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GREEN PROMOTION TO REPURCHASE INTENTION MEDIATION GREEN PACKAGING

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Abstract: The purpose of this study was to find out and analyze the effect of green promotion on repurchase intention mediated by green packaging directly or indirectly in Kediri City SMEs that apply green packaging. The population in this research is all Kediri City MSME consumers who implement green packaging. The sample in this study used purposive sampling of 80 people. The approach used inthis research is a causal approach. The data collection technique in this research uses a questionnaire technique. Data analysis techniques in this study used a quantitative approach using statistical analysis using Outer Model Analysis, Inner Model Analysis, and Hypothesis Testing. Data processing in this research uses the PLS (Partial Least Square) software program. The results of this study prove that directly green packaging and green promotion have a significant effect on repurchase intention, green promotion has a significant effect on green packaging, and indirectly green packaging is able to mediatethe effect of green promotion on repurchase intention in MSMEs in Kediri City.

Keywords: Green Packaging, Green Promotion, Repurchase Intention

1. Introduction

Nowadays people are worried that global warming can cause environmental damage. Thisis what makes them start choosing to use environmentally friendly products and pay attention to business activities carried out by companies around them. There is a widespread growth in interest shown by marketing academics and implementers of marketing activities in looking at the impact of green marketing to promote the manufacture of products that have a positive impact on the environment (Bhattacharya, 2011). According to Haryoso (2010), with this awareness, companies began to implement a marketing strategy to overcome this problem, which is known as green marketing.

Many companies have started to implement green practices which generally state that they protect theenvironment by producing products that are made with minimal environmental damage because the products are produced in an environmentally friendly process (Tzschentke et al., 2008).

From the results of the explanation of the background of the problems above, the formulation of theproblem in this study is as follows:

1) Is there an effect of green promotion on repurchase intention?
2) Is there an effect of green packaging on repurchase intention?

3) Is there an influence of green promotion on green packaging?
4) Is there any effect of green packaging in mediating green promotion on repurchaseintention?

2. Literature Review

Repurchase Intention

Repurchase intention (Atkins & Bowler, 2016) is "Repurchase intention is the individual's judgment about buying again a designated service from the same company, taking into account his or her current situation and possible circumstances". Meanwhile, according to Saputra, et al. (2020) Repurchase Intention is a purchase activity that is carried out more than once or several times. Indicators of repurchase intention include: 1. Interest in repeat orders; 2. Preference interests; and 3. Explorative interest (Priansa, 2017).

Green Promotion

Environmentally friendly promotion or Green Promotion is a process of introducing environmentally friendly products to the public with various environmentally friendly actions or actions. Companies that use green promotional strategies for consumers and the environment will implement continuous communication intensively in increasing public knowledge of environmentally friendly products (Nisa, 2019). According to Kotler & Armstong (2011), green promotion indicators are the credibility of environmentally friendly products and promotions using communication practice tools.

Green Packaging

According to Zhao et al. (2012) green packaging is packaging made from natural plants, can be recycled or used repeatedly, is susceptible to degradation and encourages sustainable developmentwhere the packaging is not harmful to the environment and the health of living things. Indicators of green packaging according to Santoso & Fitriyani (2016) include: a) Green product packaging can be recycled; b) Green product packaging can be reused; c) Green product packaging is made from recycled materials and d) Green product packaging does not use hazardous materials.

Green Promotion Against Repurchase Intention

Febriani (2019) states that green promotion has a positive influence and a significant relationship to purchasing decisions by consumers who are environmentally conscious. Furthermore, Choiroh (2020) in his research concluded that green promotion has a positive and significant influence on repurchase intention and purchases of green products by consumers.

Hypothesis 1: There is an influence of green promotion on repurchase intention.

Green Packaging Against Repurchase Intention

Previous research from Gidey (2017) shows that interactions between consumers with positive attitudes towards green products that will attract consumers' attention, including packaging, can act as a means of differentiation and create good attitudes towards all types of stages of consumer buying behavior.

Hypothesis 2: There is an effect of green packaging on repurchase intention.

Green Promotion Against Green Packaging

Research by Agariya, et al. (2012) stated that the green packaging applied by companies to green promotion to consumers has a significant effect. Next research by Dhurup, et al. (2014) stated that together green packaging can act as greenpromotion within the company

to increase repurchase intention for consumers.

Hypothesis 3: There is an effect of green promotion on green packaging.

