

THE INFLUENCE OF GREEN MARKETING STRATEGY ON CONSUMER DECISIONS TO PURCHASE GARDENING KIT ON IJOY.YO DURING THE COVID-19 PANDEMIC

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ABSTRACT

The green marketing strategy is believed to be able to increase integration through environmental issues in all business activities. This research aims to determine the implementation of green marketing strategies on Ijoy.yo during the COVID-19 Pandemic, to analyze the effect of green marketing strategies (green product, green price, green place, green promotion) on consumer decisions in buying gardening kit products at Ijoy. yo during the COVID-19 pandemic, to analyze the variables that have the most dominant influence on purchasing decisions for gardening kit products at Ijoy.yo during the COVID-19 pandemic. This research uses a quantitative approach. The research was conducted in February – April 2021 at Ijoy.yo. Determination of the sample using a simple random sampling technique. The research respondents were 172 consumers of Ijoy.yo. Data collection in the study was carried out using a questionnaire. Researchers analyzed the effect of green marketing strategy on gardening kit purchasing decisions using multiple linear regression analysis. The results showed that the green product, green price, green place, and green promotion variables had a simultaneous effect on the purchasing decision variables. The results of the study partially show that the green product, green price, and green promotion variables have a significant effect on the purchasing decision variables. While the green place variable has no significant effect on the purchasing decision variables. The dominant variable in this study is the green price.

Keywords: Green Marketing Mix, Buying Decision, COVID-19 Pandemic

INTRODUCTION

Public awareness of environmental conservation is currently increasing. Increased awareness arises because of concerns about natural conditions that continue to be threatened. CREA's analysis of the impact of COVID-19 shows that air quality in Indonesia is unlike in other countries, working from home and Large-Scale Social Restrictions (PSBB) do not improve air quality in Indonesia despite a decrease in urban activity (Myllyvirta et al., 2020). Poor air quality due to the spread of emissions in the atmosphere can endanger human health, among others, can lead to stroke, heart disease, asthma, respiratory infections, and chronic obstructive pulmonary disease (World Health Organization, 2016). Not only has an impact on health but can also lead to natural disasters and even human survival.

The impact of environmental damage that has occurred and is supported by the presence of the COVID-19 pandemic makes meeting the family's food needs a top priority that needs attention. The danger and speed of the spread of the COVID-19 virus have caused public unrest. Efforts to reduce the spread of the virus by limiting activities have resulted in many people being forced to be dismissed from their jobs, resulting in the loss of sources of income and impacting people's access to food supplies (Sakharina, 2020).

The impact of the COVID-19 pandemic has also disrupted distribution activities in many regions in Indonesia that rely extensively on food from within and outside the country (Amanta et al., 2020). This condition poses the risk of an increase in global food prices and will of course exacerbate the crisis. Restrictions on mobility, trade, and transportation during the COVID-19 pandemic undermine one of the main pillars of food security, namely access to food. Other components of food security, namely the availability, stability, and utilization of food will also be greatly affected (Tittonell et al., 2021).

The negative impacts arising from this phenomenon can change people's perspectives and lifestyles. According to Chandran et al. (2020), during the COVID-19 pandemic, panic buying conditions also occurred which left food ingredients empty in various supermarkets, so this resulted in an increase in the trend of urban farming in several countries. Urban farming is formed as a result of a condition, such as the COVID-19 pandemic which can make the functioning of urban farming appropriate to be presented in society, especially urban areas, because it can be a solution to food security in the current situation (Kharima et al., 2021). Therefore, gardening is an important activity to do. Gardening activities can also be used as an effort to use land around the house.

The use of the land has the potential to meet food needs, increase income, and increase green open space. So that gardening activities can provide an understanding of the importance of providing green open spaces. According to Fletcher et al. (2013), gardening at home can reduce greenhouse gas emissions caused by transporting food from various regions. In addition, gardening at home can make it easier for the community to ensure that no use of chemicals can damage the environment, so that the harvest can be consumed safely and healthy for the body.

The awareness of environmental issues makes it a green marketing strategy or known as green marketing for business actors. Green marketing is marketing that is environmentally friendly and does not have a negative impact on nature. Green marketing is defined as the consistency of all activities that design services and facilities to meet consumer satisfaction, needs, and desires that support environmental conservation (Haryoso, 2010). Green marketing can be applied to the 4P (Product, Price, Place, Promotion) of the marketing mix to offer environmentally friendly products and services.

Green product is a product that can minimize environmental damage and its production process is environmentally friendly. Then the green price is the price offered by green products by considering the benefits provided to preserve the environment. Furthermore, a green place is a place of production that is environmentally friendly or cares about the environment around the place of production and easy access to product distribution. Lastly in green marketing is a green promotion which is the process of advertising products by discussing the relationship between products or services and the environment (Kristiana, 2018).

