The Impact of The Green Marketing Mix Strategy on Consumer Purchasing Decisions at KFC Fast Food Restaurants

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Abstract: This study focuses on how implementing a green marketing mix strategy can influence consumer purchasing intentions. The green marketing mix strategy involves using environmentally friendly concepts in every element of the marketing mix, which includes product, price, place, and promotion. Data were analyzed using the Structural Positive and Equation Model (SEM) Partial Least Square (smartPLS 3.0) application to identify the implementation of the green marketing mix strategy and analyze the influence of the green marketing mix strategy on consumer purchasing decisions. This research uses a quantitative approach by collecting data through questionnaires distributed to KFC Tanjung Duren consumers. Based on the hypothesis testing in this research, the results show that Green Place has a positive relationship but does not have a significant effect on Purchasing Decisions, Green Price has a positive and significant relationship with Purchasing Decisions, Green Product has a negative and significant relationship with Purchasing Decisions, Green Promotion has a positive relationship and has a significant effect on purchasing decisions. Overall, the Green Marketing Mix analysis shows that environmentally friendly promotions and prices play an important role in consumer purchasing decisions

Keyword: Product, Price, Place, Promotion, Green Marketing Mix Strategy

INTRODUCTION

In recent decades, climate change, pollution and environmental degradation have become major concerns for many countries and communities around the world. Awareness of the negative impact of human activities on the planet has driven various movements and policies aimed at protecting the environment (Astuti et al., 2021). The media and environmental organizations have been successful in raising public awareness of these issues, influencing government policy, and pushing for stricter regulations to reduce carbon emissions, protect ecosystems, and reduce waste. In addition, education about a better environment in schools and global campaigns such as Earth Day have made society more aware of the importance of individual and collective action in maintaining environmental sustainability(Mehraj & Qureshi, 2020).

Modern consumers are increasingly concerned about the environmental impact of the products they consume and actively seek out ecologically responsible brands. They not only

expect high-quality products and affordable prices, but also demand transparency regarding the company's business practices. (Khan et al., 2020) This trend is forcing companies in various industries, including fast food, to adopt more environmentally friendly and sustainable business strategies. These companies are starting to change their production processes, using safer materials for the environment, reducing the use of single-use plastics, and implementing recycling initiatives. Marketing strategies are also being adapted to highlight their efforts in sustainability, with the aim of attracting increasingly environmentally conscious consumers and increasing customer loyalty (Stoica, 2022).

KFC, as one of the giants in the fast food industry, realizes the importance of responding to these changing consumer preferences. Thus, KFC Tanjung Duren began implementing a green marketing mix strategy which aims to meet the expectations of consumers who are increasingly concerned about environmental issues. This strategy involves four main elements of the marketing mix: product, price, place, and promotion, all of which are tailored to support more sustainable business practices. The products offered at KFC Tanjung Duren, for example, are made more environmentally friendly by using organic raw materials and recyclable packaging. The price element is also carefully considered to ensure that environmentally friendly products remain affordable for consumers. Even though there are additional costs in implementing environmentally friendly practices, KFC tries to keep prices competitive. In addition, restaurant locations or premises are optimized to support green initiatives, such as providing recycling facilities and using efficient energy. Promotions carried out by KFC Tanjung Duren are also focused on educating consumers about the importance of environmental sustainability and the benefits of environmentally friendly products (Luckyardi et al., 2022).

In an effort to respond to these changes, KFC Tanjung Duren implemented a green marketing mix strategy which includes four main elements: product, price, place and promotion(Goyal & Pahwa, 2018). The products offered are made more environmentally friendly by reducing the use of plastic materials and switching to organic raw materials. Prices are adjusted to remain competitive while supporting environmentally friendly practices. Restaurant premises or locations are also modified to support green initiatives, such as providing recycling facilities and optimizing energy use. The promotions carried out by KFC Tanjung Duren not only focus on products, but also on educating consumers about the importance of environmental sustainability (Mahmoud, 2018).

LITERATURE REVIEWS

Green Marketing Mix focuses on implementing environmentally friendly marketing concepts in the traditional marketing mix consisting of product, price, place and promotion (Pushpanathan et al., 2020). Green Marketing Mix aims to meet consumer needs while minimizing negative impacts on the environment (Munamba & Nuangjamnong, 2021).

