

The Influence of Green Marketing Mix on the Purchasing Decision of The Body Shop Products at Lippo Plaza Jember

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Abstract: Green marketing, marketing is done by combining environmental concerns needed by consumers in every marketing activity carried out by the company. The purpose of this study is to determine the effect of green marketing mix on The Body Shop Lippo Plaza Jember products. The results showed that this green marketing mix simultaneously influenced the purchase decision of The Body Shop products at Lippo Plaza Jember. This shows that the better the green marketing mix strategy at The Body Shop Jember, the more purchasing decisions made by consumers will be to buy products at The Body Shop Jember.

INTRODUCTION

Every year, there are about 120 billion packaging of beauty products produced and most of them end up in landfills because they cannot be recycled. This is certainly very concerning. When we take care of ourselves, on the other hand, it actually has a bad impact on the earth. In fact, the Ellen MacArthur Foundation predicts that by 2050 the amount of plastic in the ocean will be more than the number of fish. Seeing this issue, people began to feel anxious and worried about the possibility of various natural disasters that threatened (Maria, 2021).

A survey conducted by Katadata Insight Center (KIC) in 2021 on Consumer Perceptions of Sustainable Products to 3,631 respondents domiciled in almost all regions in Indonesia showed that 62.9% of consumers have purchased sustainable or environmentally friendly products for the reason that 60.5% of consumers buy because they want to preserve the earth. This shows that there is special attention from the community to preserve nature which is reflected in their behavior, namely by buying environmentally friendly products.

The essence of green marketing is actually the same as marketing in general. The difference is that in green marketing, marketing is done by combining environmental concerns needed by consumers in every marketing activity carried out by the company (Ansar, 2013). Combining these activities such as product modification, changes in production and packaging processes, promotional strategies, and increasing consumer awareness to care more about the environment (Pasal, 2016). Green marketing focuses on saving natural resources in production, packaging, and transportation that are in harmony with environmental comfort and safety (Rehman, 2014).

The Body Shop International Limited is an example of a company that implements a green marketing strategy. The company, which is under the auspices of Natura & Co, is engaged in the cosmetics and beauty industry. His work has been very extensive, well-known both domestically and abroad. In Indonesia itself, there are many cosmetic brands that are sold over-the-counter. This makes it a little difficult for consumers to choose products that are good, safe, and

environmentally friendly. However, what The Body Shop offers is somewhat different because it offers products with natural ingredients that are environmentally friendly and no animal testing (Syahbandi, 2012). The basic eco-friendly principle owned by The Body Shop was born from the idea of reusing, recharging and recycling what they can reuse, the great role of business as a determinant of the direction of change is reflected by the emergence of the "triple bottom lines" approach which directs businesses to measure the success of their three supporting pillars, namely profit, people, and planet, which means that the company is not only concerned with profit. but also attaches importance to social aspects (people) and environmental aspects (planet).

The number of cosmetic manufacturers that have sprung up makes The Body Shop required to continue to develop innovative marketing strategies to attract the attention of consumers. Sumarwan et al. (2012) saying that companies that implement green marketing strategies must integrate environmental approaches into the marketing mix, this strategy is called the green marketing mix strategy. Manongko (2018) explained that the Green Marketing Mix consists of four elements, namely Green Product, Green Price, Green Place, and Green Promotion. Kotler and Keller in Ismardiansyah (2016) explained that manufacturers who implement green marketing must offer products that do not have a negative impact on the environment, but that are beneficial to the environment. Green products are designed and processed in a way to reduce the effects that can pollute the environment, both in production, distribution, and consumption (Handayani, 2012). Green products do not harm humans and do not result in cruelty to animals (Kasali in Pamungkas, 2015).

The Body Shop has created its products with the concept of green products. Reporting from the official website of The Body Shop, The Body Shop claims that its products are 100% vegetarian and 60% vegan. And from this 60% value, The Body Shop continues to strive to make its products up to 100% vegan. The Body Shop also avoids testing product tests on animals. The Body Shop conducts extensive testing using three main test methods involving computer and network data created in laboratories to ensure its products are safe, effective and animal friendly.

The Product Categories Produced by The Body Shop include body care, facials, hair care, fragrances, cosmetics, and gifts. All products are packaged using simple and environmentally friendly designs. This is the long-term goal of The Body Shop, which is to create sustainable products so that product packaging can be recycled. Today, more than 68% of The Body Shop product packaging is recyclable. And gradually, The Body Shop has targeted that by 2025, 100% of its product packaging will be recyclable. In addition, The Body Shop also provides a refill station, where consumers can bring their product packaging that has run out and refill their products on this machine at a more economical price. This concept was created by The Body Shop in order to reduce plastic pollution so that single-use plastic packaging can continue to decrease.