Attention to environmental issues is expected to influence consumer purchasing decisions. The use of a green marketing strategy is believed to be able to increase integration through environmental issues in all business activities, from strategy, planning, preparation, to production and distribution so that it can influence purchasing decisions (Dahlstrom, 2011). Purchasing decisions come from consumer confidence in a product, then confidence emerges in the decisions taken. This confidence shows that there is confidence in the decision to choose a product. According to Kotler & Kaller (2016), consumer decisions in purchasing products consist of five stages, namely need recognition, information search, alternative evaluation, purchase, and consumer satisfaction.

Research related to the influence of green marketing on purchasing decisions has been carried out by some researchers, including research by Mantiaha (2016), Delafrooz et al. (2014), Zaky & Purnami (2020). The results of this study state that green marketing applied by

business actors in their marketing mix affect consumer purchasing decisions. Previous research was conducted on cosmetic companies, as well as food. In contrast to previous research, the current research takes the object of agribusiness-based MSMEs that produce environmentally friendly gardening kits, besides that the research focuses on product purchase decisions during the COVID-19 pandemic.

Ijoy.yo is a business that sells gardening equipment products during the COVID-19 pandemic by using a green marketing strategy as an effort to improve consumer purchasing decisions. Ijoy.yo has the vision to invite people to green their yards with gardening that they enjoy, so that they can achieve glory, namely being able to meet the food needs of their families and the environment. The green marketing strategy implemented by Ijoy.yo is that the products offered are organic, environmentally friendly, and attractively packaged using environmentally friendly packaging, then the price of gardening kit products varies according to the type of product, consumers can easily reach Ijoy.yo products. because it has been marketed through Shopee e-commerce, and the activities carried out by creating educational content about promotions on Instagram social media Ijoy.yo and collaborating with various parties who have environmental goals.

The green marketing strategy that Ijoy.yo has implemented has found several problems, namely the use of green products in environmentally friendly packaging is still doubtful by consumers because it is easily damaged, the use of materials is still semi-environmental so that there is still the use of plastics such as plastic pots and sprayer bottles. The green price is quite affordable and has been accepted by many consumers. Green place is only done through the use of online platforms for marketing and is focused on one location only, this makes some consumers feel heavier on the shipping cost than the product price. Ijoy.yo also has not created green promotion intensively to the community, even though some Ijoy.yo consumers have not been oriented to environmental conservation so promotional activities must be carried out intensively.

Based on the description of green marketing on Ijoy.yo's gardening products and the importance of gardening activities for the environment, the researcher wants to know how consumers evaluate Ijoy.yo's products who pay attention if they look at the marketing mix. Therefore, researchers are interested in conducting a study entitled The Effect of Green Marketing Strategy on Consumer Decisions to Purchase Gardening Kits at Ijoy.yo during the COVID-19 Pandemic. So it is hoped that the research results can be used as a form of support for MSMEs Ijoy.yo to provide improvements to the four elements of the green marketing mix to improve consumer purchasing decisions. This will increase public awareness of increasing environmental conservation so that support for MSMEs Ijoy.yo is achieved.

THEORETICAL FRAMEWORK

The implementation of a green marketing strategy is carried out on four elements of the marketing mix, namely product, price, place or distribution channel, and promotion. The marketing mix is a marketing tool that includes product integration, pricing, promotion, distribution, to produce the response desired by the target market (Kotler & Armstrong, 2005). MSMEs Ijoy.yo creates a gardening kit product by providing advantages according to the needs and desires of consumers.

The green marketing strategy implemented by Ijoy.yo can be seen in the gardening kit products that are produced using environmentally friendly materials and are safe to use. Product packaging is done by choosing eco-friendly and easily recyclable packaging. The price offered is by the values contained in the product, the price of Ijoy.yo products are quite affordable and can be accepted by many people. A place (green place) or product distribution

channel that has easy access and product availability that is always there. Finally, promotional activities (green promotion) are carried out through the creation of educational content and campaigns regarding environmental conservation. Based on the implementation of the green marketing strategy on Ijoy.yo, the researchers suspect that green product is a variable that has a dominant influence among other independent variables on consumer purchasing decisions. This is also supported by research from Zaky & Purnami (2020) Risyamuka & Mandala (2014) which states that the green product variable has a dominant influence on product purchasing decisions. In addition, the Ijoy.yo gardening kit in its development is very concerned about consumer responses to the perfection of its products. So that the green product becomes one of the variables that are very concerned.

The implementation of Ijoy.yo's green marketing strategy carried out on the four elements of the marketing mix is not yet known whether it has been felt by consumers or not. This is also accompanied by problems felt by some Ijoy.yo consumers. Therefore, this research is important to do because it can determine the effect of green marketing through the marketing mix approach, namely 4 variables which include green product, green price, green place, and green promotion. Green marketing is a process of planning and implementing the marketing mix to provide facilities for production, consumption, distribution, promotion, packaging, and product innovation activities with an approach that is sensitive to ecological problems (Dahlstrom, 2011). The success of a green marketing strategy cannot be fully controlled by business actors but is also determined by consumer purchasing decisions. The consumer purchasing decision process includes the need or problem recognition stage, information search, alternative evaluation, and post-purchase (Kotler & Kaller, 2016). The independent variables (green product, green price, green place, and green promotion) and the dependent variable (purchase decisions) were further analyzed to determine whether the green marketing strategy had an effect on consumer purchasing decisions for Ijoy.yo's gardening kit products. Based on this description briefly, the theoretical framework in this study can be seen in Figure 1.