Products (Green Products)

Green products or environmentally friendly products are products that are designed to reduce environmental impacts throughout their life cycle, from production to disposal (Farradia et al., n.d.). According to Peattie (1995), green products have several characteristics such as the use of sustainable raw materials, energy efficient production processes, and packaging that can be recycled or biodegraded. Ottman (1993) also emphasized that green products must provide real benefits for consumers and the environment without sacrificing quality (Ahmed et al., 2023).

H1: Green Place has a positive and significant effect on Purchasing Decisions.

Price (Green Price)

Prices in the green marketing mix take into account the environmental and social costs of the product (Siti Jahroh, 2019). According to Kotler (2011), green pricing must reflect the additional costs incurred to produce environmentally friendly products, but remain competitive and affordable for consumers (Azizi, 2022). Companies can implement a premium pricing strategy if their products offer significant environmental benefits and consumers are willing to pay more for the product (Sabri et al., 2020)

H2: Green Price has a positive and significant effect on Purchasing Decisions.

Place (Green Place)

Distribution or place in the green marketing mix is related to environmentally friendly supply chains and sales locations (Satrio et al., 2021). According to Dangelico and Pontrandolfo (2010), companies must consider logistics efficiency to reduce carbon emissions and choose distribution partners that implement sustainable business practices (Anjani & Surya Perdhana, n.d.). Sales locations can also be designed to support green practices, such as using renewable energy and providing recycling facilities for consumers (Farradia et al., 2021).

H3: Green Products have a positive and significant effect on Purchasing Decisions.

Promotion (Green Promotion)

Green promotion involves communicating and educating consumers about the environmental benefits of a company's products and business practices (Govindan et al., 2018). According to Polonsky (1994), green promotion must be honest and transparent to avoid accusations of greenwashing. Ottman (1998) suggests that green marketing campaigns should focus on product advantages and their benefits for consumers and the environment, use sustainable media, and involve consumers in environmental initiatives (Mahmoud, 2019).

H4: Green Promotion has a positive and significant effect on Purchasing Decisions.

This research tries to fill the gap that existed in previous research by conducting different research by creating a different model from previous research, namely by adding the customer satisfaction variable as a mediating variable. Therefore, a conceptual framework was created to explain the flow of thinking in this research.
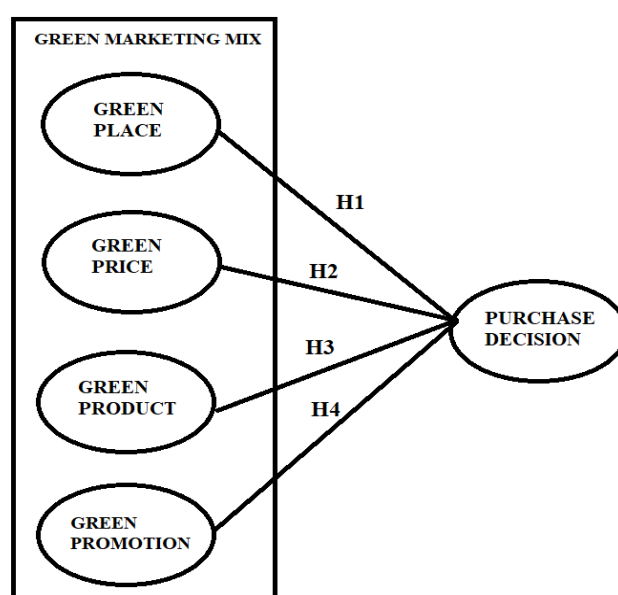

