

BUILD CUSTOMERS LOYALTY PRODUCT LE MINERALE DISPOSABLE GALLONS IN PROBOLINGGO CITY

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Keyword:	Abstract
<i>Leadership Style, Employee Productivity</i>	<i>This study aims to influence the effect of green marketing and brand image on customer loyalty of disposable gallon Le Minerale in Probolinggo City. This study uses quantitative methods with a sample of 100 respondents. Collecting data using questionnaires. Data analysis using analysis of Validity and Reliability Test, Classical Assumption Test (normality test, multicollinearity test, heteroscedasticity test, autocorrelation test. The results of the study show that partially green marketing has a positive and significant effect on customer loyalty Le Minerale Gallon disposables in Probolinggo City and brand image also has a positive and significant effect on customer loyalty of disposable Le Minerale Gallons in Probolinggo City.</i>

INTRODUCTION

Garbage is the biggest cause of environmental damage. The Director General of Waste and B3 Management, the Ministry of Environment and Forestry (KLHK) stated that in 2019 Indonesia produced 67.8 tons of waste/year. The commuters must have awareness to protect the environment and innovate in giving responses for this situation through implementing green marketing.

To protect our life environment, we should do this protection. The first, adopt a preventive approach to environmental pollution. The second, green marketing is marketing that is environmentally friendly products that carry out product customization, modification of production processes, packaging, labeling, advertising strategies, and increasing awareness about inter-industry marketing compliance. The third, there is a gap between the trust environment and the customer's environmentally friendly behavior. Consumers are unlikely to be influenced by green advertising if they know about environmentally friendly products. The marketing of better environmentally friendly products will encourage customers to carry out environmentally friendly behavior and those who are environmentally conscious will prefer environmentally friendly products (Fitriani *et al.*, 2021).

Green marketing consists of various activities including product modifications, changes in processes, changes in farmers, and even changes in promotions, all of which must be environmentally friendly. Companies must survive in the face of increasingly competitive competition so that companies are required to have the right green marketing strategy in seeing the needs and desires of consumers. Someone will decide to buy or not an item offered after seeing everything, such as green products, green brands, and green advertising.

According to (Widya and Yudi, 2017) green marketing is an environmentally friendly marketing strategy, meaning that companies do not only think about profits for the company, but also the impact on the surrounding environment. One company that has started to implement green marketing is the Bottled Drinking Water (AMDK) industry. Brand image is a representation of the overall perception of experience information on the brand. Improved brand image can lead to trust to remain loyal to the products they buy. So that the company continues to benefit (Veronika, AY and Aryati, 2018).

The next factor influencing customer loyalty is brand image. One way for a product to be easily recognized and remembered by consumers is creating a good brand image on the resulting product. Le Minerale's corporate brand image was created because of company's commitment to waste disposal and to use the appropriate materials. Le Minerale utilizes single-use gallons to keep water hygienic when consumed and used gallons can also be reused by recycling. Today, companies face considerable challenges every day, not only those related to meeting their goals, but also the challenge of being responsible for the ecology of the environment in which humans live. Therefore, a green marketing orientation for a mineral water company can be a sustainable business and at the same time protect the Earth (Chung, 2020).

Customer loyalty is a reliable measure for companies to predict sales growth and company finances. Different from satisfaction which is an attitude, loyalty is defined as a deep commitment to repurchase or repeat a product or service preference pattern in the future, which leads to repeated purchases of the same brand or the same set of brands, despite the involvement of situational factors and efforts. marketing efforts that have the potential to cause brand switching behavior (Suwarsito and Aliya, 2020). Le Minerale is one of the brands of bottled drinking water companies that carry out green marketing campaigns. This company is a pioneer in creating drinking water with single-use gallons that can be recycled. In addition, they also provide a recycle point so that consumers will not have difficulty in recycling used gallons.

Through implementing this marketing, Le Minerale will certainly get a good image for the community. If a company has a good image, it will also have a good impact on the public's assessment as consumers, people will increasingly believe in the products offered. Vice versa, if a company has a bad image, then it will also have a bad impact on the public's assessment as consumers, people will feel reluctant to use or buy products that offered by a company. However, on the contrary, if the company fulfill the needs of consumers is also felt to have a good impact in the long term then consumers will be loyal to the company. The purpose of this study is to find out the influence between Green Marketing and Brand Image on Customer Loyalty of Disposable Le Minerale Gallons in Probolinggo City.

