THE INFLUENCE OF GREEN MARKETING, PRODUCT QUALITY AND CONSUMER CONFIDENCE ON PURCHASING DECISIONS FOR AVOSKIN SKINCARE PRODUCTS FOR STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, MALIKUSSALEH UNIVERSITY

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Abstract

This study aims to analyze the effect of green marketing, product quality, and consumer confidence on purchasing decisions for Avoskin skincare products among students of the Faculty of Economics and Business, Malikussaleh University. The method used is quantitative with a survey approach. Data was collected through questionnaires distributed to 100 respondents selected by purposive sampling technique. Data analysis was carried out using multiple linear regression and also hypothesis testing. The results showed that green marketing, product quality, and consumer confidence have a significant and positive influence on purchasing decisions. Green marketing influences purchasing decisions by showing the company's commitment to the environment, while product quality influences through perceptions of product excellence and effectiveness. Consumer trust is a key factor that strengthens the relationship between product perceptions and purchasing decisions. These findings indicate that marketing strategies that focus on environmental aspects and product quality, as well as building consumer trust, can increase purchasing decisions for Avoskin skincare products among college students. This research is expected to contribute to the development of more effective marketing strategies in the skincare industry.

Keywords: Green Marketing, Product Quality, Consumer Trust, Purchasing Decision

1. INTRODUCTION

In the era of globalization, business competition is growing in the domestic (national) market to win the competition the company must be able to give a good impression to its consumers related to products such as the relationship between: price and product, product quality, product benefits, product characteristics, product design, and the type of product offered. Skincare is a unique product because in addition to this product having the ability to meet women's basic needs for beauty as well as often being a means for consumers to clarify their social identity in the eyes of society (Sumaryanto et al, 2022). Today's business has developed very rapidly and undergone continuous changes, such as the cosmetics industry in Indonesia. This is as stated by Farahrozi (2020) The cosmetics industry is one of the strongest industries, modernization is one of the drivers of the increase in the cosmetics industry market. The cosmetics industry is very vulnerable to the invasion of imported products, both illegally and legally. with this modernization, at least it provides hope for the domestic cosmetics industry in facing competition not only domestically but also abroad. Intense competition to capture the consumer market requires companies to seek information and understand what consumers need and want. Tight competition makes each company strive to continue operating in order to produce or provide the best products and services for consumers. It can be concluded that consumer behavior like this is closely related to purchasing decisions. Both purchasing decisions made by individuals, groups and organizations (Kotler, 2018). Green Marketing can be defined as products made from materials that do not contain toxins, environmentally friendly production processes approved by recognized organizations.

Companies that consider both the immediate benefits of the product and the long-term environmental benefits and it is good to expand the basis of the marketing mix (Science, 2021). in

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previous research Winata et al,. (2022) and Tan et al., (2022) which state that Green Marketing has a positive effect on purchasing decisions. While Jihan et al,. (2020), Tan et al., (2022) and Yulianti (2020) provide results that Green Marketing has no effect on purchasing decisions. In addition to implementing green marketing in order to have good consumer perceptions or get a positive image, product quality must also be considered by the company. Purchasing decisions will also arise if a product can fulfill desires in accordance with consumer expectations. Product quality affects purchasing decisions as a whole can have characteristics as well as from the nature of a product quality that can affect the ability to satisfy the quality of our products to consumers and customers, the better the quality of our products makes new variants so that consumers are interested in our products (Sinulingga, 2021). In research conducted by Priadi (2020), Adnan (2021) and Ikramayosi et al., (2022) product quality variables have a positive effect on purchasing decision variables. Meanwhile, research conducted by Nadiya (2020) and Hartati (2022) states that product quality variables have no effect on purchasing decisions.

In addition to implementing green marketing in order to have good consumer perceptions or get a positive image, product quality must also be considered by the company. Purchasing decisions will also arise if a product can fulfill desires in accordance with consumer expectations. Consumer confidence is also very influential in purchasing decisions, consumer confidence can be interpreted as an evaluation of an individual who has obtained, processed, and collected information which then results in various judgments and assumptions. A person's trust in the other party in the relationship between the two parties after collecting various information based on the belief that one party can carry out the expected obligations. Research conducted by Khowin (2020) and khoir et al., (2022) consumer confidence has no effect on purchasing decisions. Meanwhile, research conducted by Yasa (2020) and Ilmiya (2020) explains that consumer confidence has a positive and significant effect on purchasing decisions. Based on research conducted by compass' internal team, sales for local skincare brands can be said to be quite great. During the period April - June 2022, total sales in the marketplace have reached Rp292.4 billion with a total number of transactions of 3.8 million. The Avoskin brand itself occupies the 4th position with total sales of Rp28 billion.