Figure 1. Conceptual Framework

METHOD
Population and Sampling

The type of research used by researchers is explanatory research, namely research that aims to explain the position of the variables studied as well as the relationship between one variable and another and test the hypothesis that has been formulated (Nilam et al., n.d.).Samples were taken using incidental sampling technique. According to (Hidayat et al., n.d.)population is a generalized area consisting of objects or subjects that have certain qualities and characteristics that are applied by researchers to study and draw conclusions. The population in this research are consumers who have the potential to become customers of products or services promoted using a green marketing mix strategy. For example, if the research is focused on KFC Tanjung Duren, the population could be all consumers who visit or have the potential to visit that branch. This research refers to Hair et al. (1998) in (Charviandi et al., n.d.)who stated that if the population is unknown then the appropriate sample size is 100 to 200. It is also explained that the minimum sample size is 5 and the maximum is 10 observations from each estimated parameter. In this research, the number of research indicators was 18 so the minimum sample size was 5 times the number of indicators or 18 x 5 = 90 samples. The sample was selected from the population studied to represent variations in consumer characteristics. The sample selection method commonly used is simple random sampling or stratified random sampling, depending on the objectives and characteristics of the population. The sample taken must be large enough to provide reliable and relevant results(Al et al., 2023).

Instrument

The data collection instrument used in this research was a questionnaire. The measurement scale uses a Likert scale by giving a score to the respondent's answer from 1 to 5.

Data analysis

Data processing used Partial Last Square with the Smart PLS-3 software application program. The reason for using this analysis tool is because the software is suitable for data processing needs. Submissions are made to instruments related to the Structural Equation Model (SEM) to see the suitability of the model used. The hypothesis submission was carried out using the mentioned PLS-3 program.

RESULTS AND DISCUSSION

Smart-PLS Version 3.0 and a two-step analysis approach as suggested by Gerbing and Anderson (1998) were adopted to analyze the data. Following suggestions from several studies (Desty Febrian et al., 2023) the bootstrap method (500 resamples) was also carried out to determine the level of significance for the load, weight and path coefficients. Figure 2 depicts the research model.

Measurement Model
Convergent validity

Convergent validity, which is the degree to which multiple items used to measure the same concept agree, was tested. According to Hair et al. (2010), factor loading, composite reliability and average variance extracted are indicators used to assess convergent validity.

Loadings for all items exceeded the recommended value of 0.6 (Chin et al. 1998). Composite reliability (CR) values (see Table 1), which describe the extent to which construct indicators reveal the latent construct, ranged from 0.842 to 0.965, which exceeds the recommended value of 0.7 (Hair et al. 2011). The average variance extracted (AVE), which

reflects the overall amount of variance in the indicators accounted for by the latent construct, was in the range of 0.640 to 0.738, which exceeds the recommended value of 0.5 (Hair et al. 2011).

Table 1. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Green Promotion	0.716	0.754	0.874	0.776
Green Product	0.897	0.924	0.927	0.761
Green Price	0.847	0.858	0.897	0.685
Purchase Decision	0.83	0.833	0.887	0.662
Green Place	0.823	0.842	0.881	0.65

Discriminant validity

Discriminant validity is the extent to which a measure does not reflect other variables and it is indicated by a low correlation between the measure of interest and measures of other constructs(Mareta et al., 2023). Discriminant validity can be checked by comparing the squared correlations between constructs and the variance extracted for the constructs (Fornell and Larcker, 1981). As shown in Table 2, the squared correlation for each construct is less than the square root of the average variance extracted by the indicators measuring the construct, indicating adequate discriminant validity. Thus, the measurement model demonstrated adequate convergent and discriminant validity.

Table 2. Discriminant Validity

|	Green Place	Green Price	Green Product	Green Promotion	Purchase Decision
Green Place	0.806				
Green Price	0.8	0.828			
Green Product	0.721	0.828	0.872		
Green Promotion	0.75	0.78	0.715	0.881	
Purchase Decision	0.713	0.785	0.665	0.749	0.813

The estimated value for the path relationship in the structural model must be significant. This significance value can be obtained using the bootstrapping procedure. See the significance of the hypothesis by looking at the parameter coefficient values and the T-statistic significance value in the bootstrapping report algorithm. To find out whether it is significant or not significant, look at the T-table at alpha 0.05 (5%) = 1.96. then, T-tables are compared by T-count (T-statistics).

	Original Sample (O)	T Statistics (|O/STDEV|)	Keterangan
Green Place -> Purchase Decision	0.133	1.131	Rejected
Green Price -> Purchase Decision	0.473	3.124	Accepted
Green Product -> Purchase Decision	-0.046	0.352	Rejected
Green Promotion -> Purchase Decision	0.313	2.716	Accepted

From the table above, several things are explained as follows:
1. Based on hypothesis testing in this research, the T-statistic value was 1.131 and the original sample value was 0.133. The large T-statistic value from the T-table value is 1.96

and the original sample value shows a positive value. This result shows that Green Place has a positive and insignificant effect on purchasing decisions.

