Analysis of The Effect of Green Marketing on Consumer Purchasing Decisions on The Body Shop Gorontalo Product

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ABSTRACT

Consumer purchasing decisions are one of the classic problems that require further study by a marketer or company because they are motivated by consumer behavior that is always changing every time. Green marketing is one of the marketing concepts that aims to implement the company's marketing strategy in the environmental context, specifically in this study the products of the body shop Gorontalo.

This study aims to answer whether green marketing has a significant influence on consumer purchasing decisions. The instruments used are green marketing tools namely environmentally friendly products, premium prices, environmentally friendly promotions, and environmentally friendly distribution. There were 76 respondents involved in this study. The analytical method used is simple regression.

The results showed that green marketing had a significant influence on consumer purchasing decisions at the Gorontalo body shop (t count> t table), and 46.2% of consumer purchasing decisions at the Gorontalo body shop could be explained by the inherent green marketing factors on the body shop products.

CHAPTER I
INTRODUCTION

Today we have faced the development of increasingly dynamic times. The pattern of community behavior is increasingly influenced by the times. For example, today almost all people have smartphones that support and fulfill all their daily activities. People who used to go to supermarkets to meet their needs, are now more utilizing social media to shop online. This also applies to companies, where in the past they often used advertisements traditionally through print, radio and television, now they are more accustomed to using social media for promotions and other marketing activities. This is quite reasonable, considering that through smartphone media with social media there is more efficient time for companies to carry out promotional activities, also without expensive costs. Overall it has an impact on the behavior of the general public, and companies and consumers, especially in behaving to meet their needs.
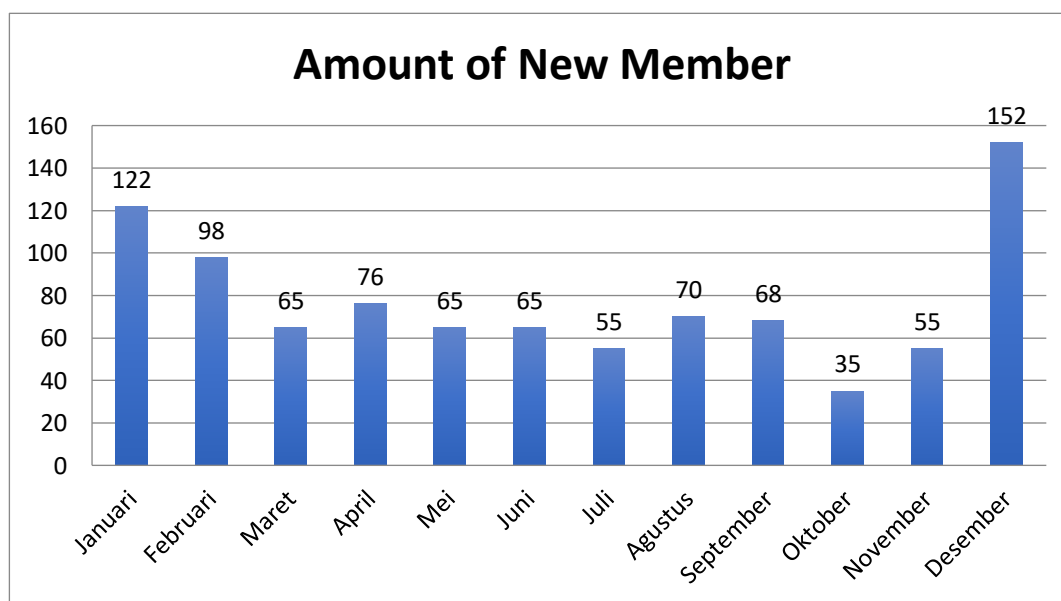
Apart from consumer behavior with practical lifestyles, there is also increasing public awareness in various parts of the world about the importance of preserving the environment. The effect of global warming makes people cautious about using a variety of products which are feared to increase the level of global warming which endangers humanity. So that today many companies offer a variety of products that are healthy and environmentally friendly.

One company that is currently always adapting to consumer demands is a cosmetics company. Hasiru (2018) stated that the increasingly fierce competition in the cosmetics industry, makes consumers more critical and selective to determine which transactions will be carried out with brands from manufacturers who have credibility, providing a sense of security and comfort when using their products. In addition, the increasing prevalence of similar cosmetic products with quality and more affordable prices makes consumers have substitute products that will be used as substitutes for products from the main brands used and potentially lead to double loyalty in several different brands.

