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## **The Influence of Green Marketing, Brand Image and Customer Orientation on Purchase Intention of Zorlien Led Products Moderated by Internet Technology**

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### **Abstract**

This research is a direct consumer buying interest in zorlien led products based on green marketing, brand image and customer orientation through internet technology consisting of 250 questionnaire respondents who have been filled in by consumers. The results of 250 respondents consisting of 17 indicators using smartpls were declared valid, because the validity test value above the average > 0.5 and the reliability test above the average > 0.7. The results of the brand image hypothesis test, green marketing, customer orientation and internet technology on purchase intention are significant, but when coded the results are not significant.

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### **Abstrak**

Penelitian ini merupakan minat beli konsumen secara langsung pada produk zorlien led yang berdasarkan green marketing, brand image dan orientasi pelanggan melalui teknologi internet yang terdiri dari 250 responden kuisioner yang telah diisi oleh konsumen. Hasil dari 250 responden yang terdiri dari 17 indikator dengan menggunakan smartpls dinyatakan valid, karena nilai uji validitas diatas rata-rata >0.5 dan uji reability diatas rata-rata >0.7. Hasil dari uji hipotesis brand image, green marketing, orientasi pelanggan dan teknologi internet terhadap minat beli dinyatakan signifikan, tetapi ketika dimodeasikan hasil tidak signifikan.

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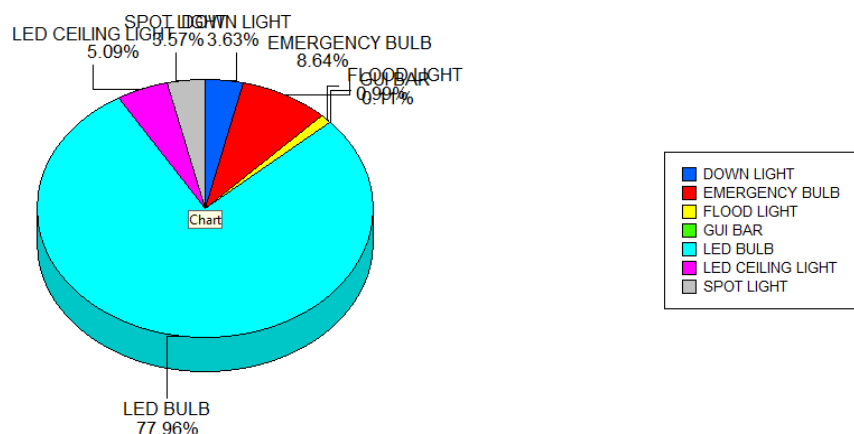
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## INTRODUCTION

Current business conditions during the pandemic, the company experienced a decrease in sales turnover in product buying interest. Especially buying interest in zorlien led products, which are the latest products imported from China. So that buying interest in zorlien led products when pademi turnover is reduced. Usually before the pademi period every month buying interest in zorlien led can generate a turnover of Rp.400Jt, after the pademi period of buying interest in products began to decrease and turnover income decreased to Rp. 100Jt. However, sales on zorlien led products can be seen based on the sales graph of zorlien led products against consumer buying interest:



**Figure 1. Company sales data**

From the picture above, the sales data most in demand by consumers is Led blub. Because, buying interest in led lighting products is mainly for consumers to fulfill their desire to buy and according to their needs in lighting products that save 80% energy and a that can last 1 year. Therefore, zorlien led products in the market market they compete with well-known brand products, such as : Philips, Hannoch, and Kawachi.

So, zorlien led products still cannot compete with these brand products. We can perceive it through green marketing, brand image, customer orientation and internet technology.

Purnama, (2014) explains that consumers contribute to environmental degradation by buying products that are harmful to the environment or used in an environmentally unsafe way. This means that in green marketing on zorlien led products can be measured through providing goods, providing environmentally friendly services to consumers and sponsoring environmentally friendly products. For companies, brand image is the perception given by consumers to the products or services provided by the company to consumers. It can be interpreted that consumers in this case are those who have purchased zorlien products and they are aware of the meaning of the brand image. Soim, (2016). Customer orientation is highly dependent on a more attractive brand image. In order for consumers to place a high value on buying interest to buy the brand image product, the more attractive the brand product market, the higher the buying interest and the greater the orientation in that market. That is why, companies focus more on commitment to customers and needs more than on the service product itself. This includes activities such as creating customer value understanding customer needs, and creating customer satisfaction Jatmiko, (2015).The internet also provides various ways to share information. One of them is that the internet can also be used as a marketing media or e-commerce, marketing media that we can also rely on to display advertisements for products that we will market. The internet allows Electronic Commerce (EC) applications to be used on a global network, and is usually equipped with On-line order processing applications, Electronic Data Interchange (EDI) to send business documents, and Electronic Funds Transfer (EFT) payment system security Widiana, (2012).

While this research is about green marketing, brand image on buying interest in zorlien led products. Where buying interest is strongly associated with green marketing as a moderating variable. This research itself is connected to Widyastuti's research, (2018) whose findings state an analysis of factors that influence consumer buying interest in organic-based self-care products that the study states

that awareness of the environment in an individual affects consumer buying interest.