2. Based on hypothesis testing in this research, the T-statistic value was 3.124 and the original sample value was 0.473. The T-statistic value is small from the T-table value of 1.96 and the original sample value shows a positive value. This result shows that Green Price has a positive and significant effect on Purchasing Decisions.

3. Based on the hypothesis test in this research, the T-statistic value was 0.352 and the original sample value was -0.046. The T-statistic value is more than the T-table value of 1.96 and the original sample value shows a negative value. This result shows that Green Products have a negative and significant effect on Purchasing Decisions.

4. Based on hypothesis testing in this research, the T-statistic value was 2.716 and the original sample value was 0.313. The T-statistic value is large from the T-table value of 1.96 and the original sample value shows a positive value, this result shows that Green Promotion has a positive and significant effect on Purchasing Decisions
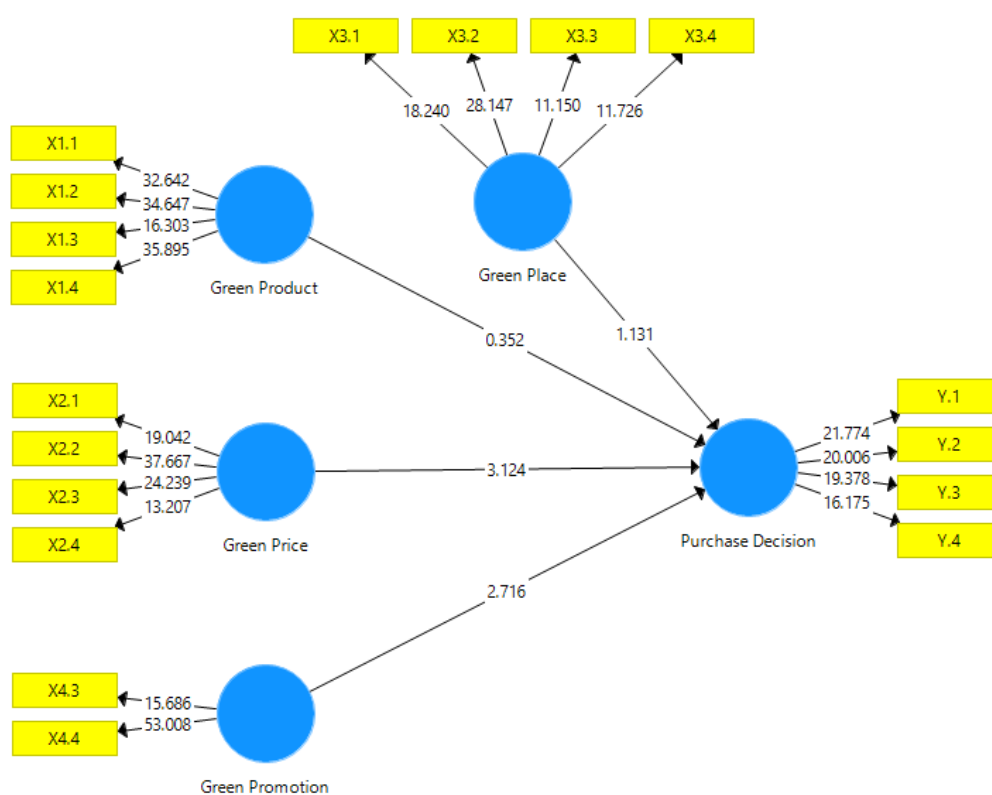
Figure 2. Full Model Path Diagram (T-Values)

The Influence of Green Place on Purchasing Decisions

Based on hypothesis testing in this research, the results show that Green Place has a positive relationship but does not have a significant effect on purchasing decisions. The results of this research are in line with research conducted by (Hikmah Perkasa & Abadi, 2020) which found that Green Place had a positive but not significant effect on purchasing decisions. Although the "Green Place" attribute may attract consumers' attention and be rated positively, it is not strong enough to significantly influence purchasing decisions. Maybe because this aspect is not the main factor that consumers consider when deciding to buy at KFC Tanjung Duren. Other factors such as price, food taste, location, and promotion may have a more dominant role. Although there is a trend of increasing environmental awareness, in the context of KFC Tanjung Duren, practical factors such as speed of service and product quality may be more important to consumers than green attributes.