The above phenomenon is a classic reason for a company to better adapt to the demands of consumers who expect cosmetic products in accordance with their expectations. With the achievement of consumer expectations for a product (cosmetics), it will be more solid choice to choose a product, on the contrary if the products found are not in line with expectations, eating consumers will tend to choose other similar products, or even better. For this reason, The Body Shop offers products with natural ingredients, environmentally friendly and no animal testing. The basic principle of environmentally friendly owned by The Body Shop was born from ideas to reuse, refill and recycle what they can reuse, the size of the business role as a determinant of the direction of change is reflected by the emergence of the "tripe bottom lines" approach that directs businesses to measure the success of the three supporting pillars of profit, people and planet.

However, with the proliferation of cosmetics business today, where more and more similar products are steadily increasing and trying to capture market share, as well as products that have similar shapes, uses, and other features, or even lower prices, making consumers difficult to differentiate between one brand output product and another brand output product. This was also felt by The Body Shop Gorontalo, which in accordance with the results of preliminary observations, it was found that product sales in the 2018 period were inconsistent, with monthly sales fluctuating, as in Figure 1.1

Amount of New Member

Month	Value
Januari	122
Februari	98
Maret	65
April	76
Mei	65
Juni	65
Juli	55
Agustus	70
September	68
Oktober	35
November	55
Desember	152

2018 sales

The graph above shows the sales trend of The Body Shop products growth is not consistent, only at the end of the year ie in December to January and February seen a significant increase in sales. This can be motivated by various things that have been explained before, where there are similar products, can also be caused by price factors, or even The Body Shop brand factors that are not too well known by the people of Gorontalo.

For this reason, it is deemed necessary to design a marketing strategy that can improve consumer purchasing decisions on The Body Shop products. Schiffman and Kanuk (2008: 173), argued that the purchase decision is a selection process carried out by consumers to evaluate two or more alternatives and choose one of them, meaning that in making a decision must have several alternative choices. The decision to buy a product can lead to the decision-making process by consumers. But if consumers don't have experience with a product, they tend to trust a brand that is liked or well-known.

One of the things that can influence consumers' decisions to buy a cosmetic product is through the product attribute strategy. In this case, The Body Shop products refer to products that are produced with natural ingredients, besides that The Body Shop convinces its consumers with the slogan "Love

Your Body" that never promises beauty which means that humans must develop self-confidence by the state of the body that is owned, and the products produced are also more environmentally friendly and harmless.

In the context of marketing, a product that is designed with attention to aspects of health and environmental friendliness, refers to the concept of Green Marketing. According to Bukhari in Khaya and Rennyta (2015: 540) green marketing refers to the process of selling products or services based on their environmental benefits. Furthermore, Palwa (2014: 2) explains that the term green marketing surfaces as a reaction from marketers to care about the environment. Green marketing then becomes an alternative strategy that not only helps the company's image, but also gives value to the company's business. But what becomes the fear of marketers to enter the world of green marketing is none other than marketers feel that their target market is not oriented towards life environment. That is why the growth of environmentally friendly products seems slow. Furthermore, (Agustin, 2015) said that Green marketing is valued from production to the way companies provide products without damaging the environment. This extra value is expected to shape the interest of potential customers so as to cause consumer interest to buy.

To support the objectives of this study, observations from Savale et al. in Almuarief (2016), explains that consumers contribute to environmental degradation by buying products that are harmful to the environment or used in a way that is not safe for the environment. But even consumers cannot be blamed for this. Manufacturers also have a role in reducing environmental quality. Many companies whose activities are not yet environmentally oriented.

Formulation of the problem
Based on the description above, the problem formulated in this study is as follows: "Does green marketing have an influence on consumers' decisions to buy the body shop products in Gorontalo?"

