

THE EFFECT OF GREEN MARKETING ON REPURCHASE INTENTION IN PANDELA UMKM IN PANDANPANCUR VILLAGE

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Article Info	ABSTRACT
Keyword: Green Marketing, Repurchase Intention, UMKM Pandela	This study about of Green marketing on repurchase intention. In this study, the population included were consumers of Pandela UMKM, Pandanpancur Village, whose number was not known for certain. In this study used was 192 Respondents. There is no partial effect of the Green Product variable on Repurchase intention in UMKM Pandela Pandanpancur. There is a significant effect of the Green Price variable on Repurchase intention in UMKM Pandela Pandanpancur. There is no significant effect of the Green Price variable on Repurchase intention in UMKM Pandela Pandanpancur. There is a significant effect of the Green Place variable on Repurchase intention in UMKM Pandela Pandanpancur. Together, they have a significant effect on the dependent variable (Repurchase intention) in UMKM Pandela Pandanpancur.

INTRODUCTION

The context of MSMEs in Indonesia has its own uniqueness in implementing green marketing. Limited resources and knowledge often pose major obstacles. However, the potential to enhance competitiveness and consumer loyalty through green marketing strategies cannot be ignored.

The issue related to the influence of green marketing on repurchase intention at UMKM Pandela, considering its sales data, focuses on the challenges faced by micro, small, and medium enterprises in adopting environmentally friendly marketing strategies that can encourage consumers to repurchase. As consumer awareness of environmental issues increases, UMKM Pandela strives to integrate green marketing principles into their operations. However, despite the potential to enhance customer loyalty, UMKM Pandela is still struggling to prove and communicate the added value of their environmentally friendly products.

Green marketing is a marketing program where companies persuade consumers to act in the long-term interest of the consumers themselves and society, such as by purchasing healthier, tastier, and safer organic food, as well as energy-efficient equipment with more affordable operating costs (Kotler and Koller, 2016). This is a strategy of efforts to take advantage of opportunities in the current environmentally conscious era (Prameka & Kurniawan, 2021).

UMKM Pandela is a business association located in Pandanpancur. It was established on December 13, 2023, at the initiative of the head of Pandanpancur village, Mr. Supadi, to develop the potential and human resources in Pandanpancur village. The name PANDELA is an acronym for Pandan Pancur Deket LAmongan. The logo of UMKM Pandela features Pandan and Kencur, which are typical plants of Pandanpancur village. This UMKM is led by Mrs. Fitri and its members are residents of Pandan Pancur, Lamongan.

Some of the found include (Zahra Rami Hanifah, 2022) and (Arianti and Dita Ariska, 2023) show a significant influence of green marketing on repurchase intention. (Muhammad Idrus, Serlin Serang, Rahmawati, 2023), (Yuka Nabila, 2022), and (Devita Dwi Anggraeni, Hariyadi Triwahyu Putra, 2024) shows that there was a positive insignificant.

RESEARCH METHODS

The research method chosen is a quantitative method. (Sugiyono, 2017) which describes a certain population or sample, to determine the number, frequency and relationship between variables. The focus of quantitative research is through hypothesis testing by collecting data that is calculated and analyzed the same time. Previously, researchers determined certain characteristic, then they could be studied and conclusions drawn. Samples were viewed as assumptions by the population (Sugiyono, 2017). The research population was consumers of Pandela UMKM, Pandanpancur Village, whose number was not known for certain. The sample is part of the population (Sugiyono, 2017). This sampling was carried out on consumers of Pandela MSMEs in Pandanpancur Village whose number is not known for sure. In this study, the number of questionnaire items is 32 statements used to measure 5 variables, so the number of respondents used is $32 \times 6 = 192$ Respondents.

