

THE EFFECT OF GREEN MARKETING MIX ON THE BRAND IMAGE OF TEA BOX ULTRA JAYA (Study on Students of the Faculty of Economics and Business University Muhammadiyah North Sumatra)

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ABSTRACT

The purpose of the authors of this research is to determine and analyze the effect of the Green Marketing Mix on the Ultrajaya Box Tea Brand Image in Students of the Faculty of Economics and Business, Muhammadiyah University, North Sumatra. The benefits of this research are to improve and broaden knowledge, especially about Green Marketing. In determining the sample, the researcher used the Slovin formula in order to obtain a total of 96 students. The data analysis technique in this study used a quantitative and associative approach. Based on the results of this study, it shows that the regression values that have the greatest influence is the value of the Promotion variable (X4) of 50.3%. The results of the t test on the product (X1) on the brand image obtained shows that the product (X1) has a positive and significant effect on brand image, the results of the effect of Price (X2) on Brand Image revealed that the Price (X2) has a positive and significant effect on Brand Image. Meanwhile, the test results of the impact of Distribution Channels (X3) on Brand Image shows that Distribution Channel (X3) has a positive and significant influence on Brand Image. Furthermore, the results of the impact of Promotion (X4) on the Brand Image shows that Promotion (X4) has a positive and significant effect on Brand Image (Y). The results of the F test on the Effect of Green Marketing Mix on Brand Image found that simultaneously between Products, Prices, Distribution Channels and Promotion have a significant influence on Brand Image. And based on the results shown by R-Square is 0.555 or 55.5%, which means that about 55.5% of the Brand Image variable (Y) and can be explained by the Product (X1), Price (X2), Distribution Channel (X3) variables. and Promotion (X4) and the remaining 44.5% is used as influence by other variables that are not studied.

Keywords : Green Marketing and Brand Image

INTRODUCTION

Environmental problems are the result of human activities, either directly or indirectly. One of the environmental problems faced by the world community is plastic waste, because the use of plastic products that are not environmentally friendly will cause various serious environmental problems. The negative impact of plastic waste not only damages human health and kills various animals and organisms, but also systematically damages the environment. The benefits of using the product must of course be balanced by calculating the resulting negative impact. The impact that will occur due to waste that is not managed properly can cause natural disasters, one of which is flooding. Therefore the company must be able to create an environmentally

friendly marketing strategy for the products made. Businesses will experience environmental changes such as technological changes and customers need to have an impact on the competitive advantage of the business. These technological changes keep companies about their position in the market, whether they have a high market share or not (Tirtayasa, 2019) To take advantage of the new opportunities that have emerged and to ensure a better standard of living with sustainable development, a concept called green marketing emerged as an issue of environmental damage which the company then used as a strategy in its marketing.

The marketing strategy used by Green Marketing is to promote products and production methods that are safe for the environment (Boone & Kurtz, 2007) . Green marketing is included in unique marketing because promotions are carried out based on environmental benefits and the word "Green" which means Green is used to produce products without causing damage to the environment and also the materials and packaging used are environmentally friendly. Companies that care about the environment will certainly see green marketing as a marketing strategy opportunity that can be applied in business strategies because it has the potential to increase sales and can win market competition (Aldoko et al., 2016) . The implementation of green marketing can provide customer satisfaction and also provide benefits for environmental conditions and the company. Before making a purchase, consumers usually first pay attention to the choice of products to be purchased and look for information on these products. There are several things that are considered by consumers including product quality, price and brand. In addition, green marketing provides alternative choices for consumers and can also shape consumer perceptions of brand image.

Brand is a company asset that is important to be able to pay attention to the product properly. Brand image is a set of brand associations that exist in the minds of consumers. Brand image can also make it easier for consumers to recognize and be a differentiator with other products, besides that the brand image positions the product brand in the minds of consumers and makes a reason to make a purchase. (Putripeni, 2014) Teh Kotak is a beverage product from Ultrajaya. This beverage product was launched in 1979, and became one of the pioneers of ready-to-drink beverages in Indonesia. If we sweep of view to the shelf drinks in the mini, Tea Box is one that stole the attention. The boxed tea now comes in cartons certified by the *Forest Stewardship Council (FSC)*. This certificate indicates that the cardboard packaging for ready-to-drink beverage products comes from wood that has been processed responsibly and has become a commitment of PT. Ultra Jaya as the producer of Teh Kotak to bring drinks that are environmentally friendly. This certificate aims to prove that Teh Kotak is really serious about playing an active role in the environmental movement. Teh Kotak also has several variants, namely Teh Kotak Jasmine, Teh Kotak Less Sugar, Teh Kotak Flavored Tea (Apple and Blackcurrant). The company itself is a well-known dairy product company. Started with a home milk factory in 1958, it is now a large dairy company. In 1971, PT. Ultrajaya Milk Industry Tbk. expanded its business to become PT. Ultrajaya Milk Industry & Trading Company, which is a pioneer of fresh and

