



Green Product and Consumer Buying Interest to Customer Satisfaction (Study on Customers of The Icon Cafe Palopo City)

Yuniarti Hadi¹, M. Risal², Muhammad Aqsa³

¹²³Master of Management

¹²³University of Muhammadiyah Palopo, Indonesia

Email: yuniarti@student.umpalopo.ac.id¹, mrisal@umpalopo.ac.id², muhammadaqsa@yahoo.co.id³

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ABSTRACT

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This research was conducted with the aim of testing the effect of *Green Product* on customer satisfaction and testing the effect of repurchase intention on customer satisfaction at The Icon Cafe Palopo. Quantitative methods by distributing questionnaires were used in collecting data. A total of 85 samples were used in this study. In processing the questionnaire data, SPSS 21 was used. The results showed that the *Green Product* variable and repurchase interest had a joint effect on customer satisfaction at The Icon Cafe Palopo. The *Green Product* variable partially has a positive and significant effect on customer satisfaction, and repurchase interest also has a positive and significant effect on customer satisfaction at The Icon Cafe Palopo.

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1. Introduction

In recent years, many types of restaurants and cafes have emerged. The emergence of restaurants and cafes was also accompanied by the emergence of environmental issues. Environmental issues are very urgent to be discussed because this concerns between producers and consumers which is related to consumer satisfaction. Environmental issues must be a concern for producers in order to create strategies and products that are environmentally friendly [1]. Consumers who understand environmental issues are more likely to choose environmentally friendly products [2].

Lately, in addressing environmental issues, companies are trying to implement *green products* to create consumer satisfaction for these products. Companies need to do this so that consumers are affected and have awareness of the importance of environmentally friendly products [3]. Another challenge besides *green products* is how to influence consumers to repurchase a product marketed by producers. Repurchase interest needs to be considered as a factor that can also affect the level of consumer satisfaction. The rapid development of restaurants and cafes in Palopo City is currently a challenge for these business actors in attracting consumers to come and buy back the products being marketed. By creating customer satisfaction, it will certainly be easier to attract customer repurchase interest.

The Icon Cafe as one of the restaurants and cafes in the city of Palopo with a large number of consumers needs to pay attention and improve the application of green products and repurchase interest in order to increase consumer satisfaction.

2. Methods

This research was conducted in Palopo City with the object of research being the customers or consumers of The Icon Cafe Palopo. The approach used in this research is quantitative method. The sample in this study was determined randomly (*stratified random sampling*) with a total sample of 85 samples. Data



was collected using a questionnaire using a Likert scale. In this study also conducted several tests including validity and reliability; classical assumptions; regression test and hypothesis testing.

3. Results and Analysis

3.1 Research result

a. Object of research

The Icon Cafe is one of the "hang out" places in Palopo City which is quite popular with various age groups, from teenagers to elderly people. This cafe, which has been operating for almost a decade, provides a variety of supporting facilities to ensure customer satisfaction. Several supporting facilities including a prayer room, clean toilets, free wifi access to live music are sometimes presented to provide comfort for customers or consumers.

b. Validity test

Validity means a measurement tool that can be used to measure something to be measured. The validity of the data can be seen by comparing the table value of *r Product moment* with the calculated *r* value. A data is said to be valid if the value of *r* count is greater than *r* table.

Table 1
Validity Test Results

Variable	No. Question Items	r Table	r Count	Information
Green Product	1	0.213	0.589	Valid
	2	0.213	0.352	Valid
	3	0.213	0.319	Valid
	4	0.213	0.492	Valid
Repurchase Interest	1	0.213	0.538	Valid
	2	0.213	0.596	Valid
	3	0.213	0.595	Valid
	4	0.213	0.561	Valid
Customer satisfaction	1	0.213	0.544	Valid
	2	0.213	0.585	Valid
	3	0.213	0.468	Valid
	4	0.213	0.530	Valid

Source: primary data processed, 2021

The results of the study using *SPSS 21* showed that in this study the data used were valid. These results are concluded based on the table above which shows the calculated *r* value is greater than the *r* table.

c. Reliability Test

Reliability means the level of confidence in the measuring instrument that can be trusted. Reliability can be known by looking at the Cronchbach Alpha value in the following table. It is said to be reliable if the Cronchbach Alpha value is greater than 0.60.

Table 2
Reliability Test Results

Variable	Cronchbach Alpha	Information
Green Product	0.883	Reliable
Repurchase Interest	0.713	Reliable
Customer satisfaction	0.651	Reliable

Source: primary data processed, 2021

The results of the study using *SPSS 21* showed that in this study the measuring instrument used was reliable. These results are concluded based on the table above which shows the Cronchbach Alpha value for each variable is greater than 0.60.

3.2 Classic assumption test

a. Normality test

Normality of data can be known by using several ways. One method that is often used is the normal probability plot. In this study, the normal probability plot method was used. The data is normally distributed if the data distribution is symbolized by the dots along the diagonal line.