The next implementation of green marketing is the green price or price of a green product. Green price according to Himawan (2016) is a sum of money that must be paid for the suitability of the value of an environmentally friendly product. Shabani et. Al. (2013) explains that most eco-friendly products are offered at a higher price than similar products that are not environmentally friendly. This is supported by the statement of Larassati (2017) that the reason why green products have a relatively more expensive price is because of additional costs in modifying the production process, packaging that uses high technology and also the waste disposal process. The Body Shop has varying prices. Here are the prices set by The Body Shop in one of its e-commerce, Shopee:

Table 1.1
The Body Shop Product Price List

Category	Price Range
<i>Body Care</i>	IDR.34.000 - IDR.599.000
<i>Skin Care</i>	IDR.39.000 - IDR.999.000
<i>Fragrance</i>	IDR.114.000 - IDR.1.290.000
<i>Hair Care</i>	IDR.49.000 - IDR.349.000
<i>Make Up</i>	IDR.59.000 - IDR.699.000
<i>For Men</i>	IDR.99.000 - IDR.398.000
<i>Gifts Collection</i>	IDR.89.000 - IDR.1.399.000
<i>Accessories, Brushes, and Tools</i>	IDR.27.000 - IDR.899.000

Source : Shopee E-commerce, 2023

The price offered can create an exclusive image and a luxurious impression for consumers when using their products because the products created have values that are difficult to imitate other competitors. However, it is not uncommon for The Body Shop to also often provide various discounts for consumers, especially to members. On big days such as Indonesia's independence day, Eid al-Fitr, Christmas, New Year, and other big days, The Body Shop also always provides good deals. This is done to attract the attention of consumers.

The third implementation of the green marketing mix is green place or distribution of green products. Green place is the activity of placing green products in the right market, namely with consumers who are aware of the environment. Queensland Government in Syahbandi (2012) revealed that companies that want to achieve success in selling environmentally friendly products, then the company must be able to place its products widely in the market so that the product can be recognized. In addition, placing products widely can also provide effective efficiency value for potential buyers and improve closer relationships between producers and consumers. So, it should be if this distribution channel must pay attention to the ease of consumers in obtaining products without spending a lot of energy and fuel. In other words, environmentally friendly distribution channels must make a product available to consumers, so that a product can be affordable to its consumers or consumers do not find it difficult to get the product they want.

Today, The Body Shop is growing very rapidly. In Indonesia alone, The Body Shop already has more than 150 outlets spread across major cities in Indonesia. The choice of location in the city center is considered strategic because of its position that is easy to find. The location selection is also adjusted to the target market of The Body Shop which tends to target consumers with middle to upper economies and the thoughts of city residents who are considered more open to environmental issues. In Jember City itself, The Body Shop places its outlets in a large mall, namely at Lippo Plaza Jember, on Jl. Gajah Mada. The concept of the outlet is to carry the theme of go green which can be seen from the selection of dominating green colors, the use of LED

lights for lighting, and store design with an environmentally friendly concept, for example the use of furniture made of wood, bamboo or other recycled materials. Not to forget, The Body Shop also provides writings containing information related to information on the natural ingredients of its products or writing information on campaigns that have been carried out.

The implementation of the last green marketing mix strategy is green promotion. Green promotion is a series of promotional activities related to how companies change people's perception of environmentally friendly products (Priansah, 2017). Manongko (2018) added that this promotional activity also aims to influence consumers in purchasing environmentally friendly products. Kristina (2018) divides green promotion into 3 types, namely: (1) campaigns that discuss the relationship between products or services and the biophysical environment, (2) campaigns that promote a green lifestyle by highlighting a product or service, and (3) campaigns that present the company's image from environmental responsibility. The Body Shop conducts promotional activities by associating environmental care values. For example, The Body Shop program is "Bring Back Our Bottles", where in the program The Body Shop tries to educate consumers by inviting consumers to participate in reducing environmental pollution due to plastic waste by returning empty product packaging to official outlets so that it can be recycled again. In online media, such as on the official website, Instagram, Twitter, Facebook, TikTok, Shopee, Lazada, and Tokopedia, The Body Shop also conducts its promotions Not only informing the natural content of the product and the safety of its products, but also always consistent in campaigning for the values of caring for the environment. Here are some of the tracks of the day of The Body Shop.