quality dairy products. Its products have also expanded not only to milk, but also to other beverage products.

Based on the TBI (Top Brand Index) data, it shows that the Ultra Teh Kotak product has experienced a very drastic decline. Brand trust is a sense of security possessed by product users, a brand in order to be trusted and known to the public, companies must pay attention to the interests and welfare of their consumers. Judging from the current competitive conditions that occur in products, the diversity of existing products at this time encourages consumers to identify problems in decision making when determining a brand that they think meets the criteria of an ideal product. The results of the preliminary survey distributed to 30 respondents include product, price, place, promotion variables. In this study, almost the average respondents stated that they did not agree and only for the place variable where the ultra-tea box shop was clean and comfortable, there were 11 respondents who agreed, because most of the boxed teas were sold in supermarkets or large outlets.

LITERATURE REVIEW

To analyze the role of green marketing mix which includes product, price, distribution channel and promotion on brand image . That green marketing is an activity to market products in order to meet consumer needs by paying attention to environmental aspects with a positive impact on the surrounding environment.

Green Marketing manipulates the four elements of the marketing mix according to McCharty's opinion (Kotler & Keller, 2012) which

classifies the marketing mix in the 4Ps, namely: product, price, place, and promotion. To measure the extent to which the ability of the Green Marketing Mix can have a direct and indirect effect on brand image. Green marketing measurement uses indicators according to (Aldoko et al., 2016) which include:

1. The product according to (Tiwari et al., 2011) explains that the purpose of ecology in green product planning is to reduce resource consumption and pollution and increase conservation of scarce resources. The product has indicators, namely: the materials used are safe for consumers, the level of product resistance, using materials from renewable sources. (Rahman et al., 2017)
2. Price according to (Tiwari et al., 2011) explains that price is an important factor in the green marketing mix. Most consumers are willing to pay high if there is an additional perception of the value of the product. This value can improve performance, function, design, visual appeal, or feel. Green marketing should use this fact to make provisional considerations in determining premium pricing . Price according to (Rahman et al., 2017) has 2 indicators, namely: Premium prices and prices that are comparable to product quality.
3. Promotion according to (Tiwari et al., 2011) explains that green promotion consists of 3 types, namely: Campaigns that discuss the relationship between products/services and the biophysical environment, Campaigns that promote a green lifestyle by highlighting products or services, Campaigns that present the company's

image. of environmental responsibility. The green promotion strategy must start from the problem that consumers do not yet know and understand the concept of green marketing.

4. Green distribution channels are also very important in minimizing environmental damage. According to (Wolok, 2019) Green distribution channels must also pay attention to the convenience of consumers to obtain products without having to spend a lot of fuel. Environmentally friendly distribution indicators are measured through the affordability of the location of product distributors with consumers because the location must also consistently be considered according to the intended image. Distribution channels can be measured from: Ease of getting the product, Location of purchase, Location easy to reach.

Meanwhile, brand image According to Kotler and Keller (2012) is a perception and belief held by consumers, which is reflected or embedded in the minds and memories of a consumer himself. This perception can be formed from information or past experiences of consumers with the brand. Brand image greatly affects sales in a company. According to Setiadi (2003:110) Brand Image is a representation of the overall perception of the brand that appears in the minds of consumers and comes from information and past experiences of the brand, so that when consumers remember a product, consumers can distinguish between one product and another by brands they already know. Consumers who have a positive image of a food brand will be more likely to make purchases of that product. According to (Hartanto, 2019) Brand image is a set of associations perceived by consumers towards a particular brand. Included in the Brand Image indicators according to (Simamora & Kusmiyati, 2017) are:

1. Brand strength : Depends on how the information enters the consumer 's memory and how the information can survive as part of the brand image .
2. Brand excellence : The success of a marketing process often depends on the process of creating good brand associations in the eyes of the public , where consumers can believe in the attributes given they can satisfy the needs and desires of consumers .
3. Brand uniqueness : A brand must have a competitive advantage that is the reason for consumers to choose a particular brand. The uniqueness of brand associations can be based on product attributes, product functions or the image that consumers enjoy .