Green marketing is all activities designed to complement consumer needs and

desires in creating customer or consumer satisfaction by paying attention to minimal adverse impacts on the environment (Widya and Yudi, 2017). Green marketing orientation is defined as fulfilling consumers' green consumption habits, the company takes green environmental protection as its value orientation product and uses green culture as its production concept to meet consumer demand for green products and measurement items are adapted from (Papadas, Avlonitis and Carrigan, 2017). Customer loyalty will be formed by the existence of effective green marketing carried out by a company. According to (Widya and Yudi, 2017) state that green marketing has a positive and significant effect on customer loyalty, according to (Sawitri and Rahanatha, 2019) that green marketing has a positive effect on customer loyalty, and according to (Bhaswara and Patrikha, 2021) that green marketing is positively and significantly affect customer loyalty. The indicators used in this study are green products, green prices, green distribution, green promotion (Izzani, 2021). Therefore, the researcher proposes the first hypothesis: It is suspected that green marketing has a positive and significant effect on customer loyalty of single-use Le Minerale Gallons in Probolinggo City.

In addition, brand image has played an important role in distinguishing between companies and powerful marketing tools (Park and Park, 2019). Likewise, brand image research has also been recognized as the heart of marketing and advertising studies. Not only that, it serve as a principle for tactical marketing mix issues, but it also plays an important role in building for long-term brand equity (Dam and Dam, 2021). According to (Apriliani, 2019), brand image has a positive effect on customer loyalty. It means that the higher of company's brand image, it will increase customer loyalty, according to (Sawitri and Rahanatha, 2019) brand image has a positive effect on customer loyalty, according to (Widya and Yudi, 2017), brand image has a positive and significant effect on customer loyalty.

The indicators of brand image in this study are memorable brands, overall product quality, product recognition and trusted brands (Ronald, 2016). While the indicators of customer loyalty used are making regular purchases, buying outside the product or service line and recommending to others (Laely, 2016). So the researcher proposes the second hypothesis: It is suspected that brand image has a positive and significant effect on customer loyalty of disposable Le Minerale Gallons in Probolinggo City.

RESEARCH METHODS

Types of Research

This research method is called quantitative because the data used in the form of numbers and analysis using statistics. Primary data in this study were obtained from questionnaires which are distributed to respondents (Sugiyono, 2016).

Population and Sample

According to (Sugiyono, 2016) the population is the entire research subject. The population are consumers who use Le Minerale products more than once in the City of Probolinggo whose exact number is not known. The sampling technique is non-random sampling use quota sampling, which is a technique to determine the sample from the population until the desired number (quota) is 100 respondents.

Data Analysis Method

Validity and Reliability Test

No result found for Validity is the degree of accuracy between the data that occurs in the object of research and the power that can be reported by researchers (Sugiyono, 2016). Reliability test is a measure of stability and consistency of respondents in answering questions related to question constructs which are dimensions of a variable and are arranged in a questionnaire (Sujarweni, 2020).

Classical Assumption Test

The classical Assumption test : First, the normality test. Second, Multicollinearity Test. Third, Autocorrelation test. Fourth, The Heteroscedasticity Test ((Priyatno, 2018); (Sujarweni, 2020)).

Data Analysis Technique

Multiple linear regression is an appropriate analytical method when the research involves two level variables or independent variables. The purpose is to estimate the change in responses to dependent variable on independent variable (Priyatno, 2018). Multiple linear analysis was tested using statistics and in processing using SPSS v.22.0 multiple linear regression analysis model used to test the following hypotheses:

$$Y = a + b_1X_1 + b_2X_2$$

Descriptions :

Y = Customer loyalty

X₁ = Green marketing

X₂ = Brand image

b₁ = Coefficient green marketing

b₂ = Coefficient brand image

a = Constant

RESULTS AND DISCUSSIONS

Research result

1. Respondent's Gender

In the following table 1 is results of analysis for gender respondents in this study:

Table 1. Respondent's Gender

Gender	Total	%
Male	28	28%
Female	72	72%
Total	100	100%

Data Source: primary data processed, 2022

From Table 1. above, we can see that most of the respondents in the study are female, 28 people or 28% are male and 72 people or 72% are female.

2. Respondent Age

Tabel 2. Respondent Age

Age	Total	%
17 – 22	77	77%
23 – 28	21	21%
29 – 33	2	2%
> 33	0	0%
Total	100	100%

Data Source: primary data processed, 2022

From table 2. above, we can see that the profile of respondents regarding age are 17-22 years as many as 77 people, 23-28 years is 21 people, 29-33 years is 2 people, more than > 33 is 0 people.