Table 1.2
Track Haritage The Body Shop

Year	<i>Haritage</i>
1986	The Save the Whales campaign was launched, in collaboration with Greenpeace (a world environmental organization).
1990	The Body Shop Foundation, a charity that funds human rights, animals, and environmentalist groups was founded.
1996	The Againts Animal Testing campaign managed to collect 4 million signatures, the biggest achievement at the time, and took it to the European Commission.
2002	Launched a global campaign with Greenpeace International to support renewable energy.
2008	The Body Shop introduced 100% recycled PET bottles from customers' used products.
2012	Relaunching the Against Animal Testing campaign, now collaborating with Cruelty Free International as a partner.
2016	The Bio-Bridges program works with the World Land Trust (an environmental conservation charity) to help regenerate forests and protect against exploitation, poaching and illegal farming industries.
2017	Launch of the World Bio-Bridges Mission (building connections between fragmented habitats in an ecosystem to help the breeding of endangered species and help local communities to live better). Where this program is a commitment to restore the sustainability of areas that are threatened with extinction and damage. TBS targets the construction of 10 new Bio-Bridges by 2020.

Source: The Body Shop Website

According to Kotler & Armstrong (2018), the purchase decision is a stage of the consumer regarding the decision-making process in purchasing. These stages include problems/needs, information search, alternative evaluation, purchase decisions, and post-purchase behavior. Purchase decisions can also be influenced by consumer behavior in buying a good or service (Banchin, 2021). With the rampant issue of environmental damage, it can be seen that current consumer behavior is starting to switch to more environmentally friendly products. The green marketing strategy is considered to be a suitable strategy in influencing consumer purchase decisions.

Referring to research from Fatur Rahman, et al. (2017), Luh Made, et al. (2017), Putri and Arry (2018), Husnan and Ni Made (2020), I Putu, et al. (2022), Siti and Yustina (2022), and Ayu, et al (2023) concluded that variable green products, green prices, green places, and green promotions affect purchasing decisions. Meanwhile, the results of Nadia and Heni's (2023) research concluded that the green product and green place variables have an effect on consumer purchase decisions, while the green price and green promotion variables have no effect on consumer purchase decisions. And research from Ahmad Guspul (2018) which states that the variables of green product, green price, green place, and green promotion have no effect on consumer purchase decisions. Based on the difference in results from previous research and the rampant phenomenon of environmental damage issues that occur today, researchers are interested in conducting this study to see if the green marketing mix strategy implemented by The Body Shop is able to influence consumer purchasing decisions. Therefore, the researcher chose the title "The Influence of Green Marketing Mix on the Purchase Decision of The Body Shop Products at Lippo Plaza Mall Jember". The reason why the researcher chose The Body Shop as the object of research is because The Body Shop is a large company that pioneers and carries the concept of green marketing business, which is very beneficial for human survival on earth in the midst of rampant environmental damage issues. In addition, The Body Shop strives to build a strong identity by informing the advantages of its products through promotional activities in every environmental action. In addition to the products they have are useful, it can also foster public awareness of the importance of caring for the environment.

RESEARCH METHODS

Variable Identification

Research identification contains the identification and classification of the variables studied according to their type and role in the study. This is to determine the method of data collection and what data analysis technicians will be used. The variables in this study are divided into two, namely independent variables consisting of green product, green price, green place, and green promotion, and dependent variables, namely purchasing decisions. The following is an explanation of each variable in this study. The free variable is marked with the symbol X. The free variables in this study are green product (X1), green price (X2), green place (X3), and green promotion (X4). The dependent variable is marked with the symbol Y. The dependent variable of this study is the purchase decision (Y).

Population, Sample and Sampling Techniques

The sample is part of the population. The population according to this study is consumers at The Body Shop Lippo Plaza Jember. While the sample in this study is that respondents have

purchased The Body Shop products with at least one purchase; Respondents were aged 15 to 60 years. Sampling is carried out by the purposive sampling method, which is a sample collection technique based on certain considerations (Sugiyono, 2017). Determination of a sample of 100 respondents.

Data Collection Techniques

Data collection method is a systematic step or process in collecting, recording and presenting facts for research purposes (Sumarsono, 2004). The data collection methods used in this study include: Interviews, data collection by meeting resource persons and asking for information needed for research needs. This is done to dig up information and test the correctness of information obtained by researchers from other sources;

Questionnaires in the form of questions or statements are distributed to respondents in accordance with the problems being researched to obtain respondent data (Sugiyono, 2017). Data collection was carried out by asking written questions about the variables to be studied to consumers of The Body Shop Jember products to obtain additional information about the research topic.

