



Mediation of Buying Interest on the Relationship of Green Products to Purchase Decisions During the New Normal: Evidence from MSME Consumers in East Binjai Regency

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ABSTRACT

The author's purpose is to research to determine the effect of Green Products on Buying Decisions, determine the effect of Green Products Buying Interest, determine the effect of Buying Decisions on Buying Interest, determine the effect of Green Products on Buying Decisions mediated by Buying Interest in the New Normal Period Case Study on MSME Consumers East Binjai District. The approach used in this study is associative. The population in this study is the Consumers of SMEs in the District of Medan Timur. While the sample that meets the criteria for sampling the withdrawal of observations made is 100 people using non-probability sampling. The data collection technique in this study uses a questionnaire technique. The data analysis technique in this study uses Path Analysis, Partial Least Square (PLS). Data processing in this study using the SmartsPLS 3.0 software program. the results of testing the first and second hypotheses show that the Green Product on Buying Decision and Green Product on Buying Interest in the New Normal Period Case Study on MSME Consumers in East Binjai District is accepted. In the third and fourth hypotheses, Buying Decisions on Buying Interest and Green Products on Buying Decisions are mediated by Buying Interest in the New Normal Period.

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INTRODUCTION

In the current era of globalization, marketing management always tries to recognize new opportunities and threats that occur in the marketing environment, while simultaneously understanding the importance of continuously monitoring and adapting to the environment itself. Today, the main challenge facing marketing management is to think creatively about how marketing can meet the needs of most of the world's population for a better standard of living amid sustainable development. To seize new opportunities that arise and to ensure a better standard of living with sustainable development, the concept of green marketing emerged as a concern for the issues of environmental damage which was then used by companies including a small and medium scale to large scale businesses as one of the strategies. in marketing.

The COVID-19 pandemic has had a major impact on many industries, including the economy. Indonesia's economic and business sectors have been severely affected by the Covid-19 outbreak. Many micro, small, and medium enterprises (MSMEs) are confused because their businesses are blocked and cannot even develop. The widespread spread of the coronavirus or Covid-19 has begun to affect more than half of the cooperatives and Small and Medium Enterprises in North Sumatra.

Binjai City is also inseparable from the development of MSMEs, especially in the East Binjai sub-district, where the number of MSMEs is increasing every year. One of these is the take noodle box. Take Mie Box is an MSME engaged in the business of instant noodles with environmentally friendly packaging in East Binjai District.

Public awareness of the importance of environmental conservation is increasing because of concerns regarding the possibility of environmental disasters that threaten not only health but also human survival. One environmental damage occurs because of the consumptive nature and behavior of people who do not care to help protect the environment by careless disposal of garbage and plastic waste. Many people are starting to choose environmentally friendly products, which influences their buying decisions. Currently, many people choose to use environmentally friendly products and pay attention to the business activities carried out by companies and MSMEs around them that affect consumer buying decisions.

Consumer buying behavior is basically a process of choosing, buying and using products to meet the needs of the company in running its business, it must always monitor changes in consumer behavior so that it can anticipate changes in consumer behavior to improve its marketing strategy, because essentially the purpose of marketing is to know and understand the nature of the product. consumers well so that the products offered can be sold and consumers are loyal to the products produced. (Tanjung et al., 2022).

A decision to buy is defined as the selection of an action from two or more choices. A consumer who wants to make a choice must choose the Kalangi et al. (2019). Choices are determined based on consumers' considerations of their advantages. Many factors influence consumers' buying decisions, especially when considering the behavior of each individual in the buying process. Therefore, it is important for companies and SMEs to better understand consumer behavior. Green products are one of the factors that can influence buying decisions. The term green product came to the fore because of problems faced by the Earth, such as global warming. Green products are part of the community's efforts to maintain health and reduce waste accumulation.