The Effect of Product On Brand Image

In Green Marketing there is such a thing as Green Products or products that are environmentally friendly according to Handayani, 2012 in (Muqorrobin et al., 2017) an environmentally friendly product is a product that has been designed and processed in several ways to reduce the effects that can pollute. environment, both in production, distribution and consumption. The results of research conducted by Muqorrobin et al., (2017) , Johannes et al., (2015) and Priyanka, (2019) which concluded that

environmentally friendly products have two aspects, one of which is brand image, therefore environmentally friendly products positive effect on brand image. Brand image can also generate various product attributes or benefits for consumers that will explain the reasons consumers decide to buy a product. (Putripeni, 2014)

Price Effect of Price on Brand Image

Price is the most important component in green marketing, green products are much more expensive than products that do not use the green marketing concept. The increase in value is due to the presence of performance, function, design, attractive form or a match of taste which has become the determinant of product value. (Istantia et al., 2016) The results of research conducted by (Suwarni et al., 2017) , (Widiastuti & Sunarti (2017) , (Leksono & Herwin, 2017) and concluded that price has a positive influence on brand image.

Distribution Channels Effect on Brand Image

Distribution channel is one of the factors that determine the success of a company in marketing its products. The movement of products from producers to consumers can be done in various ways, the more effective the method the easier it is to reach consumers in various places. According to Kotler and Keller in (Kristiana, 2018) place is a reflection of the company's activities to produce products at consumers or target markets. Where the location must be adapted to an environmentally friendly concept, of course the location used must look clean and not polluted by production waste from the company's factory. The results of research conducted by (Laksono & Magnadi, 2019) , (Putripeni, 2014) and (Rahmat & Silvianita, 2016) , (Rahman et al., 2017) state that distribution channels have an influence on brand image.

Promotion Effect on Brand Image

According to (Arianty, 2013) Promotion is an important activity used by the company in an effort to maintain the situation and improve the quality of sales. Promotional activities can be said to be successful depending on how the company describes its brand as attractive and unique as possible so that consumers can capture the intent of the promotional objectives. The results of research conducted by (Muqorrobin et al., 2017) , (Laksono & Magnadi, 2019) (Priyanka, 2019) concluded that promotion has a positive effect on brand image.

Marketing Mix on Brand Image

Green marketing has good potential for companies, not only a strategy to get the maximum profit, but also to maintain environmental stability. In the midst of environmental issues like this, the use of green marketing strategies will be able to build a good brand image for the company, because a good image of an organization is a benefit for company.

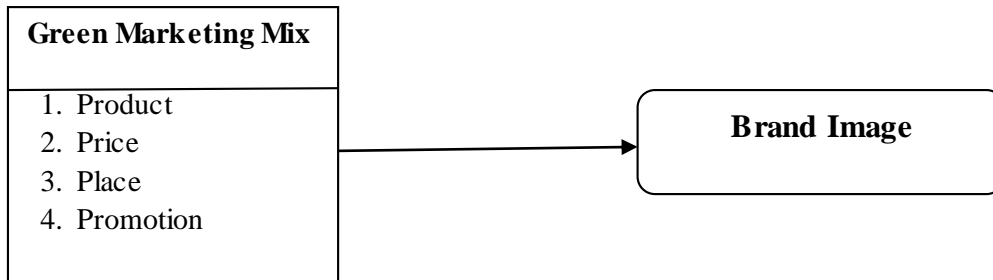


Figure 1. Thinking Framework

METHODS

The data collection technique used in this study was a questionnaire with 96 respondents used in the study. This study uses multivariate analysis, test data: To find out the data used is feasible or not, the Validitas and Reliability tests are used. The results of the Validity Test and Reliability Test, all of the statement items were declared eligible (Valid and Reliable). The population of this study was 2,214 active students in the 2019 UMSU FEB Management study program . This sample was taken with the slovin formula and in a total sample of 96 people. This study used a technique *r andom sampling* is a sampling technique based on chance, anyone who happened to meet with the investigator can be used as a sample. (Sugiyono, 2016). And the samples in this study were active students of the Management study program FEB UMSU.