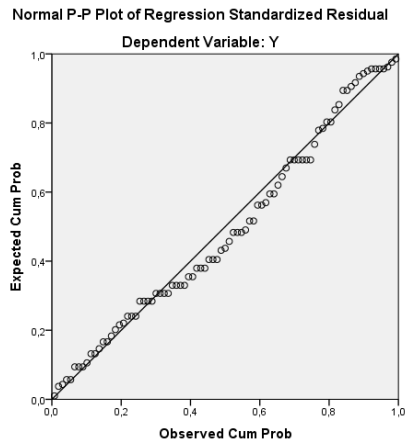


Fig 1. Normality Test Results

Source: Primary data processed, 2021

The picture above shows that the data in this study are normally distributed. This can be seen by looking at the picture above where the data distribution points are along the diagonal line.

b. Multicollinearity Test

The purpose of using the multicollinearity test is to find out whether there is a correlation between the independent variables in the research model. Symptoms of multicollinearity occur when the *tolerance* value is < 0.1 and the VIF value is > 10.

Table 3
Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Green Product	0.999	1.002
Repurchase Interest	0.999	1.002

Source: primary data processed, 2021

Based on the table above, it is known that in this study no symptoms of multicollinearity were found. This is based on a *tolerance* value > 1 and a VIF value < 10.

c. Heteroscedasticity Test

The purpose of using the heteroscedasticity test is to find out whether in the research model there is an inequality of variance. To find out this, heteroscedasticity test was carried out using the Spearman's Rho method. If the value of sig. (2-tailed) is less than 0.05, then heteroscedasticity occurs.

Table 4
Heteroscedasticity Test Results

		Green Product	Repurchase Interest	Unstandardized Residual
Green Product	Correlation Coefficient	1,000	0.029	,001
	Sig. (2-tailed)	.	,791	,995
	N	85	85	85
Spearman's rho Repurchase Interest	Correlation Coefficient	0.029	1,000	0.029
	Sig. (2-tailed)	,791	.	,792
	N	85	85	85
Unstandardized Residual	Correlation Coefficient	,001	0.029	1,000
	Sig. (2-tailed)	,995	,792	.
	N	85	85	85

Source: primary data processed, 2021

The results of the research using the Spearman's rho method above indicate that in this study there were no symptoms of heteroscedasticity. This is based on the value of Sig. (2-tailed) for each independent variable is above 0.05.

3.3 Multiple Regression Analysis

a. Test the coefficient of determination



The coefficient of determination test was conducted to find out how much the independent variable's ability to contribute to the dependent variable was. The coefficient of determination can be seen in the R Square column in the following table.

Table 5
The Results of The Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,315 ^a	0.099	,077	,990

Source: primary data processed, 2021

The magnitude of the coefficient of determination is 0.99 or 9.9%. This means that the ability possessed by the green product variable and repurchase interest in contributing to customer satisfaction is still small or only 9.9% and the rest is influenced by other variables of 90.1%.

b. Multiple regression test

Multiple regression analysis involves more than one independent variable. In this study, two independent variables were used, namely green product and repurchase interest as the following thickness.

Table 6
Multiple Regression Test Results

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	19,865	2,592	7,662	,000
1 Green Product	,262	,118	2,226	0.029
Repurchase Interest	,197	,095	2,078	.041

Source: primary data processed, 2021

The results that can be written for the regression equation from the table above are $Y = 19,865 + 0.262X_1 + 0.197X_2$. The result of 0.262 for green product means that this variable has a positive effect on customer satisfaction. If in one period there is an increase or increase in the quality of the green product by one unit, it will have an impact on customer satisfaction of 0.262. The result of 0.197 for repurchase intention means that this variable has a positive effect on customer satisfaction. If in one period there is an increase or increase in repurchase interest by one unit, it will have an impact on customer satisfaction of 0.197.

c. Partial hypothesis test (t test)

The significance value of the green product in table 6 above is 0.029, which means that the green product has a significant effect on customer satisfaction. The significance value of repurchase interest in table 6 above is 0.041 which means that repurchase interest has a significant effect on customer satisfaction.

d. Simultaneous hypothesis test (F test)

Sumultan test to determine the effect of independent variables together on the dependent variable.

Table 7
Hypothesis Test Results f

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	8,844	2	4,422	4,510	0.014 ^b
1 Residual	80,403	82	,981		
Total	89,247	84			

Source: primary data processed, 2021

The significance value in the simultaneous test table above is 0.014. it means that in this research green product and repurchase intention together affect customer satisfaction.

3.4 Discussion

a. Effect of green product on customer satisfaction

Hypothesis testing that has been done shows that green products have a significant and positive effect on customer satisfaction at The Icon Cafe in Palopo City. This research is in line with the research of Apriati & Riptiono (2021) which in their research states that green products have a significant and positive effect on customer satisfaction. However, this study is not in accordance with the research of Harcahyo et al. (2021) which says that green products have no effect on consumer satisfaction which is because consumers in buying products pay less attention to green product issues.

b. The effect of repurchase interest on customer satisfaction

Hypothesis testing that has been done shows that repurchase interest has a significant and positive effect on customer satisfaction at The Icon Cafe in Palopo City.



4. Conclusion

- a. Green product has a positive and significant effect on customer satisfaction at The Icon Cafe Palopo
- b. Repurchase intention has a positive and significant effect on customer satisfaction at The Icon Cafe Palopo

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