According to Kotler and Keller (2016), there are five stages of buying decisions in making purchases. Consumers go through five stages: brand recognition, information search, alternative evaluation, buying decisions, and post-purchase behavior. In the brand recognition stage of the buying decision process, consumers recognize a brand according to their needs. Consumers who are aware of the importance of preserving the environment choose products that are feasible, safe, and environmentally friendly for their needs. Concerns and awareness of the environment have changed the perspectives and lifestyles of the community and business actors. Currently, many MSMEs are paying attention to green products that aim to protect the surrounding environment so that environmental pollution due to plastic waste from packaging can be reduced.

With consumer buying decisions for environmentally friendly products, MSMEs see consumer behavior as one of the factors that gain long-term benefits if consumers have green products for products produced by MSMEs.

Green products are products produced by producers that are made from materials that do not hurt human health and do not have the potential to damage the environment and reduce pollution and plastic waste. Even the raw materials used for green products are organic materials, do not use chemicals, and pay more attention to future generations that aim to reduce waste, both from the process and from recycling the product. Green products are also designed to reduce excessive natural resources in the production process and minimize adverse environmental impacts (Santoso & Fitriani, 2016). Currently, many people choose to use environmentally friendly products and pay

attention to the business activities carried out by companies and MSMEs around them that affect consumer buying interest.

According to Cobb-Walgren et al. (1995), buying interest is a mental statement from consumers that reflects their plan to purchase a product with certain brands. Thus, if someone wants to buy it, it is usually influenced by factors such as encouragement and certain considerations. With the awareness of consumers about environmentally friendly products, they will consider preferring environmentally friendly products to buy and consume. However, there are still many consumers in Indonesia, especially those in the East Binjai District, who are still unaware of environmentally friendly products. This study aims to invite consumers and business actors, such as MSMEs in the East Binjai District, to be more concerned about environmentally friendly products.

RESEARCH METHOD

This study uses quantitative data types, namely research that emphasizes the analysis of numerical data (numbers) processed by statistical methods. This type of quantitative research is used to obtain data in the form of information either orally or in writing. The population in this study was MSME consumers in the East Binjai District. Determination of the number of samples taken as respondents by using non-probability sampling and judgment sampling is the method chosen by the researcher if the researcher determines the subject of the selected sample based on the judgment/assessment of the researcher only. that is, the sample is determined by distributing questionnaires for 10 days totaling 10 respondents, the sample of this study is 100 respondents.

RESULTS AND DISCUSSIONS

Structural Model Analysis

The analysis of this structural model will analyze the relationship between the independent and dependent variables, and the relationship between them:

Validity Test

A validity test is used to show the extent to which the measuring instrument used in a measure is being measured. According to Agustian et al., (2019) To measure validity, it is necessary to examine the relationship between variables, including Discriminant Validity and Average Variance Extracted (AVE) with an expected AVE value of > 0.5 Andreas Wijaya, (2019:101). The validity test with SmartPLS 3.0 program can be seen from the loading factor value for each construct indicator. The condition usually used to assess validity is that the loading factor value must be greater than 0.70. Furthermore, discriminant validity is related to the principle that different constructs (manifest variables) should not be highly correlated, the way to test discriminant validity with reflexive indicators is to look at the cross-loading value for each variable must be > 0.70 and the value height of other variables.

Table 1. Discriminant Validity (Fornell Lacker Criterion)

	Green Product	Buying Decision	Buying Interest
<i>Green Product</i>	0,826	0,403	0,248
<i>Buying Decision</i>		0,881	
<i>Buying Interest</i>		0,595	0,809

Source: Research Data (processed) SmartPLS, 2022

Based on the table, it can be seen that the data shows that all variables have a higher value between Buying Decision (Y) explaining the variable itself compared to other variables in different columns. The green product (X) and buying decision (Y), when observed in the table above, have a value of 0.881, which is higher than the other variables in different columns. Thus, based on the table, a conclusion can be drawn that the data model tested in this study has met the requirements or

criteria that show evidence that the construct in the model has good discriminant validity, as well as an initial stage before testing the hypothesis after going through various test circuit