Literature study is a way of collecting data sourced from journals, articles and the internet related to the research topic. Where in this case the researcher takes references from reading books or magazines related to the problem being researched, thesis or thesis as a reference for previous research, and by browsing the internet to find articles and journals or data that can help the results of the research.

RESULTS AND DISCUSSION

Data Analysis Results

Test Data Instruments

The instrument test consists of a validity test and a reliability test, the purpose of the instrument test is to find out whether the data obtained from the distribution of the questionnaire in this study has a high level of accuracy and consistency.

Validity Test

Table 2.1
Validity Test Result

Variable	Item	r Calculate	r Table
<i>Green Product (X1)</i>	X1.1	0,508	0,165
	X1.2	0,781	0,165
	X1.3	0,557	0,165
	X1.4	0,829	0,165
	X1.5	0,723	0,165
<i>Green Price (X2)</i>	X2.1	0,720	0,165
	X2.2	0,840	0,165
	X2.3	0,739	0,165
	X2.4	0,735	0,165
<i>Green Place (X3)</i>	X3.1	0,692	0,165
	X3.2	0,707	0,165
	X3.3	0,780	0,165

	X3.4	0,794	0,165
	X3.5	0,616	0,165
<i>Green Promotion (X4)</i>	X4.1	0,738	0,165
	X4.2	0,880	0,165
	X4.3	0,713	0,165
Purchase Decision (Y)	Y.1	0,918	0,165
	Y.2	0,931	0,165
	Y.3	0,865	0,165
	Y.4	0,873	0,165

Source : Data Processed

Tabel diatas menunjukkan bahwa masing-masing indikator variabel terjadi korelasi, Dimana r hitung lebih besar dari r tabel dengan signifikasi kurang dari 0,05. Maka dapat disimpulkan bahwa semua item pertanyaan pada setiap variabel adalah valid.

Reliability Test

Table 2.2
Reliability Test Result

Variable	Cronbach Alpa	Cronbach Ordinances Alpa
<i>Green Product (X1)</i>	0,685	0,6
<i>Green Price (X2)</i>	0,803	0,6
<i>Green Place (X3)</i>	0,695	0,6
<i>Green Promotion (X4)</i>	0,637	0,6
Purchase Decision (Y)	0,711	0,6

Source : Data Processed

Table 2.2 shows that the cronbach alpha value for each variable > 0.60 . Therefore, it can be concluded that the questionnaire is reliable and reliable.

Multiple Linear Regression Analysis

Table 2.3
Multiple Linear Regression Analysis Result

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
	1 (Constant)	-7,205	1,811		-3,979
<i>Green product</i>	,328	,123	,237	2,671	0,009
<i>green price</i>	,128	,103	,208	2,240	0,007
<i>green place</i>	,728	,159	,371	4,580	0,000
<i>Green promotion</i>	,240	,088	,208	2,717	0,008

a. *Dependent Variable:* Purchase Decision

Source : Data Processed

Table 2.3 shows that the results of multiple linear regression analysis obtained the

regression coefficient for the green product variable (X1) of 0.328, then the green price (X2) of 0.128, the green place variable (X3) of 0.728, and the green promotion variable (X4) of 0.240. So the equation obtained from the table above is:

$$Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + b_4.X_4 + e$$

$$Y = -7,205 + 0,328 X_1 + 0,128 X_2 + 0,728 X_3 + 0,240 X_4 + e$$

The regression equation shows a positive relationship between green product (X1), green price (X2), green place (X3), and green promotion (X4) with purchase decisions (Y). This means that the better the green product (X1), green price (X2), green place (X3) and green promotion (X4), the higher the consumer's purchase decision (Y).

Data Normality Test

Table 2.4
Data Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,85880778
Most Extreme Differences	Absolute	,074
	Positive	,046
	Negative	-,074
Test Statistic		,074
Asymp. Sig. (2-tailed)		,155 ^c

Source : Data Processed

Table 2.4 shows that the value generated in Asymp Sig. (2-tailed) is 0.155, which can be said that the value of Asymp Sig. 0.155 is greater than 0.05, so it can be said that the data is normally distributed.