RESULTS AND DISCUSSION

RESULT

Validity Test

Validity test by comparing the calculated r with the table r, to measure the validity of the questionnaire. Here are the test results with IBM SPSS version 24.00:

a. Variable X1 (Green Products)

Table 8 Results of Validity Test for X1

Question Indicator	Number Question	Calculated r Value	Table r Value	Information
<i>Green Products</i>	1	0.317	> 0,147	Valid
	2	0.263		Valid
	3	0.338		Valid
	4	0.683		Valid
	5	0.573		Valid
	6	0.533		Valid

b. Variabel X_2 (*Green Price*)

Tabel 9 Results of Validity Test for X_2

Question Indicator	Number Question	Calculated r Value	Table r Value	Information
<i>Green Price</i>	1	0.809	> 0,147	Valid
	2	0.845		Valid
	3	0.821		Valid
	4	0,799		Valid
	5	0.812		Valid
	6	0.735		Valid

c. Variabel X_3 (*Green Promotion*)

Tabel 10 Results of Validity Test for X_3

Question Indicator	Number Question	Calculated r Value	Table r Value	Information
<i>Green Promotion</i>	1	0.842	> 0,147	Valid
	2	0.890		Valid
	3	0.925		Valid
	4	0,889		Valid
	5	0.907		Valid
	6	0.791		Valid

d. Variabel X_4 (*Green Place*)

Tabel 10 Results of Validity Test for X_4

Question Indicator	Number Question	Calculated r Value	Table r Value	Information
<i>Green Place</i>	1	0.793	> 0,147	Valid
	2	0.833		Valid
	3	0.783		Valid
	4	0,889		Valid
	5	0.894		Valid
	6	0.901		Valid

e. Variabel Y (*Repurchase intention*)

Tabel 11 Results of Validity Test for Y

Question Indicator	Number Question	Calculated r Value	Table r Value	Information
<i>Repurchase intention</i>	1	0.828	> 0,147	Valid
	2	0.856		Valid
	3	0.754		Valid
	4	0,834		Valid
	5	0.832		Valid
	6	0.721		Valid
	7	0.780		Valid
	8	0.190		Valid

Source: Processed from SPSS Version 24.00

Conclusion:

- 1) Valid if the calculated r > the table r.
- 2) The r table is seen in the statistical books.

- 3) From 192 sample, the r table yielded 0.147 (see attachment).
- 4) The variable value is indicated by r count > r table, it is said to be a valid variable.

Reliability Test

Reliability test to show reliable measuring instruments value through Cronbach's Alpha, reliability value > 0.600 means reliable instrument, while < 0.600 is not reliable. Here are the calculation results:

Tabel 12. Results of Reliability Test

No	Variable	Alpha Coefficient	Standart Reliability	Information
1.	<i>Green Produk (X₁)</i>	0.654	> 0,600	Reliabel
2.	<i>Green Price (X₂)</i>	0.799		Reliabel
3.	<i>Green Promotion (X₃)</i>	0.811		Reliabel
4.	<i>Green Place (X₄)</i>	0,807		Reliabel
5.	<i>Repurchase intention (Y)</i>	0.774		Reliabel

Source: Processed from SPSS Version 24.00

The results Green Product of 0.654, Green Price of 0.799, Green Promotion of 0.811, and Green Place of 0.807, Repurchase intention > 0.774, reliability standard (0.600) a significance level of $\alpha = 5\%$. So the instrument on both independent and dependent variables are reliable.

Classic Assumptions

Normality Test

Data normally if the real data line follows the diagonal line. Based on data processing with the SPSS computer program, it was found that the histogram graph produced a normal curve line, studied is normally distributed. Likewise, the normal probability plots indicate normal distribution because the line (points) follows the diagonal line (Sunyoto, 2013: 145). The level of normality of this research data can be determined from the following graph:

**Table 13 Results of Normality Test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		192
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	3.15888805
	Absolute	.046
Most Extreme Differences	Positive	.046
	Negative	-.045
Kolmogorov-Smirnov Z		.637
Asymp. Sig. (2-tailed)		.812

a. Test distribution is Normal.

b. Calculated from data.

Source: Processed from SPSS Version 24.00

It can be concluded that the real follows the diagonal line but irregularly. It is better to strengthen the results with Kolmogorov-Smirnov asymp.sig (2-tailed) of 0.812 in table 13 > 0.05 so that the data is said to be normal.

Multicollinearity Test

The perfect relationship of the independent variables is known by this test, which is when the Variance Inflation Faktor (VIF).

