



# Green Marketing and Consumer Attitude to Repurchasing Interest

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## ARTICLE INFO

## ABSTRACT

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The purpose of this study was to analyze the effect of green marketing and consumer attitudes on the intention to repurchase KFC in Palopo City. This study uses primary data and data collection techniques using questionnaires. The number of samples used in this study was 97 samples. The data analysis technique used is multiple linear regression and processed using SPSS. The results of this study indicate that simultaneously or jointly the green marketing variable and consumer attitudes have an effect on the variable of repurchasing interest. In addition, partially, the green marketing variable has a positive and significant effect on the interest in buying back KFC in Palopo City and the consumer attitude variable has a positive effect on the interest in buying back KFC in Palopo City.

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## 1. Introduction

The need for fast food has become part of the lifestyle in urban communities, giving rise to a variety of restaurant businesses that provide fast food. The more fast food restaurant businesses grow, of course, it will cause problems related to the declining turnover and the consumer's desire to keep going back to shopping, this can also happen to the Kentucky Fried Chicken fast food franchise company.

Kentucky Fried Chicken (KFC) is one of the well-known franchise companies in Indonesia, apart from McD, Pizza Hut and others. Kentucky Fried Chicken (KFC) in 2018 had a total revenue of 26.24 billion US dollars, when compared to 2017 the total revenue of KFC was 24.51 billion US dollars. In addition, the Fried Chicken (KFC) outlets as of December 31, 2020 have reached 689 outlets and in 2020 there are additional 25 KFC outlets, thus the total KFC outlets operating in Indonesia are 714 outlets. The increase in these outlets certainly needs to be balanced with an increase in buying interest in KFC products.

Consumers' repurchase interest needs to be grown through increasing consumer satisfaction in consuming a product. According to [1] buying interest is a psychological force contained in a person that has an impact on taking an action. According to Kotler (2007) in [2] repurchase interest is buying interest based on the buyer's experience that has been done in the past. The decision to repurchase or not to a product arises when consumers have tried a product and there is a desire to like or not to the product. Consumers who are satisfied with the goods and services they have purchased will think about buying back the goods and services they have purchased before.

Consumers in deciding to repurchase a product cannot be separated from the marketing carried out by a company. One marketing that can make consumers interested in buying back a product is *green marketing*. According to Hawkins and Mothersbaugh, 2016, in [3] *green marketing* is a process of marketing products that are assumed to be safe for the environment, while according to [4] *green marketing* is often also referred to as environmental marketing is consistency in all activities carried out. designed in the form of services and facilities for the satisfaction of human needs and desires, which do not have an impact on the natural environment.



*Green marketing* has the advantage of a strategy that makes it easier for the target market to trust a product which has an impact on the development of buying interest, and has an impact on purchasing decisions [5].

Consumer attitudes towards a product are one of the factors in determining individuals to repurchase a product, in the consumer's attitude there is an effort to evaluate an object, whether it is liked or not. According to Kotler and Armstrong (2005) in [2] attitude is an expression of feelings that arise in a person which shows whether a person is happy or not, towards a certain object. Attitudes are evaluations, feelings and individual tendencies that are consistent with an object or idea and attitudes can also put individuals into a mind in moving toward or away from something.

If someone has a positive attitude towards a product, for that the individual pays attention or acts something, for example making a purchase, Hawkins et al (1992) in [6]. Based on research conducted by [7] the positive attitude of consumers towards a brand, will attract consumers' interest in making repeat purchases of the product.

Based on the background described above, the formulation of the problem in this study is how does *green marketing* affect the interest in buying back KFC in Palopo City? And how is the influence of consumer attitudes on the interest in buying back KFC in Palopo City? The purpose of this study was to analyze the effect of *green marketing* and consumer attitudes on the intention to repurchase KFC in Palopo City.

## 2. Methods

The type of research used in this research is quantitative research. According to [20] the purpose of quantitative research is to find the relationship between the variables being tested, test the theory, and look for generalizations that have predictive value.

### 2.1 Types and Sources of Data

The data in this study used primary data. Primary data is data collected by researchers directly through the main source or object of research. Primary data in this study were obtained through questionnaires or questionnaires.

### 2.2 Population and Sample

The population in this study were all KFC consumers who had purchased KFC products at outlets in Palopo City. While the number of samples used in this study was 97 samples.

### 2.3 Test Instrument

The test instruments used in this research are validity and reliability tests. A questionnaire is said to be valid if the questions on the questionnaire have been able to reveal something that will be measured in the questionnaire [21]. A reliable instrument is an instrument which, if used several times to measure the same object, will produce the same data [20].