Research purposes
The objective of this research is to find out whether green marketing has an influence on consumers' decision to buy the body shop products in Gorontalo"

CHAPTER II
THEORY STUDY

Green Marketing Concept
The concept of green marketing has existed since the end of 1980. Green marketing as a management process that aims to identify, anticipate and satisfy the needs of consumers for the environment, with favorable results and in a way that does not adversely affect the environment (wisana et al, 2018: 2). In line with this explanation Kennedy and Soemanagara (2006) in Osiyo (2018) explained that the concept of green marketing emerged as a concern for environmental damage issues which were then used by companies as one of their marketing strategies. But there are companies that feel reluctant to apply green marketing in marketing their products, because products that are environmentally friendly, renewable and recycled will generally be sold at high prices. This is because research conducted to find new technology products that are environmentally friendly requires a very large investment.

Green marketing or environmental marketing began to develop in line with the large number of people who were aware of the declining quality of the environment so that people began to demand accountability from businesses, especially those that produce products that are likely to damage the environment. In the existing literature, the concept of green marketing is a variation of the terminology of environmental marketing, ecological marketing, green marketing, sustainable marketing, greener marketing (Prakash, 2002; in Almuarief, 2016: 16).

Green Marketing basically describes the marketing of a product based on environmental performance. According to Lee (Efendi, Ari. Et al., 2015: 309) green marketing grows and develops in several stages, namely the first and second stages. In the first stage when the concept of green marketing was first introduced and discussed in industry. Marketers hope that the company's actions

to implement green marketing get a positive response from consumers, so that it can increase sales and enhance the company's good name.

The objectives of green marketing include developing safer and more environmentally friendly products, minimizing waste of raw materials and energy, reducing liability for environmental problems and increasing cost effectiveness by meeting environmental regulations to be known as a good company (septifandi et al, 2014: 2).

From the various explanations above, it can be concluded that green marketing is a marketing management concept which in applying marketing tools must be guided by the environment, or by minimizing the use of raw material and energy waste so as to create marketing tools namely products, promotions, prices, and channels distribution that really pay attention to environmental aspects.

Green Marketing Strategy and Tools
According to Efendi, Ari. et. al., (2015: 319), states that green marketing activities in an organization can be implemented in three levels, namely the strategic level (strategic greening), the quasi-strategic level, and the tactical level (tactical greening). In green level strategic marketing activities, the main fundamental changes occur in the company's philosophy. At a quasi-strategic level, major fundamental changes occur in business practices. Whereas at the tactical level, major fundamental changes in functional activities, such as promotion. The three levels of green marketing activities can be used to identify the magnitude of change required by the company and illustrate the extent of the company's commitment to environmental objectives. At the tactical level, companies need to carefully consider the right program to conduct green marketing activities. Furthermore, Efendi, Ari. et. al., (2015: 320), argues that the right green marketing strategy is needed by companies who want to adopt green marketing. The choice of a green marketing strategy to be implemented by a company must be based on two important aspects, namely how large the green market segment of the industry in which the company operates and the company's ability to differentiate products or green brands from competitors.

Based on the explanation above it can be concluded that by paying attention to aspects of green marketing in every company activity, the public and consumers will get clearer information about the benefits of using processed products by paying attention to the environment, which will directly educate the public on environmental awareness and the benefits of using natural products, in addition to increasing the company's product sales, because it creates a market segment aimed at consumers who love clean and healthy living.

By knowing the green marketing strategy, the next step for the company is to get to know the green marketing tools used by a marketer in representing the company and its products. Efendi, Ari. et. al., (2015: 315) defines green marketing tools including exo-labels, eco-brands, and environmental-themed advertising.

Exo-label as a tool used by consumers to facilitate decisions in choosing environmentally friendly products and allows consumers to know how a product is made. Exo-label acts as a guide for consumers in choosing environmentally friendly products and is often used by companies to differentiate products, position products, and communicate messages that are environmentally friendly.

Eco-brand is a product name, symbol, or design that is not harmful to the environment. Consumers in Western countries such as the United States and Germany respond positively to eco-branded products such as The Body Shop. Eco-brand can be used to position the products offered by the company as green products, so as to make it easier for consumers to distinguish green product brands from non-green product brands in the same product category.

Advertising with the theme of the environment is used as a strategy to introduce its products to consumers who care about the environment. The purpose of green advertising is to influence consumer behavior by encouraging consumers to buy products that are not harmful to the environment and diverting consumers' attention to the positive consequences of consumer self-buying behavior itself and the environment. Advertising with the theme of the environment has three

main elements, namely advertising that illustrates the company's concern for the environment, ads that describe the way companies change their operational procedures to show concern and dedication in improving the environment, and lastly ads that describe the actions of companies involved in certain environments.