Based on the phenomenon of problems related to green marketing, brand image, customer orientation, to buying interest that has not utilized advances in internet technology (e-commerce) as a means of information communication infrastructure in business networks and marketing on zorlien led products that can be researched Achyani1 research, (2016) whose findings state prove that higher managerial IT levels will affect the scope of IT use directly and positively by an organization. For this reason, the researcher intends the dependent variable to be the influence of internet technology as a moderating variable. So that it can be said that the Effect of Green Marketing, Brand Image, and Customer Orientation on Purchase Intention for Zorlien Led Products is moderated by Internet Technology.

## **LITERATURE REVIEW**

### **Purchase Intention**

The Grand Theory used for this researcher is buying interest. Purchase interest is psychological force that exists within the individual, which has an impact on taking an action Schiffman Kanuk, (2007). Consumer buying interest is something that arises after receiving stimulation from the product he sees, from there there is an interest in trying the product until finally the desire to buy in order to own it Kotler (2005). In other words, purchase interest is the first product seen by consumers so that they are interested in trying the product, then consumers have a sense of desire to buy.

### **Purchase Intention (Y)**

Interest is a consumer's interest in a product by seeking additional information Kanuk, (2004). Consumers who already have a positive attitude towards a product or brand, will generate interest in purchasing product or brand. Murwatiningsih, (2015). From these several definitions, it can be interpreted that consumers who are interested in a product and they have a sense of desire buy the product, because they have a positive attitude towards the product so that they feel they will be satisfied with the product and brand.Fajrin, (2018).

### **Green Marketing (X1)**

Green marketing or also known as environmental marketing is defined as the consistency of all activities that design services and facilities for the satisfaction of human needs and desires, with no impact on the natural environment. In other words, for companies it is very important to protect the natural environment against green marketing on products. , companies provide goods, provide environmentally friendly services to consumers and sponsor products in an environmentally friendly manner.

### **Brand Image (X2)**

Brand image is a set of consumer beliefs about a particular brand. Mohammad, (2010). In other words, companies create brand images so that consumers are confident in the products of the brand. Therefore, brand image can be measured through indicators, namely, company name, company service, sales network, needs, long-lasting period, brand, quality, design and power. Prasetya, (2018).

### **Customer Orientation (X3)**

Market (customer) orientation defines as the organizational culture that is most effective in creating important behaviors for the creation of superior value for buyers and performance in business (Jatmiko, 2015). It can be interpreted that customer orientation is the introduction of customers to serving the company. The model customer orientation variable is measured by three indicators of market orientation:

- a. Customer orientation: the company can understand the needs and wants of its customers.
- b. Competitor orientation: the company monitors the strategies of its competitors.
- c. Market information: companies to seek information on industry market conditions.

### **Internet Technology (Z)**

The Internet is a global system of all computer networks connected using the Internet Protocol Suite (TCP/IP) standard to serve billions of users around the world. Susanti, (2018). In other words, the internet is a network of communication information systems that are very important for a business person. Internet technology variables can be measured by indicators: computer networks that connect globally, computer networks can spread

to a wider area, and computer networks can use communication protocols.

RESULTS AND DISCUSSION

Based on the results of data processing using SMATPLS, it will prove the statement of the purpose of the problem through validity tests, reliability tests,

1. Validity Test

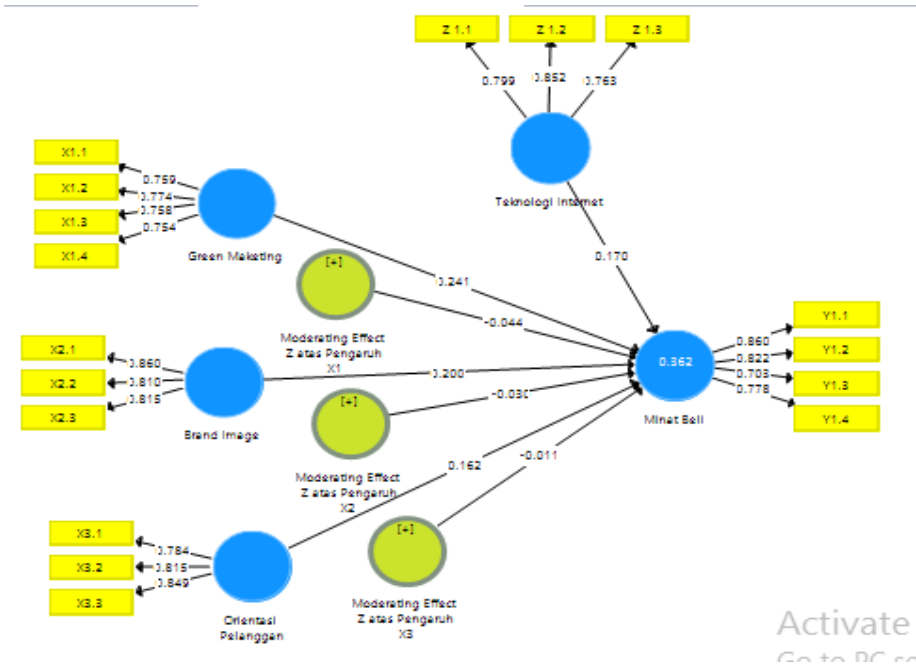


Figure 2. Validity test image

From this picture. Explaining the results of a questionnaire from 250 respondents consisting of 17 indicators after being processed using smartpls shows that of the 5 variables consisting of green marketing, brand image, customer orientation, purchase intention and internet technology are valid, because the value above the average> 0.5 so that it can be continued in research through the reliability test.