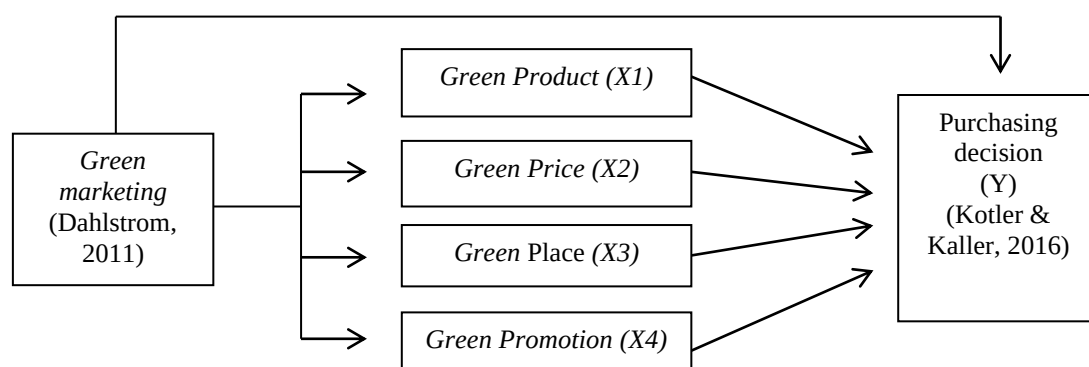


Figure 1. Theoretical Framework for the Effect of Green Marketing Strategy on Gardening Kit Purchase Decisions during the COVID-19 Pandemic.

Hypothesis

1. Green product, green price, green place, green promotion affect purchasing decisions.
2. Green products affect purchasing decisions.
3. Green price has an effect on purchasing decisions.
4. Green Place has an effect on purchasing decisions.
5. Green promotion has an effect on purchasing decisions.
6. The dominant variable influencing purchasing decisions is the green product variable.

RESEARCH METHODS

The approach used in this research is quantitative. The quantitative approach studies problems that require an explanation of variables, making decisions to be studied, asking specific and narrow questions, collecting quantifiable data, analyzing numbers using statistics and graphs, conducting unbiased investigations, and use. The population in this study are consumers from MSMEs Ijoy.yo who have purchased gardening kit products. The total population is 467 people. The total population is known based on consumer data owned by Ijoy.yo. Then the sampling technique used is the probability sampling technique with simple random sampling method, this technique provides equal opportunities for each element in the population to be selected as sample members and sampling is carried out randomly without regard to the strata that exist in the population. This is because members of the population are considered homogeneous. Then take the number of samples using the formula Isaac and Micheal. The formula is as follows (Laili, 2020):

$$s = \frac{\lambda^2 \cdot N \cdot P \cdot Q}{d^2(N-1) + \lambda^2 \cdot P \cdot Q}$$

Keterangan : s = Number of samples

N = Total Population

P = True chance (0,5)

Q = Wrong chance (0,5)

d = Difference between samples (0.05)

λ^2 = Chi kuadrat (2,706, dengan dk = 1, error rate 10%)

From the calculation results, the number of research samples obtained is:

$$\begin{aligned} s &= \frac{\lambda^2 \cdot N \cdot P \cdot Q}{d^2(N-1) + \lambda^2 \cdot P \cdot Q} \\ &= \frac{2,706 \cdot 467 \cdot 0,5 \cdot 0,5}{0,05^2(467-1) + 2,706 \cdot 0,5 \cdot 0,5} \\ &= \frac{315,925}{1,165 + 0,6765} = \frac{315,925}{1,841} = 171,605. \end{aligned}$$

= 172 sample

Data collection techniques in this study were using a questionnaire and observation. The questionnaire is a method of collecting data by providing written questions arranged systematically to respondents. Questionnaires will be distributed to research respondents, namely Ijoy.yo consumers who have been selected as samples. Questionnaires were used to obtain respondent data regarding the effect of green marketing on purchasing decisions on Ijoy.yo's gardening kit products.

The answer choices in this study are using a Likert scale of 1-5. The questionnaire was created online using a google form and distributed to respondents. Questionnaires were created and distributed online because the research respondents were in various regions, to facilitate data collection. In addition, primary data collection was also carried out by direct observation of the green marketing strategy carried out by Ijoy.yo.

The data analysis technique in this research is using multiple linear regression analysis. The first step is to test the questionnaire using validity and reliability tests. The validity test and reliability test aim to examine the accuracy and feasibility of the questionnaire so that it can be investigated further. Then the research was carried out using multiple linear regression data analysis techniques to find out whether there was an influence of the green marketing mix on purchasing decisions. The hypotheses in this study were tested using a simultaneous test (F

test) and partial test (T test) to determine the effect between variables, and using a beta test to determine the independent variable that had a dominant effect on the dependent variable.