Green Marketing Mix
Because the concept of Green marketing is more likely to be included in the marketing management section, so the concept of green marketing is adapted from the marketing mix concept, but it focuses more on environmental themes. Sumarwan et al. (2012) argue that in adopting and implementing a green marketing strategy, companies must integrate ecological issues into the company's marketing mix.

Kotler and Keller (2012) classify the marketing mix in 4P, namely product, price, place, and promotion. Where is the difference with the green marketing mix with the conventional marketing mix spread on the environmental approach? The difference between green marketing products lies not only in the raw materials used. Green marketing is valued from production to the way companies provide products without harming the environment. This is the hope for increasing consumer buying interest in their products. Prospective consumers first look for information related to the product, until finally the positive value will make the customer more like and want to own the product. at this stage buying interest has begun to form in the minds of consumers.

Haryadi (2009) states that green marketing is also part of the corporate strategy of the whole because it must apply a conventional marketing mix (marketing mix) consisting of products, prices, places or distribution channels, and promotions. Green marketing mix consists of:

a) Environmentally Friendly Products
Suwarman et al. (2012) classifying environmentally friendly products is a product that uses materials that are safe for the environment, are energy efficient, and uses materials from renewable resources. The production process is carried out in a way to reduce the relative impact on environmental pollution, starting from production, distribution channels and up to the time of consumption.

b) Premium Price
Triwari et al. (2012) argue that companies that implement green marketing strategies will apply higher prices compared to similar competing products. The factor that causes the price of environmentally friendly products to be more expensive is the costs incurred by companies in implementing green marketing are higher due to obtaining certification (Arseculeratne and Yazdanifad, 2014).

c) Environmentally Friendly Distribution Channels
Each company must decide how to make the product available to consumers. Environmentally friendly distribution channels must pay attention to the convenience of consumers in obtaining products without spending a lot of energy and fuel. Some companies that produce environmentally friendly products sell products produced through authorized distributors to maintain premium product quality.

d) Green Promotion
The main key to a green marketing strategy is credibility. The promotion of environmentally friendly products can change consumer habits, such as the example of consumer perceptions that initially used plastic bags to use recycled bags that can be used many times and not harm the environment.

Buying decision
Purchase Decision Concept
An understanding of how consumers make purchasing decisions is one of the requirements for marketers to achieve success in conducting their marketing programs. According to Cravens & Piercy in Wardhana and Iba (2014: 5) that "buyers' attitudes toward brands are important because experience and research findings indicate that attitudes influence behavior", buyer attitudes towards brands are important because research findings and consumer experiences show that attitude (attitude) affects behavior (behavior). Likewise, stated by Kotler & Keller in Wardhana and Iba (2014: 5) that through the learning process people will gain trust and attitude. Marketers will be attracted to

these beliefs that will make up or beautify the product and brand image so that it influences buying behavior.

Decision making is an individual activity that is directly involved in obtaining and using the goods offered. Another definition of a purchasing decision is the buyer's decision about which brand to buy. Consumers can form the intention to buy the most preferred brand. Purchasing decision is a decision-making process of purchase which includes determining what will be bought or not to make a purchase (Kotler and Armstrong, 2008)

Furthermore, according to Peter and Olson (2013: 163), that purchasing decisions are integrity processes carried out to combine knowledge in order to evaluate two or more alternatives and choose one of them. In general, consumer purchasing decisions are to buy the most preferred brands (Kotler and Amstrsong, 2008: 181).

Furthermore, according to Saladin (2011: 78), there are three factors that cause purchasing decisions, namely:
1. The attitude of others: The decision to buy is much influenced by friends, neighbors or who he trusts.
2. Unforeseen situation factors: Such as price, family income and expected benefits of the product.
3. Predictable factors: situational factors that can be anticipated by consumers.

From some of the explanations of the Experts above, it can be concluded that the consumer purchasing decision is a process of selecting consumers for their needs based on the available alternatives, and evaluating these alternatives so that they will be in accordance with their perceptions.