### 2.4 Data Analysis Techniques

Testing the hypothesis in this research, used multiple linear regression analysis techniques. The purpose of using multiple linear regression analysis technique is to determine the magnitude of the influence between the independent variables on the dependent variable, with the help of the SPSS application. The linear regression equation model in this study can be written as follows:

$$Y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + e$$

Information:

Y = Interest to buy back

X1 = *Green Marketing*

X2 = consumer attitude

$\beta_1$  dan  $\beta_2$  = regression coefficient

$e$  = error rate



## 2.5 Classic assumption test

In order to obtain data analysis results that are in accordance with the test requirements, the regression analyst must meet the classical assumption test, [21]. Classical assumption test in this study consisted of normality, multicollinearity, and heteroscedasticity tests.

## 3. Results and Analysis

### 3.1 Research Result

#### a. Validity test

**Table 1**  
Validity Test Results

Variable	No. Question Items	r Table	r Count	Description
Green Marketing	1	0.20	0.496	Valid
	2	0.20	0.619	Valid
	3	0.20	0.647	Valid
	4	0.20	0.628	Valid
Consumer Attitude	1	0.20	0.357	Valid
	2	0.20	0.632	Valid
	3	0.20	0.553	Valid
	4	0.20	0.561	Valid
Interested in buying again	1	0.20	0.588	Valid
	2	0.20	0.513	Valid
	3	0.20	0.500	Valid
	4	0.20	0.343	Valid
	5	0.20	0.330	Valid

Source: primary data processed, 2021

Based on the results of the data instrument test conducted through SPSS, it can be seen that the value of each question item on each variable shows a value greater than r table 0.20, thus all question items on the variables in this study can be concluded to be valid.

#### b. Reliability Test

**Table 2**  
Reliability Test Results

	Cronchbach Alpha	Description
Green Marketing	0.783	Reliable
Consumer Attitude	0.721	Reliable
Interested in buying again	0.750	Reliable

Source: primary data processed, 2021

Based on table 2, the reliability test shows that all variables (Green Marketing, Consumer Attitudes and Purchase Interest) have a Cronchbach alpha value above 0.6, this means that all variables are reliable. Based on the decision-making criteria for a reliable instrument, that is, if the value of the Cronchbach alpha statistical test is above 0.6, it can be concluded that it is reliable.

### 3.2 Classic assumption test

#### a. Multicollinearity Test

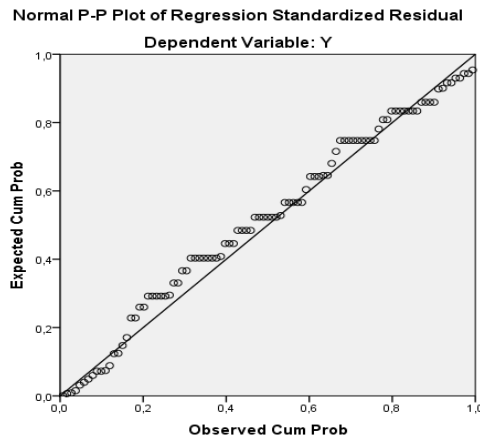
**Table 3**  
Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Green Marketing	0.998	1.002
Consumer Attitude	0.998	1.002

Source: primary data processed, 2021

The results of the classical multicollinearity assumption test in table 3 show that the VIF value on the green marketing variable and consumer attitudes is 1.002 smaller than the tolerance value 0.998 or  $VIF 1.002 < 0.998$  tolerance, and none of the variables has a VIF value greater than 10, thus it can be concluded there is no multicollinearity.

**b. Normality test**



**Fig 1. Normality Test Results**

Source: Primary data processed, 2021

Residual data is normally distributed if the value is close to or on a diagonal line that crosses the observed axis and the expected cumulative probability. Based on the results of normality with the PP plot image, it can be seen that the data is close to the diagonal line, this means that the data is normally distributed.

**c. Heteroscedasticity Test**

**Table 4**  
Heteroscedasticity Test Results

		Green Marketing	Consumer Attitude	Unstandardized Residual	
Spearman's rho	Green Marketing	Correlation Coefficient	1,000	0,046	,023
		Sig. (2-tailed)	.	,654	,823
		N	97	97	97
	Consumer Attitude	Correlation Coefficient	0,046	1,000	,023
		Sig. (2-tailed)	,654	.	,826
		N	97	97	97
	Unstandardized Residual	Correlation Coefficient	,023	,023	1,000
		Sig. (2-tailed)	,823	,826	.
		N	97	97	97

Source: primary data processed, 2021

The results of the heteroscedasticity test are shown in table 4 using the sperman rank test, it is seen that the significance value or (2-tailed) on each variable shows greater than 0.05. The green marketing variable has a significance value or (2-tailed) 0.823 and the consumer attitude variable has a significance value or (2-tailed) 0.826, from the results of the heteroscedasticity test with sperman rank, it can be concluded that there are no symptoms of heteroscedasticity.