Based on the picture above Avoskin is quite far behind with its competitors, namely Somethinc with total sales of Rp53.2 billion, Scarlett Rp40.9 billion, and slightly different from the total sales of the MS Glow brand Rp29.4 billion. The number of Avoskin sales is quite far behind with its competitors, it can be interpreted that Avoskin is not perfect in the process of consumer purchasing decisions, product quality, consumer confidence offered by Avoskin can be one of the influences in making purchasing decisions. Sales that are still quite far behind its competitors require Avoskin to concentrate on consumers in preparing effective marketing strategies to increase sales. In addition, the company must also emphasize more on maintaining consumers and not just getting new consumers. The current market, making entrepreneurs continue to seek the right strategy in marketing their products to be in demand by consumers. Basically, the higher the level of competition that occurs, the more choices there will be for consumers to be able to choose products that match expectations, and as a consequence of these changes, customers become more careful and smart about each product offered. In increasing competitiveness, a company can win the competition by displaying the best products that can meet consumer tastes (Kotler, 2018). According to Tjiptono (2018) price has two main roles in the decision-making process of buyers, namely the allocation role and the information role. The effect of price is the only element that is often taken into consideration for consumers in purchasing products.

Table 1. Price Comparison

N0	Products	Avoskin price	Ms glow price
1	Toner	Rp. 144.000	Rp. 70.000
2	Serum	Rp. 87.000	Rp. 60.000
3	Facial Wash	Rp. 89.000	Rp. 60.000
4	Suncreen	Rp. 127.000	Rp. 85.000

Source: Data Processed (2024)

According to Tjiptono (2018) price has two main roles in the decision-making process of buyers, namely the allocation role and the information role. The effect of price is the only element that is often taken into consideration for consumers in purchasing products. The table above shows the price offered by avoskin products is relatively more expensive compared to other products such as ms glow. This could be one of the causes of the lagging of avoskin products from other competitors.

2. IMPLEMENTATION METHOD

The object of this research which is the research location is Malikussaleh University, Jl. Unimal Bukit Indah Campus, Blang pulo, Muara one District, lhokseumawe City, Aceh. The object of this research is the student of the Faculty of Economics and Business, Malikussaleh University. The objects used are related to purchasing decisions, green marketing, product quality and consumer confidence.The Hair formula is utilized because the population size in this research is either unknown or very large. The Hair formula involves summing all indicators across all variables used and multiplying the result by 5 to 10 (Hair et al., 2019) the herefore, the calculated sample size using the Hair formula for this study is 100. The sample criteria used are active students and those who use avoskin skincare products. The technique used in this research is multiple linear regression analysis with the aim of knowing the effect of independent variables consisting of green marketing, product quality and consumer confidence on the dependent variable, namely purchasing decisions in purchasing avoskin skincare products for students of the faculty of economics and business. This analysis was processed using SPSS software version 26. The multiple linear regression equation in this study is as follws:

$$Y = 3{,}123 + 0{,}378X1 + 0{,}521X2 + 0{,}423X3$$

3. RESULTS AND DISCUSSION
3.1 Result

Regression analysis is a statistical method used to measure the relationship between one or more independent variables (called predictors or explanatory variables) and a dependent variable (called the response variable or dependent variable). The goal of regression analysis is to understand and measure how changes in one or more independent variables can predict or explain variations in the dependent variable. The outcomes of the partial regression analysis in this study are presented in the following table:

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Table 2. Results Partial Regression Analysis

	Model	*B*	*Std. Error*	*Beta*	*T*	*Sig.*
1	(Constant)	2.170	1.175		1.847	068
	green marketing	.123	.101	100	1.211	229
	Product quality	.506	.092	499	5.503	000
	Consumer trust	.299	.080	323	3.754	000

Source: Data Processed (2024)

Based on the results of the partial regression analysis in the table above, the following conclusions were drawn:

1. The significant value of Green Marketing (X1) on purchasing decisions (Y) is 0.229> 0.050 and the tcount value is 1.211 < table 1.984, so it can be concluded that Green Marketing (X1) has a negative and insignificant effect on Purchasing Decisions. This means that H1 is rejected, which means that Green Marketing (X1) has no effect on Purchasing Decisions (Y).
2. The significant value of Product Quality (X2) on purchasing decisions (Y) is 0.000 <0.050 and the tcount value is 5.503> table 1.984, so it can be concluded that Product Quality has a positive and significant effect on purchasing decisions. This means that H2 is accepted, which means that the effect between Purchasing Decisions (X2) on Purchasing Decisions.
3. The significant value of Consumer Trust (X3) on purchasing decisions (Y) is 0.000 <0.050 and the tcount value is 3.754> table 1.984, so it can be concluded that Consumer Trust has a positive and significant effect on Purchasing Decisions. This means that H3 is accepted, which means that there is an effect between Purchasing Decisions (X3) on Purchasing Decisions.

The simultaneous regression test (F test) is conducted with the aim of determining whether all independent variables together have a significant effect on the dependent variable. The decision basis is if the significance value is smaller than the significance level used, which is 0.05, and if the calculated F value is greater than the F table value. In such a case, it indicates that the independent variables simultaneously have a significant effect on the dependent variable (Ghozali, 2018). The results of the simultaneous regression test in this study are as follows in the table.