Stages of the Decision-Making Process
Consumer decision making to purchase a product or service begins with an awareness of the fulfillment of needs and desires. To be able to influence consumer purchasing decisions the company must understand the stages that are passed by a consumer in making a purchase. The stages of a purchase according to Kotler (2012) are as follows:

Problem Identification Figure 2.1	→	Information Search	→	Alternative Evaluation	→	Purchase Decision
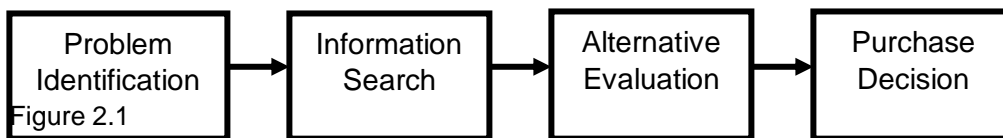
The Stages of the Decision-Making Process (Kotler, 2005)

1. Problem Recognition, the buying process starts when the buyer regarding the problem and needs. These needs can be triggered by internal or external stimuli.
2. Information Search, the decision-making process of buyers where consumers are moved to search for additional information, consumers may simply increase attention or may also actively seek information. Sources of consumer information are divided into four groups, namely:
a) Personal resources: Family, friends, neighbors, acquaintances.
b) Commerce sources: Advertising, sales clerk, packaging.
c) General sources: Mass media and consumer organizations.
d) Sources of experience: Never handle, use the product.
3. Alternative Evaluation, a buyer decision process where consumers use information to evaluate various alternative brands in a number of choices. This stage consumers will pay attention to the characteristics or traits that are directly related to their needs and will also dig back memories of a brand, they try to select their own perceptions about the image of a brand that will create interest in buying.
4. Purchasing Decision, the stage when the consumer actually buys the product. Consumer purchasing decisions are the most preferred purchase attributes, but two factors can arise between the intention to buy and the decision to buy. The first factor is the attitude of others. The second factor is an unexpected situation. Consumers may intend to buy based on factors such as income, expected prices and expected product benefits.

5. Post-Purchase Behavior, a purchasing decision process where consumers take further action after making a purchase based on their satisfaction or dissatisfaction with a product or brand. There are several things that marketers should pay attention to after the product is sold:

a) Post-purchase decisions, i.e. conditions where consumers are satisfied with the product they bought. Buyer satisfaction is a function of closeness between buyer expectations of a perceived product performance. If the product performance is less than what is expected then the customer will be disappointed, but if the product performance is as expected, the customer will be satisfied.

b) Post-purchase actions, i.e. actions that consumers will take after making a purchase. If consumers are satisfied then they will most likely buy the product and will also say good things about the brand to others. Conversely, if consumers are dissatisfied, they will leave or return the product. Even consumers will complain to the company.

c) Post-purchase usage and disposal, which is a condition where consumers use / spend a product. If consumers use the product's new uses, marketers must advertise these uses. If consumers discard the product, marketers must know how they dispose of it, especially if the product is damaging the environment.

d) The level of customer satisfaction is a function of the actual state of the product with the expected state of the product. Satisfaction or dissatisfaction will affect consumer activity to make the next purchase, but if the consumer feels dissatisfied, then the consumer will switch to another brand.

Indicator of Purchasing Decisions

In this study, researchers do not take the stage of the purchasing decision process as a measured indicator, but rather emphasize the stimulus made by marketers / companies to consumers to attract interest and finally decide to buy a product, in which case the researcher uses AIDA stimulus (Attention, Interest, Desire, and Action). In line with this, Chaharsoughi & Hamdard (2011: 4), said that a valuable incentive incentive tool for buyers and consumer behavior that responds to the stimulus provided is known as AIDA stimulus. Producers try to influence the minds of consumers and change the attitudes of consumers based on this AIDA model is divided into four stages namely:

a. Attention The emergence of consumer attention to a marketing effort by the producer Make a statement that expresses people's attention, makes a powerful word or picture that can attract attention until people stop and pay attention to the contents of the next message. Kotler & Armstrong (2001: 116) suggest that attractiveness must have three characteristics: (1) Must be meaningful, show the benefits that make the product more desirable or more attractive to consumers, (2) The message must be able to trusted (believable), consumers believe that the product will provide benefits as promised in the message, (3) Distinctive or clear, that advertising messages are better than competitors' brand advertisements.