2. Reability Test

Description	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0.773	0.779	0.868	0.687
Green Marketing	0.758	0.759	0.846	0.579
Purchase Intention	0.804	0.833	0.871	0.629
Moderating Effect Z on the Influence of X1	1.000	1.000	1.000	1.000
Moderating Effect Z on the effect of X2	1.000	1.000	1.000	1.000

<b>Moderating Effect Z on the Influence of X3</b>	<b>1.000</b>	<b>1.000</b>	<b>1.000</b>	<b>1.000</b>
<b>Customer Orientation</b>	<b>0.749</b>	<b>0.753</b>	<b>0.857</b>	<b>0.666</b>
<b>Internet Technology</b>	<b>0.729</b>	<b>0.731</b>	<b>0.847</b>	<b>0.649</b>

**Figure 3. Construct Reliability and Validity**

Based on this table. The data in the brand image table, green marketing, customer orientation, purchase intention, and internet technology passed the reliability test. Because the Cronbach's Alpha value > 0.7, the questionnaire is declared reliable or consistent.

### Hypothesis Testing

Description	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O STDEV )	P Values
Brand Image -> Interest Buy	0.200	0.210	0.068	2.939	0.003
Green Marketing -> Purchase Intention	0.241	0.237	0.073	3.293	0.001
Moderating Effect Z over Influence X1 - > Purchase Intention	-0.044	-0.039	0.063	0.695	0.487
Moderating Effect Z over Influence X2 - > Purchase Intention	-0.030	-0.039	0.056	0.528	0.598
Moderating Effect Z on the influence of X3 -> Purchase Intention	-0.011	-0.016	0.062	0.180	0.857
Customer Orientation -> Purchase Intention	0.162	0.171	0.072	2.232	0.026
Internet Technology -> Purchase Intention	0.170	0.170	0.073	2.322	0.021

Based on the table above, the brand image > purchase intention is declared significant. But when the variable z is coded for the effect of x2 > purchase intention, the t-statistics drop by 2.41% and the standard drops by 12%, so it is not significant. Meanwhile, green marketing > purchase intention is significant. But when the variable z is coded for the effect of x2 > purchase intention, the t-statistics decrease by 2.59% and the standard deviation is above 1%, so the p values are declared insignificant. However, when the z variable is coded for the effect of x3 > purchase

intention, the t-statistics decrease by 2.52% and the standard deviation is above 8%, so the p values are declared insignificant. And internet technology > purchase intention is declared significant.

## CONCLUSIONS AND SUGGESTION

This study affects green marketing, brand image, and customer orientation on buying interest in internet technology as a moderating variable. This study uses a sample of respondents who are consumers who buy zorlien led products via internet technology (e-commerce).

1. Green marketing on buying interest. Where currently the development of zorlien led products is leading to the protection of nature. The impact of green marketing can be profitable for companies selling products and for the community the environment is not polluted.
2. Brand image on purchase intention. Where for now the company creates a brand image to introduce the brand to the customer. The impact for that is very large for companies to compete healthily on a brand image that has a clear brand to enter the industrial market share.
3. Customer Orientation on buying interest. Where the company interacts directly with customers. the impact on the company is very large in selling products in industrial share locations that compete with other products.
4. Internet technology on buying interest. Where currently technology leads to consumers through e-commerce applications. The impact is favorable for companies to sell products through e-commerce and the customer's desire to buy is easy with e-commerce.
5. Moderation of internet technology for green marketing on buying interest, for this problem is very difficult. sometimes internet technology in this model is very difficult. Because with this model, consumers usually buy interest in products by looking at reviews of packaging and products on these products.
6. Moderation of internet technology for brand image on purchase intention, for this one problem is very difficult. Sometimes internet technology in this model is very difficult, because with this model buying interest is usually by looking at the product brand in a company that already has a brand.
7. Moderation of internet technology for customer orientation on purchase intention. for customer orientation, consumers usually have greater trust because here consumers see directly the shape, usefulness and ingredients of the product, and transactions safely when buying.

## ADVICE

1. The results of this study can be used for consideration for starting a business to understand consumer criteria when buying.
2. The results of this research are closely related to marketing in the conditions. More than that, this research is also a reference in a person's determination when buying zorlien led products by internet technology (e-commerce).
3. The number of respondents must be as large as possible. Because the more respondents, the better the research results will be.

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