The multiple linear regression aims to see the relationship and direction of the relationship between the independent variables to the dependent variable in the form of an equation. In the case of multiple linear regression, the required conditions are known as the classical assumption test. The classical assumptions in question consist of: Normality Test , Multicollarity Test and Heteroscedasticity Test have been carried out, and the results of Heteroscedasticity indicate that the Hierarchical Regression model has met the requirements.

RESULTS AND DISCUSSION

Results

Based on these results it shows that the test results Hypothesis 1; Products (X 1) on the brand image has t.value about 2.471> t.table about 1.986 with Sig probability on Product (X2) 0.000 <0.05, so it can concluded that Products (X1) has a positive and significant impact of the brand image. Meanwhile, the result of Hypothesis 3 testing; t Price (X2) on the brand image has t.value 3,713> t 1,986 with Sig probability on Prices (X2) 0.000 <0.05, so it can concluded that Price (X2) has positive and significant impact on brand image. Moreover, Hypothesis 3; Distribution Channels (X3) of the brand image has t.value 3.393> t.table 1.986 with sig probability on

Distribution Channels (X3) $0.001 < 0.05$, So Distribution channels has a positive and significant impact on brand image. Finally, Hypothesis 4; Promotion (X4) of the brand image has t.value $4.3401 > t.table 1.986$ with probability $0.001 < 0.05$. It can be concluded that Promotion (X4) has positive and significant effect on Brand Image (Y).

The results of the F test on the Effect of Green Marketing Mix on Brand Image obtained $f 28.395 > f 3.10$ with a significant probability of $0.000 < 0.05$ can be concluded simultaneously between Products, Prices, Distribution Channels and Promotions have a significant effect on Brand Image. And based on the results shown that the R-Square is 0.555 or 55.5% meaning it shows that about 55.5% Brand Image variable (Y) and can be explained by Green Marketing Mix (Product, Price, Distribution and Promotion) and the remaining 44.5% are influenced by other variables not examined.(see table 2).

Table 2 Table T.Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.659	1.861		3.041	.003
Product	.295	.119	.212	2.471	.015
Price	.369	.099	.278	3.713	.000
Distribution	.443	.130	.261	3.393	.001
Promotion	.503	.148	.297	3.401	.001

a. Dependent Variabel: Citra Merek

Discussion

The results obtained are in line with previous research conducted by (Putripeni, 2014) with the title The Effect of Green Marketing on Brand Image and Purchase Decisions which has the conclusion that the Green Marketing Mix simultaneously has a significant effect on Brand Image. Based on this research, it can be concluded that Products, Prices, Distribution Channels and Promotions simultaneously have a significant and significant effect on Brand Image as seen from the F test value.

The research finding also give the message for businessman to increase promotion for green product in order to increase product brand image, it can revealed that from four marketing mix strategy, promotion is dominant strategy influence product brand image.

CONCLUSION

Based on the research that the author did, the conclusions are as follows:

- 1) on the test results on Teh Kotak Ultra Jaya for the raw material products used come from natural resources and the Teh Kotak Ultra Jaya products can be consumed from children aged.
- 2) 2 years to adults so that the tea box Ultrajaya much enjoyed by all walks of life, in their lifetimes Tea box products have 1 year term to *expire* or expired. 2) The results of testing on Teh Kotak UltraJaya. Prices are comparable to the quality of raw materials, consumers are willing to pay more for environmentally friendly products.
- 3) H acyl testing on the Tea Box Ultrajaya Distribution Channel or places that are easily found in the nearest supermarket, Tea Box already has a distribution network throughout the regions in Indonesia are supported by marketing strategies that have been integrated to maintain and continue to build a good brand image for consumers .
- 4) The results of promotional testing on Teh Kotak UltraJaya have a message framework of "Offers from nature" so as to enhance the brand image.
- 5) The influence of the Green Marketing Mix which includes: product, price, distribution channel and promotion. Overall, starting from raw materials, product durability, product packaging, and message frameworks as well as strategic sales locations greatly affect the brand image of Teh Kotak UltraJaya.

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