Green Packaging Mediates Green Promotion Against Repurchase Intention

Packaging that is considered to be of low quality will cause product failure in the market. Therefore it is very important to further define packaging standards and implement them as apromotional tool for these products (Deliya & Parmar, 2012). The main use of packaging is to protect products, but packaging can play an important role in attracting consumers to a company's products. Packaging can also be used as a promotional tool for product sales for companies. Packaging is used by companies to stimulate consumer buying behavior thereby increasing sales (Zekiri & Hasani, 2015).

Hypothesis 4: There is an effect of green packaging mediating green promotion on repurchase intention.

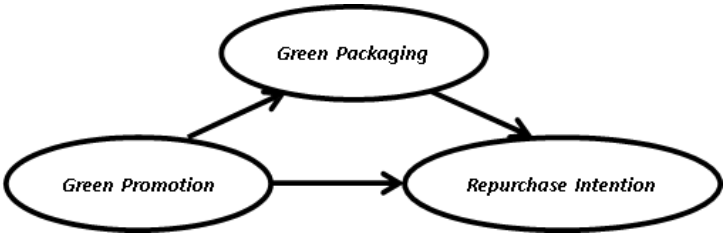

Figure 1: Research Model

3. Method

Research Approach

The type of research used in this research is descriptive and associative method. The definition of descriptive method according to Sugiyono (2016) is a problem formulation relating to questions regarding the existence of independent variables, whether only on one variable or more. While the associative method is associative research which is research that aims to determine the relationship between two or more variables.

Data

There are two data used in this study, namely primary data and secondary data. Primary data is data collected by researchers directly by distributing questionnaires online. Secondary data is data collected by researchers from various existing sources, such as books, journals, articles,theses and others.

Data collection technique

Data collection techniques in this study used observation, interviews, documentation, literature and questionnaires. The measurement scale used by researchers in the questionnaire is the Likert scale. The Likert scale is used to measure attitudes, opinions and perceptions of a personor group of people about social phenomena (Sugiyono, 2013).

Population, Sample and Sampling Technique

Sugiyono (2016) states that the population is an area of generalization of objects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study were consumers Kediri City SMEs that have implemented green packaging. These SMEs are Getuk Madu Manis banana No.16 in Kampung Dalem Village and Sego Besek in Mrican Village, Mojoroto. While the sample is part of the

number and characteristics possessed by the population. The number of samples in this study were 80 respondents. The sampling technique in this study used a *purposive sampling* technique, namely a sampling technique with certain considerations.

Data analysis method

Data analysis techniques in this study used statistical analysis by using the Outer Model Analysis test, Inner Model Analysis, and Hypothesis Testing. Data processing in this study uses the PLS (Partial Least Square) software program.

4. Result and Discussion

Descriptive data describes the circumstances or conditions of the respondents that need to be considered as additional information to understand the results of the research. The characteristics of the respondents in this studywere based on gender, age and occupation (Table 1).

Table 1. Data on Characteristics of Research Respondents

Characteristic	Frequency	Percentage
Gender		
1. Female	55	69%
2. Male	25	31%
Age		
1. < 20 Years	15	19%
2. 20-35 Years	50	62%
3. > 35 Years	15	19%
Work		
1. Employees	72	90%
2. Students	3	4%
3. Others	5	6%

Source: 2023 Data Processing Results

Based on the table it can be seen that the research respondents based on gender were 55 women and 25 men. Based on age < 20 years as many as 15 people, aged 20-35 years as many as 50 people and ages over 35 years as many as 15 people. Based on profession, there are 72 employees, 3 students and 5 others (housewives, farmers, entrepreneurs, etc.).

Results

The author in this study presented a questionnaire consisting of 6 statements for the green promotion variable (X), 12 statements for the green packaging variable (Z) and 9 statements for the repurchase intention variable (Y).

Outer Model Analysis Validity test

Convergent validity consists of three tests, namely item reliability (validity of each indicators), composite reliability, and average variance extracted (AVE). Validity convergence is measured by the outer loading value, if the outer loading value is greater than 0.7 then the indicator is declared valid (Ghozali and Latan, 2015).

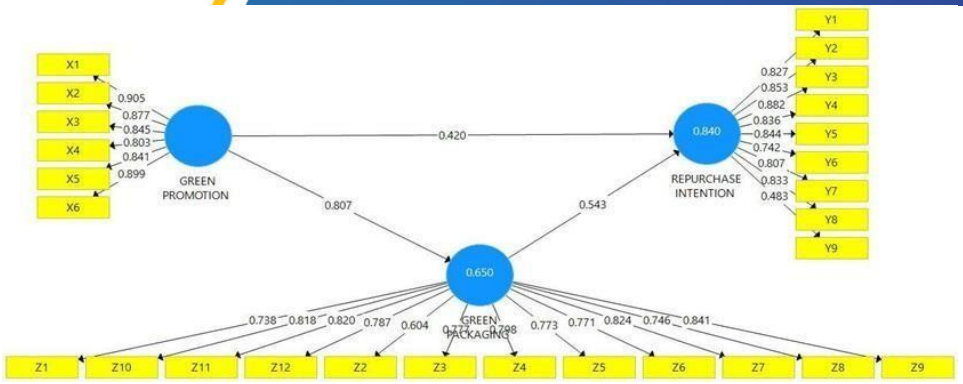

Figure 2. Standardized Loading Factor Inner dan Outer Model
Source: 2023 Data Processing Results