Table 14 Results of Multicollinearity Test

Number	Variable	Tolerance	VIF
1	<i>Green Produk</i>	.992	1.008
2	<i>Green Price</i>	.658	1.519
3	<i>Green Promotion</i>	.992	1.008
4	<i>Green Place</i>	.662	1.511

Source: Processed from SPSS Version 24.00

The VIF values of all independent variables in table 13 show a < 10 , while the tolerance values is > 0.1 or 10%, indicating no multicollinearity.

Heteroskedasticity Test

Heteroskedasticity when there are regular pattern points. A good regression equation when there is no heteroskedasticity. If the points are spread out in the scatterplot, it is concluded that there is no heteroskedasticity.

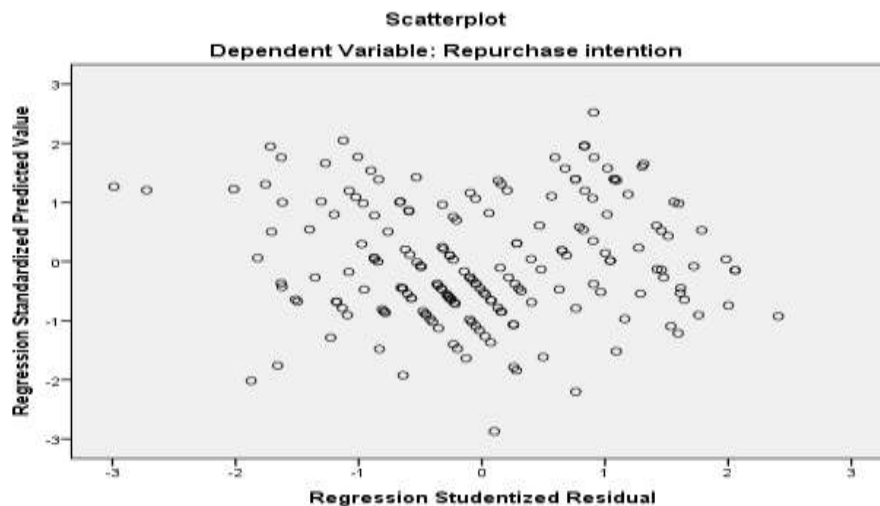


Figure 2 Results of the Heteroskedasticity Test From

The even distribution of points in the image shows that the multiple linear regression model in the study is not heteroscedastic.

Autocorrelation Test

In this study, if autocorrelation occurs, it means that the fundamentals are influenced by variables other than the independent variables. From the tests conducted using IBM SPSS 24.00, a Durbin Watson value of 1.596 was obtained.

Table 15 Results of Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.403 ^a	0,162	0,145	3,19249	1,596

Source: Processed from SPSS Version 24.00

- a. In this test, there are 4 independent variables and 1 dependent variable. It is known that $T = 192$, $k = 5$. Next, in the table above, find the values of dL and dU for $T = 192$ and $k = 5$, which are $dL = 1.7107$ and $dU = 1.8174$. In the result above, the value of $d = 1.596$, so we first calculate the value of $(4 - d) = 2.404$.

Multiple Linear Regression Analysis

The results of multiple linear regression analysis using:

Table 16 Results of Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		Std. Error	Beta		
(Constant)	1.943	.390		7.276	.000
Green Product	259	157	.111	1.652	.010
Green Price	103	.083	.103	2.369	.041
Green Promotion	133	.074	.121	1.801	.034
Green Place	397	.092	.353	4.290	.000

Source: Processed from SPSS Version 24.00

In column β of the table above there are constants $a = 31.943$, $b_1 = 0.259$, $b_2 = 0.103$, $b_3 = 0.133$, and $b_4 = 0.397$, resulting in the equation: $Y = 31.943 + 0.259X_1 + 0.103X_2 + 0.133X_3 + 0.397X_4$, Y is Repurchase intention and X is independent variables.