RESULTS AND DISCUSSION

Green Marketing Strategy

1. *Green Product*

Ijoy.yo has four gardening kit variants, including the simple package, the smile on the earth package together, the Ijoy.yo x Growable donation package, and the Ijoy.yo x Neurafarm package. Ijoy.yo's gardening kit product contains gardening tools and materials that are packaged in one package so that they are practical for use by people who are just starting in gardening. Ijoy.yo's gardening kit is packaged with an attractive appearance so that apart from being used for personal use, consumers can use it as a gift or hamper. Ijoy.yo seeks to apply the concept of green marketing to its products, namely by packaging gardening kits using materials that are environmentally friendly and easily biodegradable or degraded by nature. Ijoy.yo uses cardboard and kraft paper as its packaging, using plant markers in the form of wooden sticks, polybags made of cassava, biodegradable pots made of paper, fabric polybags, wooden shovels, and liquid organic fertilizer. Ijoy.yo provides gardening kits as a solution to increase public interest in gardening, maintain food security during the pandemic, and increase awareness of environmental issues. Ijoy.yo has high hopes to make gardening interests and love of nature a part of people's lifestyles. Consumers can start gardening with the Ijoy.yo gardening kit and it is enough to produce vegetables for family consumption.

2. *Green Price*

Ijoy.yo's gardening kit products have 4 different prices, namely the simple package product of Rp. 17.000, smile the earth package with Rp. 67.500, package Ijoy.yo X Neurafarm Rp. 41,000, and the Ijoy.yo X Growable donation package is Rp. 85,000 . These varied prices can be the customer's choice by considering each individual's ability so that the product can be reached by all people and there is no reason that gardening requires expensive costs. Ijoy.yo understands the importance of instilling a love for the environment through gardening, so Ijoy.yo wants everyone to be able to garden. All of Ijoy.yo's gardening kit products have the same quality, but the difference is the completeness of the contents of the gardening kit.

3. *Green Place*

Ijoy.yo currently does not have an offline store so marketing activities are only marketed online through Instagram, Shopee, and Google my business. So that the ease of access is Ijoy.yo's an effort in implementing green marketing in the aspect of location or distribution through online stores. The choice of an online platform also makes it easier for people to find Ijoy.yo products, especially during the COVID-19 pandemic, people are doing more online activities. The existence of Ijoy.yo products in e-commerce such as Shopee makes it easy for consumers to make the purchase process safely and on time because every purchase process can be known. Even though Ijoy.yo doesn't have an offline store yet, Ijoy.yo also needs to organize the storefronts in the online store, to create consumer convenience and credibility for the product. Ijoy.yo also needs to adjust the Instagram feed by aligning attractive visual appearances, such as choosing color tones and content layout. Ijoy.yo chose to use green and yellow colors, this is because Ijoy.yo wants to invite people to be closer to nature, as well as the pictures and content of Ijoy.yo content. Visual appearance is very important to pay attention to because it is the first focus of consumers in choosing products online.

4. *Green Promotion*

Promotional activities that have been carried out by Ijoy.yo in implementing a green marketing strategy are collaborating with other parties who have a common goal to campaign for environmental issues and social issues in the community so that people can increase their

awareness of the important role of nature for life. Ijoy.yo also creates content on Instagram, Google My Business, and Youtube. The content created includes gardening education, agriculture, and environmental issues. Ijoy.yo also creates product information content, testimonials, and give-aways. Content creation on social media aims to build communication with consumers.

Validity test

A validity test is carried out to determine the extent of the accuracy and accuracy of a measuring instrument in carrying out its measuring function (Azwar, 2005). Valid questions are indicated by the calculated r value $> r$ table. The value of r table for the number of samples is 172, which is 0.1497 with a significant level of 5%. The results of the validity test in this study are as follows:

Table 1. Validity Test Results

No	Variable	Question Items	Total Item Correlation	Information
1	<i>Green Product</i>	X1.1	0,691	Valid
		X1.2	0,748	Valid
		X1.3	0,731	Valid
		X1.4	0,584	Valid
		X1.5	0,711	Valid
2	<i>Green Price</i>	X2.1	0,866	Valid
		X2.2	0,859	Valid
3	<i>Green Place</i>	X3.1	0,754	Valid
		X3.2	0,759	Valid
		X3.3	0,620	Valid
		X3.4	0,742	Valid
4	<i>Green Promotion</i>	X4.1	0,789	Valid
		X4.2	0,741	Valid
		X4.3	0,711	Valid
		X4.4	0,704	Valid
		X4.5	0,756	Valid
		X4.6	0,731	Valid
5	<i>Purchasing Discussion</i>	X5.1	0,584	Valid
		X5.2	0,550	Valid
		X5.3	0,535	Valid
		X5.4	0,552	Valid
		X5.5	0,681	Valid
		X5.6	0,658	Valid
		X5.7	0,743	Valid
		X5.8	0,756	Valid