Validity test

Table 3. Validity Test Results

Variable	Indicator	R _a	R _t	Description
<i>Green Marketing</i>	X1_P1	0,690	0,196	Valid
	X1_P2	0,681		
	X1_P3	0,508		
	X1_P4	0,718		
	X1_P5	0,724		
	X1_P6	0,647		
	X1_P7	0,718		
	X1_P8	0,812		
	X1_P9	0,727		
<i>Brand Image</i>	X2_P1	0,678	0,196	Valid
	X2_P2	0,867		
	X2_P3	0,715		
	X2_P4	0,875		
Customer loyalty	YP1	0,809	0,196	Valid
	YP2	0,765		
	YP3	0,775		

Data Source: primary data processed, 2022

Table 3. shows that the significant values for each statement of Green marketing (X1), Brand image (X2), and Customer Loyalty (Y) are said to be valid because they meet the validity test is <0.05 [8].

Reliability Test

Table 4. Reliability Test Results

Variable	cronbach's alpha	N of Items	Description
X ₁	0,859	9	Reliable
X ₂	0,797	4	

Variable	cronbach's alpha	N of Items	Description
Y	0,683	3	

Data Source: primary data processed, 2022

Based on the table above, it is known that the Cronbach alpha value is greater than 0.60, so each of the variables used for research is reliable (Bhaswara and Patrikha, 2021).

Classic assumption test

1. Normality test

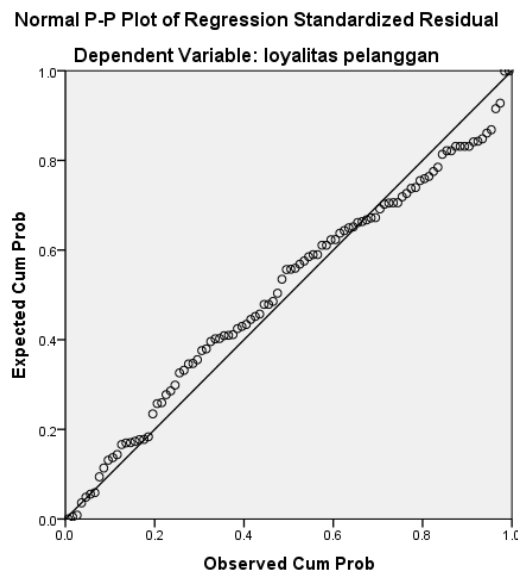


Figure 1. Normality test chart

Data Source: primary data processed, 2022

Figure 1 shows the regression model used in this study meets the assumption of normality (Bhaswara and Patrikha, 2021).

2. Heteroscedasticity Test

Table 5. Glejser test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.773E-17	1.370		.000	1.000
	green marketing	.000	.049	.000	.000	1.000
	brand image	.000	.106	.000	.000	1.000

a. Dependent Variable: Abs_RES

Data Source: primary data processed, 2022

Based on results of the Glejser test output above, it is known that the

significance value of the two independent variables is more than 0.05, so it can be concluded that there are no symptoms of heteroscedasticity (Bhaswara and Patrikha, 2021).

3. Multicollinearity Test

Table 6. Multicollinearity Test Results

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	green marketing	.508	1.967
	brand image	.508	1.967

a. Dependent Variable: loyalitas pelanggan

Data Source: primary data processed, 2022

In table 6 the output coefficient model is said to have no symptoms of multicollinearity if the VIF value < 10 . The calculation results produce VIF values for Green marketing (X1), brand image (X2) and below the number 10, it can be concluded that there are no symptoms of multicollinearity in the regression model (Bhaswara and Patrikha, 2021).

4. Autocorrelation Test

Table 7. Autocorrelation Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.559 ^a	.312	.298	2.105	2.026

a. Predictors: (Constant), brand image, green marketing

b. Dependent Variable: loyalitas pelanggan

Data Source: primary data processed, 2022

From the results of the autocorrelation test in the table above, the DW number is 2,026 with the number $N = 100$ and the number of variables ($k = 2$) and 5%, the DL = 1,633 and DU numbers are 1,715 so that $4 - DL = 4 - 1,633 = 2,367$ and $4 - DU = 4 - 1.715 = 2.285$. Because the value of $DW = 2.026$ lies between $DU < DW < 4 - DU$ or $1.715 < 2.026 < 2.285$, the proposed regression equation model does not have autocorrelation.