Table 2. Diskriminan Validity Indikator

Indikator	<i>Buying Decision (Y)</i>	<i>Buying Interest (Z)</i>	<i>Green Product (X)</i>
X1	0.250	0.093	0.822
X2	0.358	0.209	0.907
X3	0.393	0.197	0.805
X4	0.283	0.215	0.849
X5	0.255	0.238	0.771
X6	0.395	0.237	0.797
Y.1	0.863	0.551	0.401
Y.2	0.894	0.534	0.326
Y.3	0.871	0.521	0.376
Y.4	0.915	0.529	0.299
Y.5	0.823	0.443	0.320
Y.6	0.808	0.412	0.373
Y.7	0.902	0.559	0.341
Y.8	0.916	0.556	0.323
Y.9	0.926	0.584	0.409
Y.10	0,881	0,510	0,379
Y.11	0,826	0,495	0,373
Y.12	0,895	0,565	0,332
Z.1	0.431	0.752	0.079
Z.2	0.633	0.805	0.225
Z.3	0.510	0.879	0.242
Z.4	0.494	0.856	0.164
Z.5	0.511	0.826	0.290
Z.6	0.483	0.815	0.241
Z.7	0.424	0.774	0.203
Z.8	0.393	0.811	0.194
Z.9	0.356	0.752	0.095

Source: Research Data (processed) SmartPLS, 2022

The table above shows that the discriminant validity or loading factor for each variable has a higher correlation with the variable than with the other variables. Similarly, the indicators are for each variable. This shows that the placement of the indicators for each variable was correct.

Reliability Test

The reliability test is a continuation of the validity test in which only those who enter this test are valid. Cronbach's alpha was used to test the reliability of the questionnaire. To determine whether the instrument is reliable, use a reliability limit of 0.6, less than 0.6 is not good, while 0.7 reliability acceptable and above 0.8 is good.

Table 3. Cronbach Alpha & Composite Reliability

	Cronbach Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
<i>Green Product</i>	0,907	0,918	0,928	0,683
<i>Buying Decision</i>	0,974	0,975	0,976	0,776
<i>Buying Interest</i>	0,934	0,944	0,944	0,654

Source: Research Data (processed) SmartPLS, 2022

R-Square

R-square is a measure of the proportion of variation in the value of the affected variable (endogenous), which can be explained by the variable that influences it (exogenous). This is useful

for predicting whether a model is good or bad (Juliandi, 2018b). According to (Juliandi, 2018a) the criteria in the R-Square assessment are:

1. If the value of R-square = 0.75 then the model is strong
2. If the value of R-Square = 0.50 then the model is moderate
3. If the value of R-Square = 0.25, then the model is weak (bad).

Table 4. R Square

	R Square	R Square Adjusted
Buying Decision (Y)	0,424	0,412
Buying Interest (Z)	0,061	0,052

1. The R-square adjusted model path 1 = 0.412 means that the ability of the X variable, namely green product, in explaining the Y variable, namely buying decision (Y), is 41.2%, belonging to the weak category.
2. R-square adjusted model path 2 = 0.052, meaning that the ability of the X1 variable, namely green product, and Y, namely buying decision, in explaining the Z variable, namely Buying Interest, is 5.2%; therefore, the model belongs to the weak category.

F-square

Measurement of f-Square or f^2 effect size is used to assess the relative impact of a variable that affects (bound) the variable that is influenced (independent). The measurement of f^2 (f-Square) is also known as the effect of changing R2. That is, changes in the value of R2 when certain dependent variables are removed from the model can be used to evaluate whether omitted variables have a substantive impact on the construct of the independent variables (Juliandi, 2018).

F-squared criteria according to Juliandi (2018):

1. If $F^2 = 0.02$, the exogenous variable has a small effect on the endogenous variable.
2. If the value of $F^2 = 0.15$ moderate/severe effect of exogenous variables on endogenous variables.
3. If the value of F^2 is 0.35, the exogenous variables have a large effect on the endogenous variables.