Source: Research Data Processing Results (2021)

Based on the results of the validity test using Pearson's Product Moment technique, it was found that all the questions asked were declared valid. This is because all the calculated r values $> r$ table 0.1497. According to Ghozali (2013), if r count is greater than r table and the value is positive, then the question is declared valid.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Information
<i>Green Product</i>	0,731	Reliability is acceptable
<i>Green Price</i>	0,656	Reliability is acceptable
<i>Green Place</i>	0,691	Reliability is acceptable
<i>Green Promotion</i>	0,833	Good reliability
<i>Purchasing Discussion</i>	0,782	Reliability is acceptable

Source: Research Data Processing Results (2021)

Based on the results of the reliability test using Cronbach's Alpha technique, it was found that the alpha value for each question was above 0.6. These results can be interpreted that, every question on the questionnaire can be declared reliable and reliable to be used as a measuring tool in this study. According to Gunawan & Sunardi (2016), a questionnaire is said to be reliable when the respondent's answer to the statement is consistent or stable from time to time.

Multiple Regression Analysis

Data analysis was performed using multiple regression analysis. Before analyzing the data to analyze the effect of the independent variable on the dependent variable, the classical assumption test was carried out, namely the normality test, multicollinearity test, and heteroscedasticity test. The description of each classic assumption test is as follows:

1. Normality Test

Table 3. Normality Test Results

		<i>Unstandardized Residual</i>
<i>N</i>		172
<i>Normal Parameters</i>	<i>Mean</i>	,00
	<i>Std. Deviation</i>	2,95
<i>Most Extreme Differences</i>	<i>Absolute</i>	,07
	<i>Positive</i>	,07
	<i>Negative</i>	-,06
<i>Kolmogorov-Smirnov Z</i>		,87
<i>Asymp. Sig. (2-tailed)</i>		,434

Source: Research Data Processing Results (2021)

Based on the results of the normality test, the Asymp value was obtained. Sig. (2-tailed) of 0.434. So the data is declared normally distributed because of the Asymp value. Sig. (2-tailed) is greater than 0.05. This can be interpreted that the variables in the study have met the requirements of normality and can be tested further. According to Gunawan (2020), the data from the normality test is declared normally distributed if the significance is greater than 0.05.

2. Multicollinearity Test

Table 4. Multicollinearity Test Results

Variable	VIF	Tolerance Value (1/VIF)
X3	2,21	0,451905
X4	2,18	0,457993
X1	1,72	0,581547
X2	1,65	0,606693
Mean VIF	1,94	

Source: Research Data Processing Results (2021)

Based on the results of the study, it is known that there is no multicollinearity between the independent variables in the regression model. This is because the VIF value < 10 and the tolerance value $(1/VIF) > 0.10$. Therefore, it can be interpreted that this study has passed the multicollinearity test.

3. Heteroscedasticity Test

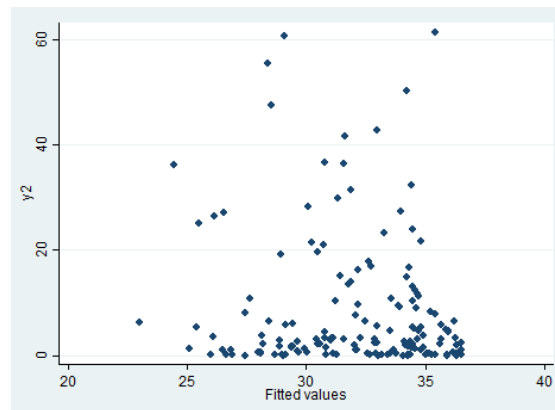


Figure 2. Scatter Plot Heteroscedasticity Test

Based on the results of the study, it is known that there is no indication of heteroscedasticity. This is because the spread of the points is around and above the number 0 on the y-axis and does not form a certain pattern, so it means that the research data has passed the heteroscedasticity test. The results of the heteroscedasticity test shown by the distribution of dots randomly and not in a clear pattern, it can be concluded that there is no problem (heteroscedasticity) to the model (Gunawan & Sunardi, 2016).

Multiple Linear Regression Analysis Results

1. Coefficient of Determination Test (R^2)

The coefficient of determination aims to measure how big the proportion of variation in the dependent variable is explained by all independent variables by looking at the value of R Square (R^2). The closer the number is to 1, the better the regression results because they can explain the actual data. The closer to zero, the lower the regression results ($0 \leq R^2 \leq 1$) (Basuki & Prawoto, 2015). The results of the coefficient of determination are as follows:

Table 5. Results of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,734 ^a	,538	,527	2,983731

Source: Research Data Processing Results (2021)

Based on the results of the regression analysis that has been carried out, the R squared value is 0.538. This means that purchasing decisions are influenced by green products, green prices, green places, and green promotions by 53.8% and the remaining 46.2% is influenced by other factors outside the research model. Then also obtained the adjusted R^2 value of 0.527.