Multicollinearity Test

Table 2.5
Multicollinearity Test Result

Variabel	Tolerance	VIF
<i>Green product</i>	0,451	2,219
<i>Green price</i>	0,469	2,132
<i>Green place</i>	0,54	1,853
<i>Green promotion</i>	0,604	1,654

Source : Data Processed

Table 2.5 shows that the independent variables in this study do not occur multicollinearity, as evidenced by the tolerance value in each variable of more than 0.10 and has a VIF value of

less than 10.

Heteroscedasticity Test

Table 2.6
Heteroscedasticity Test Result

Type	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
	<i>(Constant)</i>	3,729	1,130		
<i>Green product</i>	-,092	,077	-,164	-1,203	,232
<i>green price</i>	,088	,064	,183	1,364	,175
<i>green place</i>	-,058	,099	-,073	-,587	,558
<i>Green promotion</i>	-,029	,055	-,063	-,532	,596

a. *Dependent Variable: RES2*

Source : Data Processed

Table 2.6 shows that the independent variables Green Product (X1), Green Price (X2), Green Place (X3) and Green Promotion (X4) have significant values greater than 0.05, so it can be said that there is no heterokedasticity in the multiple regression model in this study.

Hypothesis Test Results

Test t

Table 2.7
Test Result t

Variable	t count	Sig
<i>Green Product (X1)</i>	2,671	0,009
<i>Green Price (X2)</i>	2,240	0,007
<i>Green Place (X3)</i>	4,580	0,000
<i>Green Promotion (X4)</i>	2,717	0,008

Source : Data Processed

Test Result t (H1)

It is known that the value of Sig. for the influence of X1 on Y is $0.009 < 0.05$ and the t-value of Calculate $2.672 > t$ table 1.982. So it can be concluded that H0 is rejected and H1 is accepted, which means that there is an influence between green product (X1) and purchase decision (Y).

Test Result t (H2)

It is known that the Sig. value for the influence of X2 on Y is $0.007 < 0.05$ and the t-value of $2.240 < t$ table 1.982. So it can be concluded that H0 is rejected and H2 is accepted, which means that there is an influence between the green price (X2) and the purchase decision (Y).

Test Result t (H3)

It is known that the Sig. value for the influence of X3 on Y is $0.000 < 0.05$ and the t-value of Calculate $4.578 > t$ table 1.982. So it can be concluded that H0 is rejected and H3 is accepted, which means that there is an influence between green place (X3) and purchase decision (Y).

Test Result t (H4)

It is known that the value of Sig. for the influence of X4 on Y is $0.008 < 0.05$ and the t-value of Calculate $2.717 > t$ table 1.982. So it can be concluded that H0 is rejected and H4 is accepted, which means that there is an influence between green promotion (X4) and purchase decisions (Y).

Test F

Table 2.8
Test Result F

ANOVA ^a						
Type		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	238.141	4	59.535	31.624	.000 ^b
	Residual	178.849	95	1.883		
	Total	416.990	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X2, X1, X3

Source : Data Processed

Based on the results of the first model f test in the table above, the F value of 31.624 is greater than the table f value of 2.700 with a significance level of 0.000 or < 0.05 , then simultaneously the X variable affects the Y variable.

Determination Coefficient Test Results (R2)

Table 2.9
Determination Coefficient Test Results (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867 ^a	.856	.855	1.22715

a. Predictors: (Constant), X4, X1, X3, X2

Source : Data Processed

The results of the regression calculation in the table above can be seen that the determination coefficient (adjusted R square) obtained is 0.855. This means that 85.5% of The Body Shop product purchases can be explained by green products, green prices, green places and green promotions, while the remaining 14.5% of The Body Shop product purchases are influenced by other variables that are not examined in this study.

Discussion

The Influence of Green Products on The Body Shop Product Purchase Decision at Lippo Plaza Jember

The increasing public awareness of the issue of environmental damage has made changes in their behavior in buying products, namely tending to choose environmentally friendly products. And consumers see The Body Shop as a company that has a commitment to sustainability and responsible business practices. The products use natural ingredients, do not contain chemicals,

the packaging is recyclable, and the products have good durability, so consumers tend to trust and decide to buy The Body Shop products. So in this case, the green product strategy implemented by The Body Shop can influence consumer purchase decisions.

The Effect of Green Price on the Purchase Decision of The Body Shop Products at Lippo Plaza Jember

Although the price of a green product is higher than that of a non-environmentally friendly product, consumers who care about the environment will tend to see the value of a green product they buy. They are willing to pay a higher price to support sustainable practices and to source products that are considered more environmentally friendly. Looking at the price set by The Body Shop, consumers consider the price to be still in the affordable category and have good price competitiveness compared to other similar products. The price is also in accordance with the quality and benefits that will be obtained. Thus, the green price of The Body Shop products can affect consumers' purchasing decisions.