Table 5. F Square

	Green Product (X)	Buying Decision (Y)	Buying Interest (Z)
Green Product (X)		0,121	0,065
Buying Decision (Y)			
Buying Interest (Z)		0,454	

Based on the F-square table, the following conclusions can be drawn.

1. Variable X, namely Green Product, against variable Y, namely Buying Decision, obtains an F-Square value of 0.121; thus, it produces a small effect.
2. Variable X, namely green marketing, on variable Z, namely buying interest, obtained an F-Square value of 0.065, thus producing a moderate effect.
3. Variable Z, namely, buying interest on variable Y and buying decision, obtains an F-Square value of 0.454, thus producing a large influence.

Mediation effect

Mediation effect analysis contains three sub-analyses: direct effects, indirect effects, and total effects.

a. Direct effect

The purpose of direct effect analysis is to test the hypothesis of the direct effect of a variable that affects (exogenous) the variable that is influenced (endogenous) (Juliandi, 2018).

The direct effect measurement criteria include Juliandi (2018):

- a) If the P-Values < 0.05, then it is significant
- b) If the P-Values were > 0.05, it was not significant.

Table 6. Path Coefficients

	Original sample	P-value
Green Product (X) - Buying Decision (Y)	0,272	0,002
Green Product (X) - Buying Interest (Z)	0,248	0,014
Buying Interest (Z) - Buying Decision (Y)	0,528	0,000

Based on the path coefficient table, the following conclusions can be drawn.

1. Variable X, namely green product, against variable Y, namely buying decision, obtained a p-value of $0.002 < 0.05$, so the relationship was significant.
2. Variable X, namely green product, against variable Y, namely buying decision, obtained a p-value of $0.014 < 0.05$, so the relationship is significant.
3. Variable Z, namely buying interest on variable Y, namely buying decision, obtains a p-value of $0.000 < 0.05$; thus, the relationship is significant.