b. Interest (Interest). There is a sense of attraction towards the object caused by the marketer's efforts. Interest is a step after a marketer is able to create a media of information so that it can contain attraction for consumers, a marketer must think of an information medium in order to contain interest for prospective customers or consumers. Most bad information media neglect doing this stage, at this stage the target or the consumer is actually willing to give the time to read the message from the marketer in more detail. Build interest in the reader by promising a solution to their problem or hope. A good way is to explain the features and benefits. Don't just give facts and features, and feel the reader will think for themselves the benefits to be gained, but explain clearly the benefits are to increase interst. Assael (2002: 60) explains the Interest, namely the emergence of consumer buying interest attracted to an object introduced by a marketer.

c. Desire. After the interest arises the desire or desire to own the object. This step is to prove that a marketer is able to provide the right solution in making a decision for consumers. In this stage the audience already has the motivation to have a product. Until at this stage, a marketer has succeeded in creating the needs of prospective buyers. A number of prospective buyers have begun to waver and their emotions have begun to be touched. the service concerned provides something as the ad promises.

Action. Consumer purchases actions made consumers after having a desire or desire to own an object. In this action that is one of the last efforts to persuade prospective buyers to as soon as possible make a purchase or part of the process also by choosing the right words so that prospective buyers or targets respond according to what is expected is a very difficult job. A command word must be used so that potential buyers move.

RESEARCH METHODOLOGY

Research design
This study uses quantitative methods with the aim of knowing the effect of Green Marketing on consumer purchasing decisions. The research design framework is as follows:
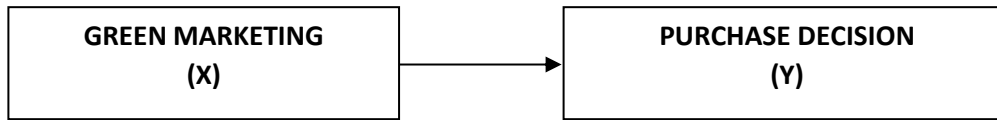
GREEN MARKETING (X)	→	PURCHASE DECISION (Y)

Figure 3.1
Research design

RESEARCH ANALYSIS
The variable X is the independent variable and the Y variable is the dependent variable, which will be analyzed whether the independent variable affects the Y variable.

The regression analysis technique used in this study is multiple linear regression. Based on the purpose of this research, the analyzed variables are independent variables, namely Green marketing (X), while the dependent variable is a purchasing decision (Y), the tabulated data is applied to the research approach with simple regression analysis. Mathematically a simple linear regression analysis model can be described as follows:

$\hat{Y} = a + bX$ (Sugiyono, 2007: 244)

Information

$\hat{Y}$: Dependent variable
X: Free variable
a: interception
b: regression / slop coefficient

RESEARCH RESULTS AND DISCUSSION

Regression Analysis
Regression analysis is a data analysis method that describes the functional relationship between response variables with one or several predictor variables. In the modern sense is as a study of the dependence of one variable, that is, a dependent variable on one or more other variables or so-called explanatory variables in order to make estimates and / or predict population averages or mean values of the dependent variables in relation with known values from the explanatory variable (Gujarati, 2009). The following is the result of SPSS data processing which shows the regression value of the research variables.

Table 4.11
Research regression analysis

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	17.920	4.390		4.082	0.000
Green marketing	0.477	0.064	0.652	7.405	0.000
a. Dependent Variable: Keputusan pembelian					

Source: Primary data processed, 2019

Based on the results of regression testing on the SPSS output display above, it is known that the regression equation is:
$\hat{Y} = 17{,}920 (X) + 0{,}477 (Y)$

From the regression equation above, it can be explained that:
1. Constant Value
The constant value (constant) of the purchase decision variable (Y) at The Body Shop Gorontalo is 17,920 points, which explains that if all the models in the study or all the independent variables of this study namely green marketing have no influence at all, then the value of purchasing decisions at The Body Gorontalo Shop is already large enough, as long as the constant value prevails.
2. Regression Value: green marketing
The regression value of variable X or green marketing variable is 0.477 which explains that if the company's green marketing activities have increased by 1 point, such as: the body shop Gorontalo often conducts socialization about the benefits of maintenance with cosmetics made from natural, and healthy skin, it will have an impact on the increase in the value of consumer purchasing decisions at The Body Shop Gorontalo by 0.477 points.

