



The Influence of Green Marketing Towards Buying Interest Products (Study at MSMEs Kiwari Bamboe)

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ABSTRACT

The purpose of this study is to decide the impact of green marketing towards buying interest products in Kiwari Bamboe MSMEs. The object of this examination is Kiwari Bamboe Micro, Small and Medium Enterprises in Citaraja, Tasikmalaya Regency. This study uses two variables to test the effect, namely the independent variable in this study is green marketing (X) and the dependent variable is buying interest (Y). This research was conducted using a survey method with a quantitative approach. The results of this study are that green marketing has a positive effect on product buying interest in Kiwari Bamboe MSMEs.

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1. INTRODUCTION

According to Kotler and Keller in Satria (2017) buying interest is a behavior that is expressed as a reaction to a thing or object, which shows the buyer's desire to buy. In 2014, just 18.84% of the Indonesian populace had the option to sort family squander (Pratama and Ihsan, 2017). The

peculiarities that happen in the issue of an Earth-wide temperature boost and terrible human exercises, become environmentally viable items started to show up with the point and convey the aim that when shoppers utilize make strides toward environmental friendliness items it will carry more worth to the climate and customers who utilize become environmentally

friendly items will take an interest in safeguarding the climate (Risal et al., 2020).

The purpose of this research is to determine the effect of green marketing on product buying interest in Kiwari Bamboe MSMEs.

2. METHOD

The method used in this research is survey method and quantitative approach, where information is collected from respondents through questionnaires in survey research. This study uses a questionnaire as a data collection tool. The object of this research is the Kiwari Bamboe UMKM which is classified as social entrepreneurship with the Socially Responsible Business (SRB) group. The location of this research is the Kiwari Bamboe Micro, Small and Medium Enterprises (UMKM) in Cintaraja, Tasikmalaya Regency.

2.1 Buying Interest

Buying interest is a person's attitude towards objects or goods that are very suitable in measuring attitudes towards certain groups of products, services or brands (San and Yazdanifard, 2014). This statement is supported by another opinion which states that buying interest is a mental statement from consumers that reflects the plan to purchase a number of products with certain brands (Halim and Iskandar, 2019).

According to Priansa in Sari and Lestariningsih (2021) buying interest can be measured by four main indicators, namely:

- 1) Transactional interest, usually tends to describe consumer considerations of the products or services offered.
- 2) Referential interest, usually is the tendency of consumers to refer products or services to other people.
- 3) Preferential Interest, usually describes the behavior of consumers who have a preference for products or services.

- 4) Exploratory Interest, usually describes the behavior of consumers who continue to seek information about a product or service.

2.2 Green Marketing

With regard to the concept of green marketing, companies need to pay attention to products that are not expected to have an excessive impact on the environment, these products are expected to be able to be reused. So companies must be able to save the earth and the environment from excessive waste (Septifani et al., 2014). Based on the theoretical concept above, green marketing can be measured using marketing mix indicators (Rajeshkumar, 2012), namely:

- 1) Green product is a product that can reduce environmental impact by making efficient use of resources, can be recycled and is natural.
- 2) Green price is the price determined by the company by considering environmental factors.
- 3) Green place is an environmentally friendly distribution channel, in this case by choosing the right transportation system.
- 4) Green Promotion is known as an advertising activity that encourages consumers to buy and use environmentally friendly products.

The following is an image of the research paradigm on the Kiwari Bamboe MSMEs (rever **Figure 1**).

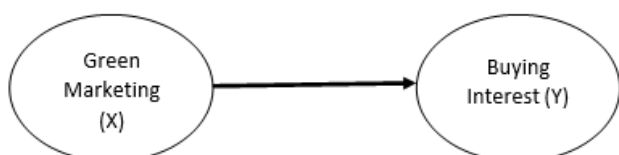


Figure 1. Research paradigm

3. RESULTS AND DISCUSSION

3.1 General Description

In this study, includes data on green marketing and buying interest. The description of the data presented includes the value of Mean (M), Median (Me), Mode (Mode), Standard Deviation (SD), Range (Range), Minimum value and Maximum value.

Based on **table 1**, the following are conclusions from the data obtained from each variable, namely:

- a) Green marketing variable has the highest value of 92 and the lowest value of 47. Then the Mean value is 75.24, Median 76, Mode 77 and Standard Deviation is 6.40.
- b) The buying interest variable has the highest value of 20 and the lowest value of 9. Then the Mean value is 75.244, Median 76, Mode 77 and Standard Deviation is 6.395.

3.2 The Influence of Green marketing Towards Buying Interest Products

The results of data analysis show that there is a positive influence between green marketing and buying interest. The existing phenomenon is about buying interest, so the theory used in this study is the theory of Rajeshkumar (2012) for the green marketing variable and Priansa's theory in Sari and Lestariningsih (2021) for the buying interest variable which shows a relationship or linkage. An environmentally friendly product will be declared good, if there is interest from consumers to buy the product.

Interest to buy a product, influenced by the associated values. If the benefits provided are greater, then the urge to buy the product will be higher (Vristiyana, 2019). Buying interest is a statement from consumers who evaluate the purchase of a number of products with certain brands. With regard to the concept of green marketing, companies need to pay attention to products that are not expected to have an excessive impact on the environment, these products are expected to be able to be reused (Febriani, 2019). So, companies must be able to save the earth and the environment from excessive waste.

Table 1. Description of Statistical Data.

No	N	Valid	Green Marketing	Buying Interest
		Missing	127	127
			0	0
1.		Mean	75,24	17,44
2.		Median	76,00	18,00
3.		Mode	77,00	20,00
4.		Std. Deviation	6,40	2,20
5.		Range	45,00	11,00
6.		Minimum	47,00	9,00
7.		Maximum	92,00	20,00

4. CONCLUSION

Based on the results of research and discussion, some conclusions can be drawn as follows:

1. General description of the concept of green marketing, previously most consumers considered that green marketing was in the moderate category. Then the general description of interest in buying the product is categorized as moderate. This shows that one of them is influenced by the value of the evaluated product. If the benefits provided are greater, then the urge to buy the product will be higher. The tendency to use environmentally friendly products is also another factor that causes a lack of assessment of the green marketing concept to generate buying interest in environmentally friendly products, especially in Kiwari Bamboe MSMEs.
2. There is a positive influence between green marketing and buying interest of products at Kiwari Bamboe MSMEs.

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