harmful to the environment and living things".

Elkington et al., (1993) argues that there are four indicators in a green product, including: 1) Product safety, 2) Product packaging, 3) Raw material and 4) Certificate ecolabel

Green Advertising

Green advertising is a way of social marketing done by companies to be able to market their products by linking lifestyles that are environmentally friendly. The existence of Green Advertising is expected to be able to convey environmental messages properly and can change the lifestyle of humans to be more aware of the surrounding environment. Green advertising message will be had a consequence. It can be drive a consumers perception about the product which described as the environmentally friendly (Omidnateghkhoshnoodroohi, 2012).

Kärnä (2003) argues that indicators in Green Advertising, ie:
1. Purpose of advertising
   Promote an environmentally friendly company image and promote a healthy lifestyle.
2. Message template
   A strong arrangement for advertisements consisting of ad titles, copyrights, and color illustrations included in advertisements.
3. Message element
   The attraction or theme that will produce the desired response by advertisers.
4. Consumer benefits
   The main benefits are communicated in advertising both in text or visuals conveyed in green advertising.
5. Supporting factors
   The basic value or final destination that will be conveyed by green advertising.

Green Trust

Green trust is a trust obtained from the credibility, ability and kindness of a product for its hospitality to the environment, so that the growing willingness of consumers to depend on a product, service or brand (Chen *et al.*, 2015).

Chen *et al.* (2015) states that the indicators for measuring green trust are as follows:
1. Environmental image
2. Environmental function
3. Environmental claims
4. Product performance

Purchasing Decisions

Kotler and Keller (2009) explained that the purchasing decision has a five parts of the formation process, including: identifying problems, finding an information, evaluating alternatives, terminating the purchase, and Post-Purchase. In purchasing decision stage, consumers really make a purchase. But in making decisions there are several other factors that influence decision making so that consumers can change their purchase intentions.

Kotler and Keller (2009) argues that there are four indicators in measuring the variable purchase decision, namely:
1. Stability on a product
1. The habit of buying products
2. Give recommendations to others
3. Repurchase

METHODOLOGY

Types of Research

The research used is quantitative research. According to Sugiyono (2013), quantitative research methods are one type of research that has specifications including systematic, planned and clearly structured from the beginning to making research designs.

Population and Sampel

The population in this study selected from all consumers who had bought Himalayan Herbals skincare in Palapa Department Store Surabaya. Sampling using research techniques is *Non Probability Sampling* by using a method *Purposive Sampling*. The criteria in the selected Purposive Sampling are Consumers aged 17 years old, make purchases more than once and a maximum of the last 6 months.

Data Analysis Method

Primary data is used by distributing questionnaires directly to find out their opinions related to factors that influence in determining purchasing decisions that they have made. The questionnaire was distributed to 85 respondents. Furthermore, testing the hypothesis in this study uses Partial Least Square (PLS).

RESEARCH RESULTS AND DISCUSSION

Outlier Test

There is an outlier if Mahal. Distance Maximum > Prob. & Number of variables [=CHIINV(0,001;17) : sought through Excel] = 40,790. From the outlier test table, obtained value of Mahal. Distance Maximum data respondents of 36,918 where the value is smaller than Mahal Distance Maximum outlier specified is equal to 40,790, which means that there is no outlier data, thus it can be said that the data has good quality and can be continued for further processing.

Outer Model

The study is said to meet its validity if the loading factor is> 0.5 or t-statistic results> 1.96 (Z value at α = 0.05). And T-Statistic results are said to be significant if> 1.96
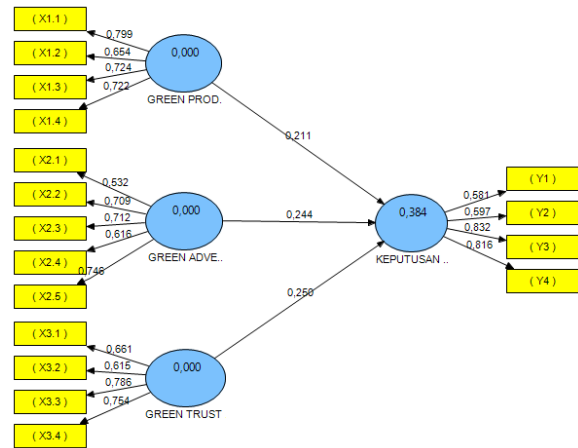
fgirue 1. Output Path PLS
Source : Data processed (2020)

Average Variance Extracted (AVE)

AVE value is useful for measuring the amount of variance captured by its construct compared to the variance that arises due to measurement error. A AVE value> 0.5 explains good validity for latent variables.