Table 3 Test F

	Model	*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig.*
1	Regression	583.763	3	194.588	83.665	.000[b]
	Residual	223.277	96	2.326		
	Total	807.040	99			
a. Dependent Variable: purchasing decision						
b. Predictors: (Constant), consumer trust, green marketing, product quality						

Source: Data Processed (2024)

Then it can be explained that the Fcount value is 83.665> 2.47. Then with a significant level of 0.000 <0.05, it can be concluded that together the variables of green marketing, product quality and consumer confidence have an effect on purchasing decisions (H4 is accepted). The coefficient of determination test aims to measure how well the model can explain the variation in the dependent variable. The coefficient of determination values range from 0 to 1, with classifications as follows: 0 (no correlation), 0 – 0.49 (weak correlation), 0.50 (moderate correlation), 0.51 – 0.99 (strong correlation), and 1.00 (perfect correlation). A low coefficient of determination implies that

the independent variables' ability to explain the dependent variable is highly limited (Ghozali, 2018). The results of the coefficient of determination test in this study are presented in the following table.

Table 4. Result Coeficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.850[a]	.723	.715	1.52506

Source: Data Processed (2024)

Based on the results of testing the coefficient of determination in table 4.15, shows the correlation coefficient (R) of 0.850, this value indicates that there is a relationship (correlation) between green marketing, product quality and consumer confidence in purchasing decisions. While the coefficient of Determination (R Square) of 0.723 means that the green mareting variable, product quality and consumer confidence have the ability to explain the influence on purchasing decisions by 0.723. to explain its influence on purchasing decisions by 72.3%. The remaining 27.7 is influenced by other factors outside this study. Multiple linear regression analysis was used in this study to determine the effect of green marketing, product quality and consumer confidence in purchasing decisions for avoskin skincare products. Based on the research findings, the multiple linear regression equation obtained is as follows:

$$Y = 3{,}123 + 0{,}378X1 + 0{,}521X2 + 0{,}423X3$$

1. The Green Marketing (X1) coefficient value is (0.123), so it can be interpreted that if Green Marketing is reduced by 1 unit of value, it is predicted that the Purchasing Decision (Y) for consumers in the faculty of economics and business will decrease by 0.123.
2. The coefficient value of Product Quality (X2) is (0.506), so it can be interpreted that if Product Quality is reduced by 1 unit value, it is predicted that the Purchasing Decision (Y) for consumers in the faculty of economics and business will decrease by 0.506.
3. The coefficient value of Consumer Trust (X3) is (0.229), so it can be interpreted that if Consumer Trust is reduced by 1 unit value, it is predicted that the Purchasing Decision (Y) for consumers in the faculty economics and business will decrease by 0.506.

3.2 Discussion

3.2.1 The Influence Of Green Marketing On Purchasing Decisions

Based on the results of the research that has been done, it is known that Green Marketing has a positive tcount value and a significant value that is greater than the predetermined significant value. his means that green marketing has no effect and is not significant to purchasing decisions. The results of the above research indicate that green marketing that exists in consumers at the Faculty of Economics and Business, Malikussaleh University, there are still many who do not understand how and what kind of environmentally friendly labels are provided by avoskin skincare products.These results are the same as the research of Jihan et al,. (2020) In line with research conducted by Septifani (2019), Soleha (2019) and Suwastiari (2021) which states that green marketing has a negative effect on purchasing decisions.

3.2.2 The Effect Of Product Quality On Purchasing Decisions

Based on the results of the research that has been carried out, the results show that the Product The effect of product quality on purchasing decisions. Based on the results of the research that has been carried out, the results show that the Product Quality variable has a significant value (0.000) smaller than the significant level used (0.050), and has a tcount value of (5.503) greater than the ttable (1.984) and obtained a positive coefficient value. So it can be concludedthat Product Quality has a positive and significant effect on Purchasing Decisions. The results of the study are in

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line with the results of research conducted by Priadi & W, (2020) "Green Marketing, Product Quality and Purchasing Decisions" which states that product quality has a positive and significant effect on purchasing decisions. And in other research conducted by Amalia, N. (2019) andAdnan (2021)" The Effect of Brand Image, Price and Product Quality on Purchasing Decisions" which states that Product Quality has a positive and significant effect on Purchasing Decisions.

3.2.3 The Effect Of Consumer Trust On Purchasing Decisions

Based on the results of the research that has been conducted, it is found that the Consumer Trust variable has a significant value (0.000) smaller than the significant level used (0.050), and has a tcount value of (3.754) greater than the ttable (1.984) and obtained a positive coefficient value. So it can be concluded that consumer trust has a positive and significant effect on purchasing decisions. The results of the study are in line with the results of research conducted by Ilmiya (2020) "'The Effect of Product Quality and Consumer Trust on Purchasing Decisions'" which explains that Consumer Trust has a positive effect on Purchasing Decisions. The same thing in Yasa's research (2020) and Doruton (2022) which states that consumer confidence has a positive effect on purchasing decisions.

4. CONCLUSION

Based on research conducted on the effect of green marketing, product quality and consumer confidence on purchasing decisions for avoskin skincare on students of the faculty of economics and business, Malikussaleh University, it can be concluded that green marketing has a negative and insignificant effect on purchasing decisions while product quality and consumer confidence have a positive and significant effect on purchasing decisions.

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