2. Simultaneous Test (F Test)

Simultaneous testing is carried out by looking at the comparison between the calculated F value and F table, as well as the probability of sig F with a significance level. F table with $n = 172$, $k = 4$, $df1 = k - 1 = 3$, $df2 = n - k = 168$ is 2.66. The results of the F test are said to have a significant effect simultaneously if $F_{\text{count}} > F_{\text{table}}$ and sig value. $F < \text{significance level}$ (0.05). So that through the F test it can be seen whether all of these variables have a joint effect on the purchasing decision of Ijoy.yo's gardening kit or not. The results of the f test are as follows:

Table 6. Simultaneous Test Results (Test F)

	Model	Sum of Squares	df	Mean Square	F	Sig.	Keterangan
1	Regression	1734,135	4	433,534	48,697	,000 ^b	Signifikan
	Residual	1486,743	167	8,903			
	Total	3220,878	171				

Source: Research Data Processing Results (2021)

Based on data from multiple linear regression results of independent variables (green product, green price, green place, and green promotion) on the dependent variable (purchase decisions) obtained an F count of 48.697 and sig. F of 0.000. The result of F arithmetic > F table (48.697 > 2.66) and sig. F < 5% significance level (0.0000 < 0.05), means that the variables of green product, green price, green place, and green promotion simultaneously have a significant effect on purchasing decision variables.

3. Partial Test (t Test)

Partial testing is done by looking at the comparison between the value of t count and t table, as well as the comparison of values. t table with n=172, k=4, df=168 obtained 1.97419. The results of the t test are said to have a significant effect if t count > t table and sig value. t < significance level (0.05). So that through the T test it can be seen whether the green product, green price, green place, and green promotion variables have a partial effect on the purchasing decision of Ijoy.yo's gardening kit or not. The results of the t test are as follows:

Table 7. Partial Test Results (T Test)

Variable	T count	T table	Sig.	Information
X1	4,258	1,97419	,000	Significant
X2	4,367	1,97419	,000	Significant
X3	1,378	1,97419	,170	Not significant
X4	2,562	1,97419	,011	Significant

Source: Research Data Processing Results (2021)

Based on the data from the regression results of the independent variables (green product, green price, green place, and green promotion) on the dependent variable (purchase decisions) the sig value is obtained. t each independent variable is 0.000 (X1); 0.000 (X2); 0.170 (X3); 0.011 (X4); and the t count is 4.258 (X1); 4,367 (X2); 1.378 (X3); 2,562 (X4). The result of the value of sig. t on X1, X2, and X4 < 5% significance level, it means that the variables of green product, green price, and green promotion have a significant effect on purchasing decision variables. While the value of sig. t variable X3 > 5% significance level, it means that the green price variable has no significant effect on the purchasing decision variable. Likewise with the results of the comparison of t-count and t-table which have the same meaning, it is known that the results of t-count on X1, X2, and X4 > t table, while t-count variable X3 < t table.

4. Beta Test

Dominant variable testing is done by paying attention to the beta value. There are four independent variables in this study (green product, green price, green place, and green promotion), so that through beta testing it can be seen which green marketing variables have a strong influence on purchasing decisions for gardening kits Ijoy.yo. The results of the beta test are as follows:

Table 8. Beta Test Results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1	(Constant)	,486	,263
	X1	,280	,066
	X2	,218	,050
	X3	,095	,069
	X4	,167	,065

Source: Research Data Processing Results (2021)

Based on the data from multiple linear regression on the independent variables (green product, green price, green place, and green promotion) on the dependent variable (purchase decisions), different coefficients are obtained for each independent variable. The coefficient results on green product (β_1), green price (β_2), green place (β_3), and green promotion (β_4) which have the greatest value, namely the green price coefficient (β_2) of 0.295, it means that the green price variable has a dominant influence on purchasing decisions for Ijoy.yo gardening kit products.

DISCUSSION

1. Simultaneous Effects of Green marketing (Green product, green price, green place, green promotion) on Purchase Decisions.

Based on the research results, the green product, green price, green place, and green promotion variables simultaneously have a significant effect on the purchasing decision variables. The results of this study are by previous research conducted by Marhadi et al. (2013) and Zaky & Purnami (2020). The majority of Ijoy.yo consumers buy gardening kits because they are aware of environmental issues. In addition, most consumers already know that Ijoy.yo does green marketing. Ijoy.yo consumers already know the benefits of gardening kits in preserving the environment. In addition, consumers have paid attention to every element of the product in supporting environmental safety. Ijoy.yo's gardening kit products are considered by most consumers to have used environmentally friendly materials and did not use excessive plastic packaging. Ijoy.yo's gardening kit products are also considered to have affordable prices and provide good quality advantages. The ease of access for consumers to find products on the internet also supports purchasing decisions. Ijoy.yo also assessed that promotional activities carried out by campaigning for gardening activities could attract consumers to buy gardening kit products. According to Polonsky (1994), green marketing consists of all activities designed to generate and facilitate any exchange intended to satisfy human needs and wants, so that the fulfillment of these needs and wants occurs by reducing the adverse impact on the natural environment. Therefore, the four green marketing variables in Ijoy.yo's gardening kit products are important for consumers to pay attention to when they decide to buy. By Dahlstrom's statement (2011) that green marketing is a process of planning and implementing the marketing mix to provide facilities for production, consumption, distribution, promotion, packaging, and product innovation activities with an approach that is sensitive to ecological problems.