Regression Coefficient (Hypothesis Test)
Partial Test (t test)

T test is useful for testing the effect of independent variables on the dependent variable. For this purpose, individual regression coefficients are tested. The stages of testing to be carried out are as follows:
1. Hypothesis Determination
H0: β_i = 0 (there is no influence from the i-th independent variable on consumer purchasing decisions at The Body Shop Gorontalo
H1: β_i ≠ 0 (there is an influence of the i-th independent variable on consumer purchasing decisions at The Body Shop Gorontalo
2. Determination of the level of significance
The level of trust that will be used in this study is 95% or in other words the significance level (alpha) is 5%
3. Determination of Test Criteria
Determination of the test criteria is based on a comparison between the t-calculated value obtained with t-table. If the t-calculated value is greater than t-table then Ho is rejected. Testing can also be based on a comparison between the significance value obtained with the alpha value used. If the significance value obtained is greater than the alpha value then Ho is accepted.

Table 4.12
T test

Coefficientsa					
	Unstandardized Coefficients		**Standardized Coefficients**		
Model	**B**	**Std. Error**	**Beta**	**T**	**Sig.**
1 (Constant)	17.920	4.390		4.082	0.000
Green marketing	0.477	0.064	0.652	7.405	0.000
a. Dependent Variable: Keputusan pembelian					

Source: Primary data processed, 2019

Partial testing is done by comparing the value of t arithmetic to t table (determination of test criteria). To find the value of t table, it depends on the amount of df (degree of freedom) and the level of significance used. By using a significance level of 5% and a df value of n-k-1 = 76-1-1 = 74 a t-table value of 1.661 is obtained (t table distribution attached). Based on these references, the test is based on the results of t arithmetic independent variables on t tables.

Based on the SPSS output display in table 4.12, the calculated t-value for green marketing variable is 7.405 and it has been known before that the t-table value is 1.661 when compared, the calculated value is greater than the t-table value (6.950> 1.661). When referring to the significance value, it is

known that the significance value of the green marketing variable is 0,000 and the accepted significance level is 5% or 0.05, or in other words the significance value is still far smaller than the alpha value (0,000 <0.05). The explanation concludes that partially the green marketing variable by The Body Shop Gorontalo has a significant influence on consumer purchasing decisions. Thus, the hypothesis compiled in the previous chapter was proven or accepted or H0 was rejected and Ha was accepted.

Coefficient of Determination (R)
To determine the effect of all independent variables (participative leadership) in the model on the dependent variable (consumer performance), a coefficient of determination analysis is used.
The coefficient of determination reflects the magnitude of the effect of changes in the independent variable in carrying out changes to the dependent variable jointly. The value of R2 ranges from 0 <R2 <1. If the value of R2 should be close to 1, the proposed model is said to be good because the higher variation of the dependent variable can be explained by the independent variable. The value of determination can be seen in table 4.13.

Table 4.13
Coefficient of Determination

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate (SEE)	Standard Deviation (SD)
1	0.652a	0.426	0.418	3.52810	4.62404
a. Predictors: (Constant), Green marketing					
b. Dependent Variable: Keputusan Pembelian					

Source: Primary data processed, 2019

Before proving what percentage of contribution all independent variables can make to the dependent variable, it must first be considered the level of confidence in the data by looking at the Standard Error Of Estimate (SEE) value and the Standard Deviation (SD) value of the Y variable. If the SD value is greater than the value SEE, it can be concluded that the data presented can be trusted or accurate. The table above shows that the SD value is greater than the SEE value (4.62404> 3.52810), so it can be concluded that the data presented are truly accurate and trustworthy.

As for seeing the magnitude of the contribution of the independent variable to the dependent variable, then by looking at the value of R generated. Adjusted R Square is an adjusted R Square value, this value is always smaller than R Square and this number can have a negative price. According to Santoso (2001) that for regression with more than two independent variables Adjusted R2 is used as the coefficient of determination. Because this study only uses 1 (one) independent variable, then the measurement of the magnitude of the effect of variable X on Y, is done by looking at the R Ratio (R2).