From the picture above it can be seen that all loadings are worth more than 0.5 so it doesn't need to be set aside. Each indicator is valid for explaining latent variables, namely green promotion, green packaging and repurchase intention. Furthermore, AVE, the standard is if the AVE value is above 0.5, it can be said that the construct has good convergent validity.

Table 2. Average Variance Extracted (AVE) Results

Variabel Laten	Average Variance Extracted (AVE)
Green Packaging	0.604
Green Promotion	0.744
Repurchase Intention	0.636

Source: 2023 Data Processing Results

Based on the table above, it shows that the AVE value for Green Packaging is 0.604; Green Promotion of 0.744; Repurchase Intention of 0.636. The three variables have an AVE above so that the construct has good convergent validity where the latent variable can explainan average of more than half of the variance of the indicators. The following are the discriminant validity values for each indicator.

Table 3. Discriminant Validity

Indicator	*Green Packaging*	*Green Promotion*	*Repurchase Intention*
X1	0.758	0.905	0.769
X2	0.696	0.877	0.708
X3	0.720	0.845	0.758
X4	0.610	0.803	0.692
X5	0.662	0.841	0.707
X6	0.716	0.899	0.800
Y.1	0.734	0.722	0.827
Y.2	0.742	0.770	0.853
Y.3	0.781	0.766	0.882
Y.4	0.793	0.669	0.836
Y.5	0.794	0.748	0.844
Y.6	0.620	0.701	0.742
Y.7	0.708	0.668	0.807
Y.8	0.715	0.650	0.833

Y.9	0.316	0.393	0.483
Z.1	0.738	0.597	0.685
Z.10	0.818	0.669	0.676
Z.11	0.820	0.676	0.703
Z.12	0.787	0.579	0.637
Z.2	0.604	0.505	0.504
Z3	0.777	0.601	0.680
Z.4	0.798	0.565	0.780
Z5	0.773	0.577	0.703
Z.6	0.771	0.702	0.823
Z.7	0.824	0.774	0.702
Z.8	0.746	0.551	0.581
Z.9	0.841	0.668	0.687

The table above shows that *the discriminant validity* or *loading factor* values for each variable has a higher correlation with its variable than with other variables. This shows the placement of indicators on each variable was right.

Reliability Test

The rule of thumb used for *composite reliability* values is greater than 0.6 as well *Cronbach's alpha* value is greater than 0.6.

Table 4. Composite Reliability Results

Variable	*Cronbach's Alpha*
Green Packaging	0.940
Green Promotion	0.931
Repurchase Intention	0.925

Source: 2023 Data Processing Results

Based on the table shows that the value of *composite reliability* for *Green Packaging* of 0.940; *Green Promotion* of 0.931; *Repurchase Intention* of 0.925. The three latent factors obtained *Cronbach's alpha* values above 0.6 so it can be said that all factors have good reliability or dependability as a tool.

R-Square

Table 5. R Square Result

Dependen	R Square	R Square Adjusted
Green Packaging	0.650	0.646
Repurchase Intention	0.840	0.836

Source: 2023 Data Processing Results

F-Square

Tabel 6. Nilai F-Square

Variabel	*F-Square*
Green Promotion -> Repurchase Intention	0,386
Green Promotion -> Green Packaging	1,861
Green Packaging -> Repurchase Intention	0,643
Green Promotion -> Repurchase Intention Through *Green Packaging*	0,438

Source: 2023 Data Processing Results

Mediation Effect

The purpose of direct effect analysis is useful for testing the hypothesis of the direct influence of a variable that influences (exogenous) on the variable that is influenced (endogenous) (Juliandi, 2018b).

Direct Effect

The purpose of direct effect analysis is useful for testing the hypothesis of the direct influence of a variable that influences (exogenous) on the variable that is influenced (endogenous) (Juliandi, 2018b).