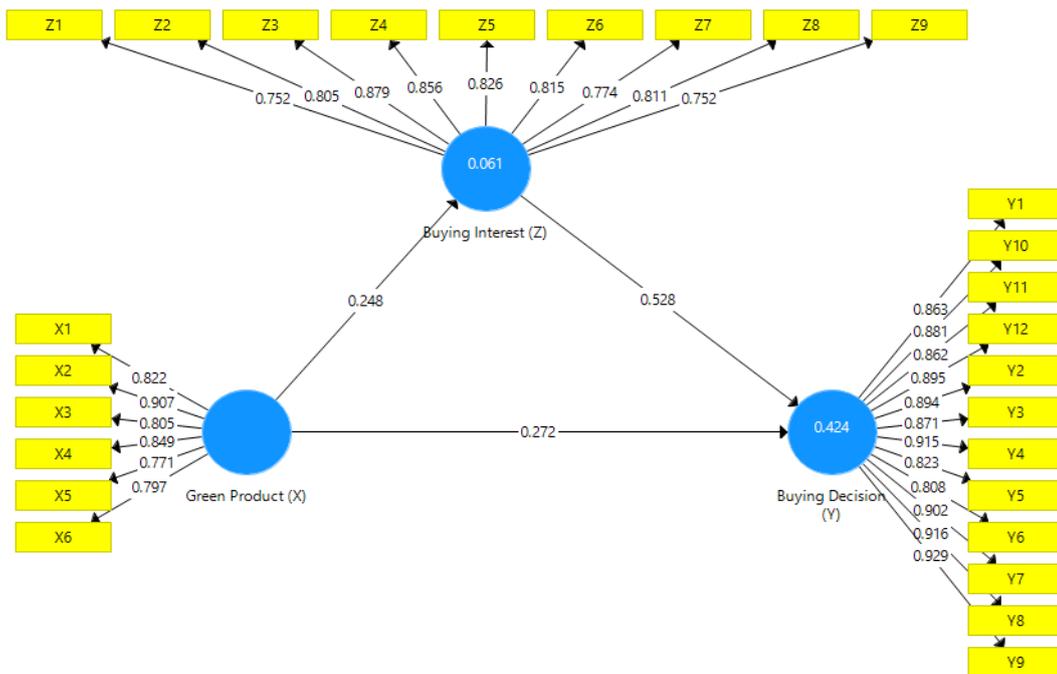


Figure 1. Mediation Effect

b. Total Effect

The total effect is the sum of direct and indirect effects (Juliandi, 2018b).

Table 8 Total Effect

	Original sample	P-value
Green Product (X) - Buying Decision (Y)	0,403	0,000
Green Product (X) - Buying Interest (Z)	0,248	0,014
Buying Interest (Z) - Buying Decision (Y)	0,528	0,000

Based on the total effect table, the following conclusions can be drawn.

1. The total effect of variable X, namely the green product, on Y, namely the buying decision, was 0.000.
2. The total effect of variable X, namely Green Product on Z, namely Buying Interest is 0.014
3. The total effect of variable Z, namely Buying Interest on Y, namely Buying Decision is 0.000

Discussion

Effect of Green Product on Buying Decision

The effect of green products on buying decisions produces positive and significant value. This study found that green products can increase buying decisions. This shows that consumers like the green product made by MSMEs in the East Binjai District, so the buying decision on MSMEs increases. A significant value indicates that the green product has a large effect on the buying decision.

Previous research discusses the influence of green products on buying decisions. Based on research (Rizki et al., 2018), green products have a significant effect on the accepted buying decision. This research is in line with research (Dianti & Paramita, 2021) that the green product variable has a significant influence on buying decisions, so it can be concluded that the green product has a very important effect on buying decisions.

The Effect of Green Products on Buying Interest

The effect of green products on buying interest has positive and significant value. This study states that green products can increase buying interest. This shows that consumers like the packaging provided by MSMEs in East Binjai District and buying interest in MSMEs in East Binjai District also increase. A significant value indicates that a green product has a large effect on buying interest.

Previous research has discussed the influence of green products on buying interests. Research (Muhamad, 2016) shows that green products have a significant effect on buying interest. This research is also in line with Putra and Prasetyawati (2021), who found a significant relationship between green products and buying interest.

Effect of Buying Interest on Buying Decision

The effect of buying interest on buying decisions produces positive and significant value. The study found that buying interest improved buying decisions in MSMEs in the East Binjai District. This shows that the existence of a buying interest in MSMEs in the East Binjai District can improve buying decisions. A significant value indicates that the green product has a large effect on buying interest.

Previous research discusses the influence of buying interest on buying decisions. The results of this study are consistent with the statement that green products have a significant influence on buying interest. As for the research that, Buying Interest has a positive and significant influence on Buying Decision

The Effect of Green Products on Buying Decisions mediated by Buying Interest

The influence of buying interest in green product mediation on buying decisions produces positive and significant value. This shows that the green product's effect on buying decisions is mediated by buying interest. This finding indicates that buying interest can mediate green products and buying decisions.

The results of this study are in line with those of previous research conducted by Abdillah and Utama (2018), who conclude that green products have a positive and significant effect on buying decisions through buying interest.

CONCLUSION

Based on the results of this study, the effect of green products on buying decisions mediated by buying interest during the new normal period (case study on MSME consumers in the East Binjai District) can be concluded as follows:

1. Green products have a significant effect on MSME consumers' buying decisions in the East Binjai sub-district.
2. The green product has a significant effect on the buying interest of UMKM consumers in the North Binjai District.

3. Buying interest has a significant effect on buying decisions in MSMEs in East Binjai District.
4. Green products have a significant effect on buying decisions by buying interest in MSMEs in the East Binjai District.

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