Coefficient Of Determination

The R^2 (R Square) value of the regression to find out the percentage of the contribution of the independent variable (X) simultaneously to the dependent variable (Y), in the table below:

Tabel 17 Results of Coefficient of Determination Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.753	0,567	0,445	3,19249	1,596

Source: Processed from SPSS Version 24.00

The regression analysis data results, the R Square 0.567, which means 56.7%. the variation of independent variables can explain 56.7% of the dependent variable (Repurchase intention). The remaining 43.3% is determined by other variables.

t Test (Partial)

The t-test essentially shows whether each independent variable has a significant effect on the dependent variable.

Table 18 Results of t Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		Std. Error	Beta		
(Constant)	1.943	4.390		7.276	.000
Green Product	259	.157	.111	1.652	.010
Green Price	103	.083	.103	2.369	.041
Green Promotion	133	.074	.121	1.801	.034
Green Place	397	.092	.353	4.290	.000

Source: Processed from SPSS Version 24.00

The steps for testing are as follows:

1) Determining the hypothesis

H_a is accepted, namely if $t \text{ count} \geq t \text{ table}$ means that the independent variable partially affects the following variable, and vice versa.

2) Determining the level of significance

Testing using significance $\alpha = 5\%$ or 0.05.

3) Determining the t table

To find out t can be searched in the table formula ($n - k - 1$), $\alpha = 5\% : 2 = 2,5\%$ (uji dua sisi). The degrees of freedom $df = n - k - 1$ or $192 - 4 - 1$, so that the t table is 1.972.

a. *Green Produk* (X_1)

The calculated t value (1.652) $<$ (1.972), so that the calculated $t <$ t-table, so H_a is rejected.

b. *Green Price* (X_2)

The calculated t value (2.369) $>$ (1.972), so that the calculated $t \geq$ t-table, then H_a is accepted.

c. *Green Promotion* (X_3)

The calculated t value (1.801) $<$ (1.972), so that the calculated $t <$ t-table, so H_a is rejected.

d. *Green Place* (X_4)

From the results of the t-test, the calculated t value (4.290) $>$ (1.972), so the calculated $t >$ t-table, so H_a is accepted.

F Test (Simultan)

The F test determines whether independent variables jointly influence the dependent variable.

Table 19 Results of F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	369.712	4	92.428	9.069	.000 ^b
	Residual	1905.908	187	10.192		
	Total	2275.620	191			
a. Dependent Variable: Repurchase intention						
b. Predictors: (Constant), Green Place, Green Promotion, Green Product, Green Price						

From the results of the F test of 9.069 and table F is 2.65 indicated that the calculated $F \geq$ F table, so that H_a is accepted, where Green Product, Green Price, Green Promotion, and Green Place have a significant effect on Repurchase intention at MSMEs Pandela Pandanpancur simultaneously.

DISCUSSION

1. *Green Product* partial effect on *Repurchase Intention*

Green products are designed and manufactured with minimal impact on the environment in mind. This concept is gaining more attention as consumer awareness of environmental issues increases. One important aspect of consumer behavior is repurchase intention. Understanding how green products partially affect repurchase intention is essential for companies looking to adopt a green marketing strategy. Green products in MSMEs refer to products that are manufactured with environmental impact in mind, such as the use of environmentally friendly raw materials, minimal waste production processes, and efficient

energy use. For MSMEs, the application of this concept not only supports environmental preservation but can also be a competitive advantage in attracting consumers who are increasingly concerned about environmental issues. This is done by Pandela MSMEs in the form of environmentally friendly packaging applications and recycling of packaging or waste.

Several studies refer to this such as (Mardiyah et al., 2022) where green product found and green packaging influence purchasing decisions. While green products do not show a significant effect. Similar findings were also reported by Dianti and (Paramita, 2021), showing that consumer awareness and knowledge of environmentally friendly products can encourage their intention to repurchase the product, resulting in a positive influence.

2. *Green Promotion partial effect on Repurchase Intention.*

Green promotion is a promotional effort that emphasizes the company's commitment to environmentally friendly practices, both in the production process and the products offered. Pandela MSMEs implement green promotion strategies through various ways of consumer education by providing information about the benefits of environmentally friendly products and their impact on nature conservation. This has proven to be significant in purchasing decisions.