Tabel 2. Average Variance Extracted (AVE)

	AVE
GREEN ADVERTISING (X2)	0,545625
GREEN PRODUCT (X1)	0,528061
GREEN TRUST (X3)	0,500153
PURCHASING DECISIONS(Y)	0,513204

Source : Data processed(2020)

AVE test results for the variable Green Product (X1) of 0,528061, variable Green Advertising (X2) of 0,545625, variable Green Trust (X3) of 0,500153, and Purchasing Decisions (Y) of 0,513204, all variables show values of more than 0.5, so overall the variables in this study can be said of good validity.

Reliability Test

The Reliability Test argues that reliability is a measuring tool for the questionnaire. Reliable or reliable questionnaires can be judged by the consistency of the respondents in answering the questions available. Reliability is able to assess the degree of stability, consistency, prediction and accuracy. If the reliability value ≥ 0,700, it can be said that the value is satisfactory (Ghozali, 2011).

Composite reliability test value shows green product (X1) is 0.816624, green Advertising variable (X2) is 0.798529, Green Trust variable (X3) is 0.798570, purchasing decision

(Y) is 0.804040, all these values shows> 0.70 which means reliable.

Tabel 3. Composite Reliability

	Composite Reliability
GREEN ADVERTISING (X2)	0,798529
GREEN PRODUCT (X1)	0,816624
GREEN TRUST (X3)	0,798570
PURCHASING DECISIONS(Y)	0,804040

Source : Data processed, (2020)

Structural Model Testing (Inner Model)

Inner Model Test is testing the relationship between variables. It can be seen from the R-square results that explain the magnitude of the independent variable (X) is able to explain the dependent variable (Y).

Value R^2 = 0,383889. This can be interpreted as a model that is able to explain the phenomenon of the Purchasing Decision required by independent variables including Green Products, Green Advertising and Green Trust with a variance of 38,39%. While the remaining 61,61% is explained by other variables outside this study.

Tabel 4.R-*square*

	R Square
GREEN ADVERTISING (X2)	
GREEN PRODUCT (X1)	
GREEN TRUST (X3)	
PURCHASING DECISIONS(Y)	0,383889

Source : Data processed, (2020)

Hypothesis Testing

Hypothesis testing results are obtained from the Path Coefficients table (Mean, STDEV, T-Values) with a comparison values of T-statistic Z α (0,5).

Tabel 5. Path Coefficients (Mean, STDEV, T-Values)

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)
GREEN PRODUCT (X1) ->PURCHASING DECISIONS(Y)	0,210894	0,222105	0,104234	0,104234	2,023284
GREEN ADVERTISING (X2) ->PURCHASING DECISIONS(Y)	0,243606	0,249369	0,095304	0,095304	2,556097
GREEN TRUST (X3) ->PURCHASING DECISIONS(Y)	0,250228	0,245620	0,110636	0,110636	2,261730

Source : Data processed (2020)

1. Green Product (X1) has a positive effect on Purchasing Decisions (Y) can be accepted, with path coefficients of 0,210894, and T-statistic value of 2,023284 greater than 1,96 (value of Zα = 0,05), then **Significant (positive)**.
2. Green Advertising (X2) has a positive effect on Purchasing Decisions (Y) can be accepted, with a path coefficient of 0,243606, and a T-statistic value of 2,556097 is greater than 1,96 (value of Zα= 0,05), then **Significant (positive)**.
3. Green Trust (X3) has a positive effect on Purchasing Decisions (Y) can be accepted, with a path coefficient of 0,250228, and a T-statistic value of 2,261730 is greater than 1,96 (value of Zα = 0,05), then **Significant (positive).**

The effect of Green Product on Purchasing Decisions

Based on the results, it can be seen that Green Product has a positive and significant effect on Purchasing Decisions on Himalaya Herbals skincare can be accepted. This influence shows the relationship between Green Product and Purchasing Decisions. The better green products contained in the Himalaya Herbals skincare, the more consumer purchasing decisions will increase.

The results of descriptive analysis of green product variables indicate that the indicator that has the strongest influence is the Himalaya Herbals skincare product which is safe to use. This condition shows that consumers tend to be attracted to products that have a good level of security. Himalaya Herbals as an environmentally friendly skincare guarantees Himalaya Herbals products in full that starting from searching for materials, manufacturing processes, packaging, and up to use in consumers does not endanger the survival of living things and does not cause

environmental damage. This has become one of the attractions of consumers who are aware of the importance of maintaining healthy skin by using environmentally friendly skincare products.