**3.3 Multiple Regression Analysis**

**a. Test the coefficient of determination**

**Table 5**  
The Results of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,348 <sup>a</sup>	,121	,102	,824

Source: primary data processed, 2021

In the table of the coefficient of determination the value of R Square is 0.121 or 12.1%. This value can be interpreted that the contribution ability that can be contributed by green marketing and consumer attitudes towards consumer buying interest at KFC Palopo City is 12.1%. it means that there are other variables besides green product and consumer attitudes that can influence consumer buying interest at KFC Palopo city.



## b. Multiple Regression Test

**Table 6**  
Multiple Regression Test Results

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	25.545	2,124	12,028	,000
1 Green Marketing	,170	0,079	2,137	0,035
Consumer Attitude	,249	,084	2,975	,004

Source: primary data processed, 2021

In table 6 above, there is a regression equation model that can be written as follows:  $Y = 25.545 + 0.170GM + 0.249SK$ . From the equation model, it can be explained several things related to the model, namely the constant value of 25,545 which means that the green marketing variable and consumer attitudes do not affect buying interest of 25,545. if the green product and consumer attitudes variables included in the study have a value that is assumed to be equal to 0 then the buying interest variable will remain at a constant value of 25.545. From this discussion, it can be concluded that there are other variables that can influence customer buying interest at KFC Palopo city in addition to the Green Marketing variable and consumer attitudes.

The coefficient value for the Green Marketing variable is 0.170. this can explain that Green Marketing has a positive influence on customer buying interest at KFC Palopo City. This means that if the quality of Green Marketing has increased, there will be an increase of 0.170 assuming that the consumer's attitude is constant.

The coefficient value for the consumer attitude variable is 0.249. this can explain that consumer attitudes have a positive influence on customer buying interest at KFC Palopo City. This means that if the quality of consumer attitudes increases, there will be an increase of 0.249 with the assumption that the value of green marketing is constant.

## c. Partial Hypothesis Test (t test)

Table 6 above shows the values for each variable having a significance value below 0.05 or below the 5% alpha level.

For green marketing, it has a significance value of 0.035. so it means that this variable affects buying interest significantly. With the conclusion that there will be a significant increase in consumer buying interest if there is an improvement in the quality of green marketing carried out by KFC Palopo city.

Consumer attitudes have a significance value of 0.004. so it means that this variable affects buying interest significantly. With the conclusion that there will be a significant increase in customer buying interest if every consumer shows an attitude of interest in KFC products in the city of Palopo.

## d. Simultaneous hypothesis test (f test)

**Table 7**  
Hypothesis Test Results f

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	8,760	2	4,380	6,458	,002 <sup>b</sup>
Residual	63.755	94	,678		
Total	72.515	96			

Source: primary data processed, 2021

The significance value in the f test table above is 0.002. this means that in this study green marketing and consumer attitudes together influence buying interest at KFC Palopo city.

## 3.4 Discussion

### a. The effect of green marketing on repurchase intention

The initial hypothesis in this study is that *green marketing* has a significant effect on repurchase interest, based on the results of the partial test showing that *green marketing* has a positive and significant effect on repurchase interest, thus these results are in accordance with the initial hypothesis.

These results are in accordance with research conducted by [14] in their research analyzing the effect of the green market on repurchase interest in Innisfree products, the results show that green marketing has a positive and significant effect on repurchase interest. Meanwhile, the same results are also shown by research conducted by [22] the results of the study show that green marketing has a positive and significant impact on repurchase interest.

#### b. The influence of consumer attitudes on repurchase intention

The hypothesis of this previous research is that consumer attitudes have a significant effect on consumer buying interest. The results of this study indicate that consumer attitudes have a positive and significant effect on repurchase interest, this means that the results of this study are in accordance with the hypothesis proposed at the beginning.

The results of the study have confirmed the research conducted by [18] whose research results show that consumer attitudes have a positive effect on consumers' repurchase intentions. The results of the same research are also shown by (Umniyya, 2021), the results of his research show that consumer attitudes have a positive effect on consumer buying interest

#### 4. Conclusion

The results of the research have been explained in the results and discussion chapters of this study, for that the conclusions of the research can be written on the following points:

- a. Simultaneously or together the independent variables have an effect on the dependent variable.
- b. The *Green marketing* variable has a positive and significant effect on the interest in buying back KFC in Palopo City.
- c. The consumer's attitude variable has a positive and significant effect on the purchase intention of KFC in Palopo City.

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