Based on the SPSS output display above, it was learned that the R value was 0.652, and the R square value (R2) was 0.426. This explains that 42.6% of consumer purchasing decisions at The Body Shop Gorontalo can be explained through the independent variables or green marketing, the rest of 57.4% allows to be influenced by other factors (variables) not explained in this study like Brand image, Trust, Product features, Service quality, and other variables.

Discussion of Research Results
The term green marketing surfaces as a reaction from marketers to care about the environment. But what becomes fear of marketers to enter the world of green marketing is none other than because marketers feel that their target market has not been oriented to the environment. That is why the growth of environmentally friendly products seems slow (Palwa, 2014).

Delivered by Septifandi (2014), Public consumption of environmentally friendly products can help save the environment from pollution. Public awareness is still low causing manufacturers of tea drinks

in RGB packaging to convert almost all product packaging to plastic bottles because it is considered more desirable. This certainly has implications for the increasing pollution of plastic waste, so we need a marketing strategy that can revive people's interest to consume tea drinks in RGB packaging.

The issue of the environment, the company's attention in the midst of technological and information development, which causes consumer attention to a product, is no longer about the inherent new features, but rather the use of the environment, and the selection of healthy products.

The problem regarding consumer decisions in choosing environmentally friendly products is one of the problems of this research, also a classic problem for every company / marketer. This is because consumer purchasing decisions are often motivated by consumer behavior itself, where decisions are often influenced by consumers' internal and external factors, such as knowledge, experience, economy, to the consumer's social status, which has an impact on the perception of companies that are becoming more be careful in releasing its products, the impact of which will make competition between companies increase.

Based on the results of this study, it shows that Green Marketing. Is one of the marketing tools that companies can use to improve consumer purchasing decisions by segmenting their customers with consumers or people who are emotionally concerned about their environment, as well as people with healthy lifestyles.

Green marketing is one of the things that can affect the emotions and plans of consumers so that the impact on buying interest. Go green products appear with the aim of wanting to convey that when consumers consume there will be more value, there will be benefits in addition to being satisfied also consumers have taken care of the environment (Almuarief, 2016).

In this research, the concept of green marketing in Gorontalo body body products is environmentally friendly products, premium prices, environmentally friendly promotions, and environmentally friendly distribution. In accordance with the results of the study, it requires that the implementation of the green marketing variable has a significant influence on consumers' decisions to buy the products of the body shop Gorontalo. This can be seen from the results of research instrument answers, which confirms that consumers who are interested in buying cosmetics, the body shop are more due to the content factors in the body shop products which are more natural compared to other products, besides that consumers who buy also are emotionally aware enough the use of beauty products that are not able to treat skin and beauty, but also pay attention to the benefits and health of consumers. The results of this study also showed that 46.2% of consumers' decision to buy products in the Gorontalo body shop can be explained by green marketing. The magnitude of the influence of green marketing that is quite small can be caused by other factors, where some consumers still consider the price factor, and the additional features of a beauty product are other alternative factors.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion
Based on the results of the study, the following conclusions can be drawn:
1. Each indicator that contains statements that represent research variables namely green marketing and purchasing decisions at The Body Shop Gorontalo has good instrument reliability, and consistent answers from respondents.
2. The results of the regression coefficient test through the t test show that the independent variable, namely green marketing, has a significant influence on consumer purchasing decisions at The Body Shop Gorontalo.
3. Green marketing has an influence of 46.2% on purchasing decisions, and the remaining 53.8% is influenced by other variables not examined.
4. This research proves that in addition to pricing and service schemes, companies must also pay attention to the concept of green marketing which will influence consumer purchasing decisions.

Suggestion
Based on the conclusions of the study, researchers suggest:
1. In general, the company's marketing strategy in particular by paying attention to consumer behavior in relation to purchasing decisions, and green marketing as a factor that can influence it.

2. This research can be useful as information and reference material, both for academics, researchers, and other parties, who discuss marketing management practices, especially regarding corporate green marketing, and consumer purchasing decisions.

3. Hopefully this research can be used as a reference / reference for other parties to be able to add factors or other variables and test their effect on consumer purchasing decisions on beauty products.

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