2. The Influence of Green Products on Purchase Decisions

The green product variable is one of the variables that can influence the purchasing decision of Ijoy.yo's gardening kit. This is because Ijoy.yo consumers in making purchasing decisions have considered the elements contained in gardening kit products. Based on the research results, it is known that most consumers buy Ijoy.yo gardening kit products because they have benefits for preserving the environment. Green products are products that do not harm humans and the environment, save resources, do not produce excessive waste, and do not

do violence to animals (Kasali, 2005).

The benefits of these products help consumers' desire to learn gardening during the COVID-19 pandemic. The COVID-19 pandemic has moved many people to look for activities that are fun and provide benefits for life, one of which is gardening. Gardening activities can relieve stress, boredom, fulfill food needs, and learn to love nature. Ijoy.yo's gardening kit products have also been supported by packaging using materials made of paper and easily degraded by the environment. So that the product does not produce excessive plastic waste. This is because plastic has a bad impact on the environment. Synthetic polymer plastics are difficult to degrade in nature and take hundreds of years to completely decompose (Lestari et al., 2020). In addition, Ijoy.yo's gardening kit products are packaged safely even without the use of bubble wrap. The elements contained in the Ijoy.yo gardening kit have influenced most consumers in making purchasing decisions. Ijoy.yo's gardening supplies products have complied with the green product requirements of Baumann et al. (2002), the requirements for green products in the initial design process are the consumption of raw materials and energy, waste, health, and safety risks, and ecological degradation. In addition, it is also by Dahlstrom's (2011) statement, that green marketing is in offering products that are not harmful to the environment.

3. Effect of Green Price on Purchase Decision

The green price variable has the strongest influence on the purchasing decision of Ijoy.yo's gardening kit, this is because most consumers state that the price of Ijoy.yo's gardening kit is more affordable than other brands. Environmentally friendly products do not always have an expensive price, this depends on the cost of each product. By the statement of Polonsky & Rosenberger (2001), pricing on environmentally friendly products is often priced higher than conventional products, this does not necessarily mean they are more expensive, especially if we consider all the associated costs. So it can be seen that consumers' consideration of price is very important in making purchasing decisions. Likewise with Ijoy.yo which has set prices based on various stages of calculation and consideration. Dahlstrom's statement (2011), that environmentally friendly pricing strategies must be incorporated into the overall strategy and planning process. Ijoy.yo makes different prices for each type of product.

Ijoy.yo consumers do not only look at the price but also consider the quality of the product. Consumers judge that Ijoy.yo's gardening kit products have good quality. As an MSME that provides environmentally friendly products, Ijoy.yo wants to focus more on the usefulness of the product and the achievement of the company's vision.

4. Effect of Green Place on Purchase Decision

The green place variable Ijoy.yo has no significant effect on purchasing decisions. Based on the results of the study, it can be seen that Ijoy.yo's consumers come from various cities in Indonesia. Marketing activities carried out online can reach consumers more widely (Widayati, 2018). So this makes consumers do not consider distance as an option in product purchasing decisions. Consumers feel that the distance between Ijoy.yo's sales point is quite far so that it cannot be reached easily, but it is not a problem for consumers to continue to purchase Ijoy.yo gardening kits. Consumers feel helped by the easy access to social media and e-commerce (Instagram, shopee, google my business) owned by Ijoy.yo. Especially during the COVID-19 pandemic which has the potential to be dangerous if you do activities outside the home. However, it should be reminded that the distance between the place of sale and the presence of consumers is an important thing to apply to the application of green marketing, this is because every shipment of goods will affect the pollution produced by the vehicles used. the influence of air pollution can cause the greenhouse effect and global warming (Ismiyati et al., 2014).

5. Green Promotion Hypothesis Testing on Purchase Decisions

The green promotion variable Ijoy.yo has a significant effect on purchasing decisions. Based on the results of the study, it is known that most consumers are interested in the promotional activities that have been carried out by Ijoy.yo. The promotional activities are creating educational content on Instagram social media and holding collaborations/sponsorships that campaign for environmental issues. The creation of educational content helps consumers to understand the benefits of the products offered so that they can increase their knowledge and interest in the product. Other promotional activities are holding collaborations/sponsorships campaigning on environmental issues. Ijoy.yo has collaborated with various parties, including with BEM KM IPB in the Village Volunteer Agricultural School (SETARA) program, with Breath of the earth in a program to make the earth a better place, together with Hand to hand in a program to build education for future generations. through gardening, together with Growable made a donation package for forest fire victims, together with Neurafarm made a bundling gardening kit, and with Teens went green in a collage competition activity on Earth Day. So that this collaboration can make it easier to reach a wider community to participate in efforts to increase environmental awareness and expand the target market. The promotional activities carried out by Ijoy.yo are by the understanding of green promotion according to Polonsky & Rosenberger (2001) which states that green promotion is more appropriate to do, namely by communicating environmental information substantively, but also requires real activities to make it more meaningful and understood by the public.