The results of this study are consistent with study conducted by Ridwan *et al.* (2018), which states that the Green Product variable has a positive and significant effect on Purchasing Decisions. And also supported by research by Handayani dan Prayogo (2017) which states that consumer attitudes towards Green Products have a significant and positive effect on Purchase Intention. In their research, Ridwan *et al.* (2018) explains that one of the things that drives purchasing decisions is consumers' perception of green products, green labels on product packaging. This happens because the higher level of awareness of the public to care for the environment and the high concern of the community on Green Products in meeting the needs and desires of consumers who are trying to minimize the occurrence of adverse effects in the environment.

The results of this study are in line with the theory put forward by D'Souza *et al.* (2006) which states that companies that create and advance green products are able to make consumers have the attractiveness to make purchases on these products. This can make consumers interested and motivated to buy products that are considered to have a positive impact on the environment. It can be interpreted that Green product will be a necessity for consumers who are aware of the importance of preserving the environment, where it will have an influence on consumer purchasing decisions.

The effect of Green Advertising on Purchasing Decisions

Based on the results of research that has been done, it can be seen that green Advertising has a positive and significant effect on purchasing decisions on Himalayan Herbals skincare can be accepted. This effect shows the relationship between Green Advertising and Purchasing Decisions. The better green advertising conducted on himalaya herbals product, the more customer purchasing decisions will increasing.

The results of descriptive analysis of green advertising variables indicate that the indicator that has the strongest influence is the message in Himalaya Herbals skincare advertisements delivered well to consumers. This happens because in the advertisements made by Himalaya Herbals it has been explained that the ingredients used by Himalaya Herbals are environmentally friendly ingredients and each set of products has different main ingredients and properties to suit the skin condition of Himalaya Herbals skincare users. So consumers who see Green Advertising or advertising care about the environment of the Himalayan Herbals skincare will be affected and decide to buy the product. Green advertising does not only affect decision making but can make consumers considering the Himalaya Herbals skincare product because consumers usually remember the product by appearance ads that have different characteristics in general.

The results of this study are in accordance with research conducted by Lestari *et al.* (2015) which states that the Green Advertising variable has a positive and significant influence on Purchasing Decisions. This supports the research conducted find research by Pawitaningtyas *et al.* (2015) which states that Green Advertising plays an important role in finding information about the product when it will decide to buy it. Green Advertising is demanded to continue to provide information to the public regarding problems that occur in the environment, for example by providing education on ways to keep the environment safe, and to continue to provide awareness of the importance of knowing products that can harm the environment.

These results indicate the better the Green Advertising that are carried out are increasing from the purchase. The existence of green advertising will add information and knowledge to consumers about products or services that are friendly to the environment. How this will influence consumers to move forward then make a decision to buy.

The effect of Green Advertising on Purchasing Decisions

Based on the results of research that has been done, it can be seen that Green Trust has a positive and significant effect on Purchasing Decisions on Himalayan Herbals skincare can be accepted. This influence shows the relationship between Green Trust

and Purchasing Decisions. The higher the level of green trust in Himalayan Herbal skin care products, the more consumer purchasing decisions will increase.

The results of descriptive analysis of green trust variables show that the indicator that has the strongest influence is consumers believing that environmental claims on Himalaya Herbals skincare are reliable. This happens because a lot of information obtained by consumers regarding product friendliness to the environment and feel good benefits for the performance of Himalaya Herbals skincare will increase consumer green trust in these products, and trust in products can make consumers affected which will ultimately make a purchasing decision. This proves that consumers are interested in buying Himalaya Herbals skincare because of good trust in the product. Positioning its products as products that have quality and integrated companies in an effort to make appropriate Green Products.

The results of this study are in accordance with research conducted by Gunarso dan Kusuma (2017) which states that the Green Trust variable has a significant effect on the Purchasing Decisions. The results of this study are consistent with the theory put forward by Chen (2010) which explains the Green Trust is a desire to depend on a brand, product or service based on beliefs or expectations obtained from credibility, good deeds, and skills related to environmental performance.

It can be said that customer trust is a determinant of consumer intentions in making purchases. If consumers have trust with their sellers, consumers will have higher purchase intentions. Even so, it can be said that even though the success and credibility of the product are still as strong as possible after the decision. In building a good product credibility, a strategy is needed to encourage potential customers to make the decision to buy the product.

CONCLUSION

Green Product give a contribution to purchasing decisions of Himalaya Herbals Skincare. Therefore, the better Green Product on Himalaya Herbals skincare, the Purchasing Decision on the product will be stronger.

Green Advertising give a contribution to purchasing decisions of Himalaya Herbals Skincare. Therefore, the better Green Advertising on Himalaya Herbals skincare, the Purchasing Decision on the product will be stronger.

Green Trust give a contribution to purchasing decisions of Himalaya Herbals Skincare. Therefore, the better green trust consumer on Himalaya Herbals skincare, the Purchasing Decision on the product will be stronger.

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