Multiple Linear Regression Analysis

Table 8. Multiple linear regression test results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.897	1.370		1.385	.169
	green marketing	.115	.049	.276	2.333	.022
	brand image	.296	.106	.330	2.792	.006

a. Dependent Variable: loyalitas pelanggan

Data Source: primary data processed, 2022

$$Y = 1,897 + 0,115 X1 + 0,296 X2 + 1,370$$

The regression can be concluded that :

- It is known that the constant value of 1.897 states that if there is no green marketing variable (X1) and brand image (X2) then the customer loyalty value is 1.370.
- The regression coefficient b1 (green marketing) = 0.276 which states that if the perception of green marketing is getting better and if there is an addition of one green marketing unit, it will affect the level of customer loyalty by 0.276.
- The regression coefficient b2 (brand image) = 0.330 which states that if the perception of the brand image is getting better and if there is the addition of the only brand image it will affect the level of customer loyalty by 0.330.

Hypothesis testing

Table 9 : t test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.897	1.370		1.385	.169
	green marketing	.115	.049	.276	2.333	.022
	brand image	.296	.106	.330	2.792	.006

a. Dependent Variable: loyalitas pelanggan

Data Source: primary data processed, 2022

According to table 9 above, it can be explained that the Green Marketing variable has a positive and significant effect on Customer Loyalty of $\beta = + 0.115$ with a trust level of $0.022 < 0.05$. While Brand Image has a positive and significant effect on Customer Loyalty of $\beta = + 0.296$ with a trust level of $0.006 < 0.05$. Then all the hypotheses proposed by the researcher are accepted.

DISCUSSION

The Effect of Green Marketing on Customer Loyalty

Based on results of the study, it was proven that the value of $t_{count} \geq t_{table}$ ($2.333 \geq 1.985$) ($Sig. 0.022 \leq 0.025$) then H_0 was rejected. This means that the

green marketing variable (X_1) has an effect on customer loyalty (Y). This research is supported by previous research entitled "The Influence of Green Marketing and Packaging on Brand Image and Customer Loyalty to Consumers of Starbucks Coffee" by (Widya and Yudi, 2017) said that "the green marketing variable has a positive and significant effect on customer loyalty". Then the results of a previous study entitled "The Effect of Green Marketing and Brand Image on Customer Loyalty" (Sawitri and Rahanatha, 2019) said "green marketing variables have a positive effect on customer loyalty". Then a previous study entitled "The Effect of Green Marketing and Brand Image on Customer Loyalty" by (Bhaswara and Patrikha, 2021) said "Green marketing variables positively and significantly affect customer loyalty". (Fitriani *et al.*, 2021) also stated that green marketing positively and significantly affects customer loyalty.

The Effect of Brand Image on Customer Loyalty

Based on results of the study, it was proven that the value of $t_{count} \geq t_{table}$ ($2.792 \geq 1.985$) ($Sig.0.006 \leq 0.025$) then H_0 was rejected. This means that the brand image variable (X_2) has an effect on customer loyalty (Y). It is supported by previous research entitled "The Effect of Brand Trust, Brand Equity and Brand Image on Customer Loyalty (Study of Teh Botol Sosro Customers in Wonosobo)" by (Dam and Dam, 2021) said "brand image variables have a positive effect on customer loyalty, which This means that the higher the company's brand image, the more it will increase customer loyalty. Then a previous study entitled "The Effect of Green Marketing and Brand Image on Customer Loyalty" by (Sawitri and Rahanatha, 2019) said "brand image variables have a positive effect on customer loyalty". Then a previous study entitled "The Influence of Green Marketing and Packaging on Brand Image and Customer Loyalty on Consumers of Starbucks Coffee" by (Widya and Yudi, 2017) said "brand image variables have a positive and significant effect on customer loyalty". (Chung, 2020) stated that the brand image variable has a positive and significant effect on customer loyalty.

CONCLUSIONS AND SUGGESTIONS

Based on the description above, it can be explained that the use of Green Marketing or green marketing and Brand Image each has a significant influence on customer loyalty, it can be strengthened by the notion that the packaging of a Le Minerale mineral water product is very friendly to the surrounding environment, which is aims to reduce Pollution on Earth as a result of waste or packaging made of plastic material.

This research has many limitations, starting from taking samples or respondents who are only in one area, the number of respondents is relatively small for products sold nationally, taking variables that are limited to Green Marketing, Brand Image, Customer Loyalty, and other things.

Based on the limitations above, it is suggested to the next researchers to further develop several things, both from the research location, number of samples, and more varied independent variables for the sake of developing the topic of Customer Loyalty on environmentally friendly products.

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