The Influence of Green Place on the Purchase Decision of The Body Shop at Lippo Plaza Jember

The location chosen by The Body Shop is quite strategic, namely in a downtown mall with the right target market. This location can be passed by pedestrians and public transportation so that the location is included in the category of locations that consider environmental issues. The location of The Body Shop also provides spacious parking so that consumers feel comfortable leaving their vehicles, both motorbikes and cars, when they want to buy The Body Shop products. The Body Shop outlet is designed with an environmental theme, such as some of its furniture that uses environmentally friendly materials such as wood, bamboo, or recycled materials; the application of energy-saving technologies such as the selection of LED lights for lighting, natural ventilation systems, and the use of energy-efficient equipment; the addition of natural elements to the decoration such as ornamental plants, green wall wallpaper, and the use of soothing natural colors; as well as educational information provided to educate customers about sustainable practices and green initiatives undertaken by The Body Shop. The concept of this environment-themed outlet is one of the things that attracts the attention of consumers because it has a positive brand image that reflects the company's concern for the environment. A natural and soothing design can create a more enjoyable shopping experience so that consumers will feel comfortable and tend to spend more time in the store and eventually make a purchase. In addition, the placement of information about sustainability and eco-friendly products can influence consumers' purchasing decisions because consumers will feel they are contributing to greater environmental conservation efforts. Coupled with various types of cosmetic and beauty products available at the outlet, making it easier for consumers to make purchases. From the description above, it can be concluded that The Body Shop's green place strategy can improve consumer purchasing decisions.

The Effect of Green Promotion on the Purchase Decision of The Body Shop at Lippo Plaza Jember

Green promotion can increase consumer awareness about the sustainable practices implemented by The Body Shop and the importance of choosing environmentally friendly products. This can make consumers more likely to prefer products from brands that promote sustainability values. Promotions that emphasize The Body Shop's commitment to the environment can also reinforce consumers' perception of the brand as a leader in sustainability. This can increase consumer

confidence and make them more motivated to buy products from The Body Shop. Additionally, consumers are more likely to reward brands that openly promote sustainable practices. They will prefer products from brands that pay attention to environmental issues and contribute to environmental conservation. So, in this case, green promotion from The Body Shop can improve consumer purchase decisions.

The Influence of Green Marketing Mix on the Purchase Decision of The Body Shop Products at Lippo Plaza Jember

By implementing a green marketing mix, The Body Shop has succeeded in building a strong and trusted brand image among consumers who care about the environment. Consumers feel that by buying The Body Shop products, they are not only getting quality products but also contributing to environmental preservation and social welfare. This increases the emotional and moral satisfaction of consumers, which in turn drives positive purchasing decisions and long-term loyalty.

CONCLUSION

Green products have a significant effect on product purchase decisions at The Body Shop Lippo Plaza Mall Jember. This is because The Body Shop sells quality products that are made from natural ingredients, do not contain chemicals, the packaging is recyclable, products are environmentally certified, and the durability of the product is quite good, so that with this all consumers feel interested in buying The Body Shop products.

Green price has a significant effect on product purchase decisions at The Body Shop Lippo Plaza Mall Jember. This is because consumers not only look at the price but also the value of buying a green product. On the other hand, consumers feel that the price set by The Body Shop is still affordable and has good price competitiveness compared to other similar products. In addition, the price is also in accordance with the quality and benefits that will be obtained. So that with this all consumers feel interested in purchasing The Body Shop products.

Green place has a significant effect on product purchase decisions at The Body Shop Lippo Plaza Jember. This is because The Body Shop chooses a strategic location, namely in a downtown mall with the right target market; provide spacious and comfortable parking; and its outlet designed with an environmental theme. All of this attracts the attention of consumers so that it can influence consumers to make purchases.

Green promotion has a significant effect on product purchase decisions at The Body Shop Lippo Plaza Mall Jember. This is because The Body Shop's attractive promotion is by campaigning for environmental activities and inviting consumers to live a healthy life by highlighting their products. So that consumers feel interested and want to contribute to preserving and protecting the environment.

The green marketing mix has a simultaneous effect on the purchase decision of The Body Shop products at Lippo Plaza Mall Jember. This is because in addition to its quality products, The Body Shop also provides a positive image in the eyes of consumers with product strategies, prices, locations, and promotions implemented. So that consumers feel interested in contributing by purchasing The Body Shop products.

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