Tabel 7. Direct Influence Path Coefficient Results

Hypothesis	Original Sample(O)	Standard Deviation(STDEV)	T Statistics (|O/STDEV|)	P Values
Green Packaging-> Repurchase Intention	0.543	0.095	5.697	0.000
Green Promotion-> Green Packaging	0.807	0.049	16.467	0.000
Green Promotion-> Repurchase Intention	0.420	0.103	4.066	0.000

Source: 2023 Data Processing Results

The test criterion is to reject Ho if t count >α= 0.05 or Pvalue >α= 5% or 0.05.

Indirrect Effect

Table 8. Result Path Coefficient Indirect Influence

Hypothesis	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Green Promotion-> Green Packaging-> Repurchase Intention	0.438	0.086	5.084	0.000

Source: 2023 Data Processing Results

The testing criteria is to reject H0 if t count >α= 0.05 or P value <α= 5% or 0.05. From the table above, it can be seen that the t statistic value for Green Promotion on Repurchase Intention is mediated by Green Packaging of 5,084 and a P value of 0,000. If compared with the value α= 0.05, 0.000 < α= 0.05 so H0 is rejected. Thus, it can be concluded that Green Promotion has an effecton Repurchase Intention mediated by Green Packaging.

Total Effect

Table 9. Result Total Effect

Hypothesis	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Green Packaging-> Repurchase Intention	0.543	0.095	5.697	0.000
Green Promotion-> Green Packaging	0.807	0.049	16.467	0.000

Green Promotion-> Repurchase Intention	0.420	0.103	4.066	0.000

Source: 2023 Data Processing Results

The test criterion is to reject Ho if t count >α= 0.05 or Pvalue <α= 5% or 0.05.

Discussion

The Effect of Green Promotion on Repurchase Intention

From the results of the hypothesis testing analysis of the effect of green promotion on Repurchase Intention, the t statistical value for Green Promotion on Repurchase Intention is 4.006 and the P value is 0.000. If compared with the value α= 0.05, then 0.000 <α= 0.05 so Ho is rejected. Thus, it can be concluded that there is a significant influence of Green Promotion on RepurchaseIntention. The results of this research are in line with the results of previous research conducted by Febriani (2019) who concluded that green promotion has a positive influence and a significant relationshipto purchasing decisions by consumers who are environmentally conscious. Furthermore (Choiroh, 2020) concluded that green promotion has a positive and significant influence on repurchase intention and purchases of green products by consumers.

Effect of Green Packaging on Repurchase Intention

From the results of the analysis of testing the hypothesis of the effect of Green Packaging on Repurchase Intention, the t statistic value for Green Packaging on Repurchase Intention is 5,697and the Pvalue is 0,000. When compared with the value of α= 0.05, then 0.000 <α= 0.05 so that Ho is rejected. Thus it can be concluded that there is a significant effect of Green Packaging on Repurchase. The results of this study are in line with the results of previous research conducted by Gidey (2017) which shows that interactions between consumers with a positive attitude towards green products which will attract consumers' attention, including packaging, can act as a differentiation tool and create good attitudes towards all types of stages of consumer purchasing behavior.

The Effect of Green Promotion on Green Packaging

From the results of the hypothesis testing analysis of the effect of green promotion on Green Packaging, the t statistical value for Green Promotion on Green Packaging is 16,467 and the P value is 0.000. If compared with the value α= 0.05, then 0.000 <α= 0.05 so Ho is rejected. Thus it can be concluded that there is a significant influence of Green Promotion on Green Packaging. This is in line with research by Agariya, et al. (2012) stated that the green packaging implemented by companies on green promotion to consumers has a significant effect.

The Effect of Green Promotion on Repurchase Intention Mediated by Green Packaging

From the results of the hypothesis testing analysis of the influence of green promotion on Repurchase Intention mediated by Green Packaging, the t statistical value for Green Promotion on Repurchase Intention mediated by Green Packaging is 5.084 and the P value is 0.000. If compared with the value α= 0.05, then 0.000 <α= 0.05 so H0 is rejected. Thus, it can be concluded that Green Promotion influences Repurchase Intention, mediated by Green Packaging. This is in accordance with the research of Palaguna & Ekawati (2016) which explains that overall green packaging in advertisements will influence and determine the effectiveness of green promotion as evidenced by the large number of consumers who intend to repurchasethe product.

5. Conclusions

Based on the results of the research and data analysis that has been done, it can beconcluded

as follows: Based on research conducted, green promotion directly has a significant effect on repurchase intention in MSMEs in Kediri City. Based on the research conducted, green packaging directly has a significant effect onrepurchase intention for MSMEs in Kediri City. Based on research conducted, green promotion directly has a significant effect on greenpackaging in MSMEs in Kediri City. Based on research conducted that indirectly green packaging is able to mediate theeffect of green promotion on repurchase intention in MSMEs in Kediri City.

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