Based on the research results, consumers also consider that Ijoy.yo conducts promotional activities honestly, so this is very important to increase Ijoy.yo's credibility. Smart promotional activities in selling green products are by emphasize the credibility of environmentally friendly products through sustainable marketing in their communication practices (Queensland Government, 2002). This is also supported by Manongko (2018) that credibility can be expressed by promotion programs that are honest, short, and according to the needs of the community.

6. Dominant Variables Affecting Purchase Decisions

The green price variable in this study is the variable that has the strongest influence compared to other variables, as for the reason because the price is the main consideration for consumers in buying Ijoy.yo's gardening kit products. This is by the research of Septifani et al. (2014) price has the greatest influence among other green marketing indicators, because consumers are still very sensitive to price. Consumers consider that the price of Ijoy.yo's gardening kit products have a more affordable price compared to other brands, although the price is affordable, the majority of consumers also consider that the quality of the products provided is of good quality. Ijoy.yo makes various prices so that Ijoy.yo's products can be enjoyed by everyone, thus providing an understanding that gardening is easy, cheap, and fun. Ijoy.yo makes prices on products by linking Ijoy.yo's vision, which is to become a company that can invite people to green their yards with gardening that they enjoy, so that they can achieve glory, namely being able to meet family food needs and preserve the environment. The price that has been set by Ijoy.yo has gone through various calculations and market research, and what makes Ijoy.yo's products more affordable is that the profit set is not too large. This is because Ijoy.yo prioritizes the achievement of its vision. Ijoy.yo wants to make a lot of contributions to environmental and social issues. By the theory from Manongko (2018) that green price is a strategy in market positioning that considers people, planet and profit, because apart from being a profit-oriented and more environmentally-oriented company, a comprehensive analysis is needed so that efficiency and effectiveness can be achieved or benefit-cost situation in a rational position.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of research conducted at Ijoy.yo MSMEs, it can be concluded as follows:

1. The green marketing mix strategy has been carried out by Ijoy.yo which consists of green products, green prices, green places, and green promotions. Ijoy.yo's green product consists of four types of gardening kits, including the simple package, the smile for the earth together package, the Ijoy.yo x Growable donation package, and the Ijoy.yo x Neurafarm package. Ijoy.yo's gardening kit products highlight the benefits of preserving the environment. Ijoy.yo's gardening kit products consist of gardening tools and materials which are dominated by the use of environmentally friendly materials. The green price set by Ijoy.yo is that it has various prices, starting from Rp. 17,000 to Rp. 85,000. These varied prices can be the customer's choice by considering their respective abilities so that the product can be reached by all people and makes gardening activities easier. Green place Ijoy.yo is using an online platform to carry out marketing activities. Online platforms can make it easier for people to find Ijoy.yo products, especially during the COVID-19 pandemic, people are doing more online activities. The green promotion applied by Ijoy.yo is collaborating with various parties who have a common goal to campaign for environmental issues and social issues in the community. Ijoy.yo also creates content on online platforms, the content created is about gardening education, agriculture, and also environmental issues..
2. Green product, green price, green place, green promotion variables simultaneously have a significant influence on the purchasing decision variables. Partially, the green product, green price, and green promotion variables have a significant influence on consumer decisions in buying Ijoy.yo gardening kits during the COVID-19 pandemic, while the green place variable has no significant effect on purchasing decisions..
3. The independent variable that has a dominant influence on the purchasing decision of Ijoy.yo's gardening kit during the COVID-19 pandemic is green price, so the hypothesis in this study is not proven because it is not a green product that is the dominant variable. This means, most Ijoy.yo consumers pay more attention to the green price variable in making decisions to purchase Ijoy.yo gardening kits. However, the green product variable is in second place after the green price.

Suggestion

Based on the results of research that has been carried out on Ijoy.yo MSMEs, the suggestions that can be given are:

1. Practical Advice

MSMEs Ijoy.yo need to improve the quality of Ijoy.yo's gardening kit products in the selection of natural ingredients. In addition, standardization as an environmentally friendly product needs to be supported by the addition of clear label certification information from an official certification body. Green price, you should consider more by adding a premium indicator that involves goals for the environment. Green place improvement on Ijoy.yo can be done by creating a reseller program. Green promotion needs to be done by increasing innovation, such as making webinar programs and workshops using social media and online meeting rooms. This program can discuss gardening activities and other activities that support environmental conservation.

2. Theoretical Suggestions

Further researchers can conduct more in-depth research on the green marketing variable by testing it against other variables such as brand equity and consumer loyalty. This aims to improve the quality of environmentally friendly products so that they can survive in business competition and survive in all conditions such as the COVID-19 pandemic.

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