A study by (Lutfi, 2023) refers to Tupperware products, showing that green prices have a significant effect on repurchase interest in Tupperware. The results indicate that green promotion plays an important role in encouraging consumers to make repeat purchases, this is in line with (Palaguna and Ekawati, 2016) research. This confirms that promotions that emphasize environmentally friendly aspects can increase consumer repurchase intentions.

3. *Green Price partial effect on Repurchase Intention.*

Green price refers to a pricing strategy for environmentally friendly products that considers the costs of sustainable production as well as the environmental added value offered to consumers. The use of sustainable raw materials, low-pollution processes, and the environmental benefits provided by the product. This price not only includes production costs but also reflects the added value of the sustainability aspect. the application of green prices can partially influence consumer repurchase intentions.

A study conducted by (Lutfi, 2023) the results of this study indicate that green prices have a significant effect on consumer repurchase intentions. This indicates that MSME consumers tend to consider the price of environmentally friendly products in their repurchase decisions, this is in line with (Choiroh, 2020) research. Although the main focus of this study is on initial purchase intentions, these findings can provide insight that competitive and environmentally friendly prices can encourage consumers to make repeat purchases.

4. *Green Place partial effect on Repurchase Intention.*

Green Place refers to distribution strategies and sales locations that consider environmentally friendly aspects, such as selecting locations that support consumer accessibility with low-emission transportation or using distribution channels that minimize carbon footprints. In the context of (MSMEs), the application of the green place concept can have a partial effect on consumer repurchase intention.

This concept can be analyzed through a green marketing theory approach. An effective green place strategy can increase consumer satisfaction with environmentally friendly practices implemented by MSMEs, which in turn can encourage repurchase intentions. For example, consumers who realize that MSMEs choose sales locations that are easily accessible by public transportation or provide recycling facilities at the point of sale tend to have positive perceptions and higher loyalty. Pandela MSMEs implement the green place concept through various strategies, including Selecting an Environmentally Friendly Location: Choosing a business location that is close to target consumers to reduce emissions from travel, this is in

line with (Hasanah and Huda, 2023) research. Although this study did not specifically examine green place, the finding that strong brand equity contributes to repurchase intentions indicates that an environmentally friendly distribution strategy can strengthen brand equity and encourage consumer loyalty.

5. *Green marketing* simultan effect on *Repurchase intention*.

Green marketing is a marketing approach that emphasizes environmentally friendly aspects in the entire business process, from product design, production, to distribution. The simultaneous implementation of green marketing strategies can influence consumer repurchase intention or repurchase intention. In the Context of MSMEs is related using raw materials that can be biodegradable, and ensuring a production process with minimal pollution.

Research by (Herawati, 2020) examines the same thing regarding the use of environmentally friendly products, especially stainless steel straws. This occurs significantly in purchase intention. Although the focus is on initial purchase intention, this finding indicates that an effective green marketing strategy can encourage consumers to make repeat purchases. In addition, a study by (Palaguna and Ekawati, 2016) found that green promotion mediated the relationship between green packaging and repurchase intention for Ades brand bottled drinking water products in Denpasar City. This confirms that green marketing elements can simultaneously increase consumer repurchase intention.

CONCLUSION

Based on the results, there is no partial effect of the Green Product variable on Repurchase intention in UMKM Pandela Pandanpancur. There is a significant effect of the Green Price and Green Place variable on Repurchase intention in UMKM Pandela Pandanpancur. There is no significant effect of the Green Price variable on Repurchase intention in UMKM Pandela Pandanpancur. Together, they have a significant effect on the dependent variable (Repurchase intention) in UMKM Pandela Pandanpancur.

SUGGESTION

Penelitian ke depan disarankan untuk melibatkan lebih banyak UMKM dari berbagai sektor dan wilayah yang berbeda. Penelitian selanjutnya dapat memasukkan variabel lain sebagai mediator atau moderator dalam hubungan antara green marketing dan repurchase intention. Penelitian longitudinal diperlukan untuk melihat bagaimana green marketing memengaruhi *repurchase intention* dalam jangka panjang. Pendekatan kualitatif seperti wawancara mendalam atau *focus group discussion* juga dapat digunakan untuk menggali motivasi dan persepsi konsumen secara lebih mendalam.

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