The Influence of Green Prices on Purchasing Decisions

Based on hypothesis testing in this research, the results show that Green Price has a positive and significant relationship with Purchasing Decisions. The results of this research are not in line with (Apriani et al., 2023)research which proves that Green Prices influence Purchasing Decisions. The "Green Price" attribute which reflects fair prices and supports environmentally friendly practices turns out to have a significant influence on purchasing decisions. This indicates that consumers at KFC Tanjung Duren value prices that reflect sustainability and environmental values. Consumers may be more aware of environmental issues and be prepared to pay a premium price for products or services that support environmentally friendly practices. This shows that there is a market segment that cares about the environmental impact of the products they buy. This indicates that consumers value prices that reflect environmental values and are ready to make purchasing decisions based on this aspect.

The Influence of Green Products on Customer Loyalty

Based on hypothesis testing in this research, the results show that Green Products have a negative and significant relationship with Purchasing Decisions. The results of this research are in line with (Reza Yonatan Hanata et al., 2023)research which proves that Green Products have a negative effect on Purchasing Decisions. The "Green Product" attribute which reflects environmentally friendly products turns out to have a negative and significant influence on purchasing decisions. This indicates that consumers at KFC Tanjung Duren may have negative perceptions of green products in the context of fast food restaurants. Consumers may doubt the quality or taste of environmentally friendly products compared to conventional products. They may perceive that green products are less tasty or do not meet their expectations of fast food. It is possible that consumers are skeptical of green products, associating them with changes in taste or quality that do not match their expectations. They may think that sustainably produced chicken has a different taste or texture than conventional chicken.

The Influence of Green Promotion on Purchasing Decisions

Based on hypothesis testing in this research, the results show that Green Promotion has a positive relationship and has a significant effect on purchasing decisions. The results of this research are in line with research conducted by (Sabri et al., 2020) which found that Green Promotion has a significant effect on Purchasing Decisions. The "Green Promotion" attribute, which reflects promotional efforts that emphasize environmentally friendly aspects of products and services, turns out to have a positive and significant influence on purchasing decisions. This indicates that consumers at KFC Tanjung Duren responded positively to promotions highlighting green initiatives. Consumers are increasingly aware of the importance of protecting the environment and tend to support companies that are committed to environmentally friendly practices. Effective green promotion can increase awareness and build a positive image for KFC. Promotions that emphasize sustainability can attract consumers who care about environmental issues. For example, information about the use of environmentally friendly raw materials, waste reduction, or recycling initiatives can improve purchasing decisions. Consumers respond positively to promotions that emphasize environmentally friendly aspects and that green promotions are effective in influencing their purchasing decisions.

CONCLUSION

Based on the results of research and discussion regarding the Green Marketing Mix analysis which includes Green Place, Green Price, Green Product, and Green Promotion on purchasing decisions at the KFC Tanjung Duren fast food restaurant, providing several important findings, the following conclusions can be obtained The relationship between Green Place and purchasing decisions is positive but not significant. Conclusion: Although the environmentally friendly initiatives in the layout of KFC Tanjung Duren are appreciated by consumers, this is not strong enough to significantly influence their purchasing decisions. Other factors such as service quality, price, and convenience may have a greater influence.

The relationship between Green Price and purchasing decisions is positive and significant. Conclusion: Consumers at KFC Tanjung Duren respond positively to prices that reflect environmentally friendly values. They are willing to pay more for products and services that support sustainable practices, suggesting that pricing strategies that take green aspects into account can improve purchasing decisions. The relationship between Green Products and purchasing decisions is negative and significant. Conclusion: Products that are promoted as environmentally friendly (Green Products) actually reduce consumer purchasing intentions at KFC Tanjung Duren. This may be due to negative perceptions of the quality or taste of green products, or due to higher prices compared to conventional products. KFC needs to overcome this perception through product adjustments and more effective communication strategies. The relationship between Green Promotion and purchasing decisions is positive and significant.

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