

# BUILDING GREEN CUSTOMER SATISFACTION THROUGH GREEN PRODUCT INNOVATION AND GREEN CUSTOMER RELATIONSHIP MATAHARI ONLINE IN TANGERANG

<sup>1</sup>Herlina,<sup>2</sup>Siti Asriah Immawati,<sup>3</sup>Abdul Rauf

<sup>123</sup>Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Tangerang, KotaTangerang, Indonesia

Author's email:

<sup>1</sup>[herlina20052000@gmail.com](mailto:herlina20052000@gmail.com),<sup>2</sup> [asri.immawati@umt.ac.id](mailto:asri.immawati@umt.ac.id) ;<sup>3</sup> [abdulrauf@umt.ac.id](mailto:abdulrauf@umt.ac.id)

Corresponding Author : <sup>1</sup>[herlina20052000@gmail.com](mailto:herlina20052000@gmail.com)

**Abstract.** The supermarkets as a contributor to plastic waste. Several supermarkets including the Matahari Department Store have implemented this by minimizing the use of plastic for buyers' luggage and establishing online shops. In addition to maintaining a sustainable environment and competitive advantage, it is also closer to consumers. The purpose of this study was to determine the role of green customer satisfaction through green product innovation and green customer relationships. This research is quantitative research with a sample of 100 respondents from Matahari.com customers. Data collection techniques by distributing questionnaires and interviews. The data analysis technique used was multiple linear regression analysis using SPSS Version 26 software. The results showed both partially and simultaneously green product innovation and green customer relationship variables had a positive effect on green customer satisfaction. Green product innovation will be able to make consumers more innovative, while green customer relationships are an important element in determining the results of their shopping. Without good customer satisfaction, it will hamper shopping activities. Customer satisfaction is one of the important things that can improve the products they buy.

**Keywords:** Green Product Innovation, Green Customer Relationship, Green Customer Satisfaction

## 1. INTRODUCTION

Environmental aspects in the business world today are the most important factors that must be taken into account in conducting marketing activities. Responding to environmental problems, companies must develop new strategies that can guarantee environmental preservation, for example, such as green marketing. Green marketing is one of the most relevant concepts, where green marketing is marketing concept with the label "green product" or environmentally friendly products by combining several activities such as product modification, changes in production processes, packaging, product innovation, advertising strategies, and raising awareness on environmentally friendly marketing (Ni Luh Gde Sari Dewi Astuti, 2018). This connection, in today's business world many business people make the environment an important aspect that needs to be included in carrying out marketing activities. As such, business people will compete to produce and market products with the concept of environmentally friendly products. In addition to meeting the needs and desires of consumers, with the concept of Green Marketing, the company can thrill improve Green Customer Satisfaction which is far better which is certainly with environmentally friendly marketing activities.

The number of a supermarket that is mushrooming is certainly a contributor to plastic waste that some supermarkets, including its deep is the Sun Department Store has implemented minimizing the use of plastic for buyers' luggage. Evicting from the statement of the Minister of Environment and Forestry (LHK) mentioning data on landfills in Indonesia in 2022 reached 46

thousand tons of the national waste, 28.5% is plastic waste. (Baheramsyah, 2022). Plastic is one of the materials that we can meet in almost every item. According to research, the use of plastics that are not following the requirements raises various health disorders, because they can cause cancer triggers and tissue damage to the human body (carcinogenic). Apart from that plastics are generally difficult to integrate (described) by microorganisms. Plastic waste can also last for years as far as environmental pollution. The management of the Sun Department Store in applying the green concept to its company must aim to reduce energy use, reduce water pollution, air pollution, and solid waste pollution and be able to use resources efficiently. Surely this becomes a more professional buyer by buying environmentally friendly products that contribute to a sustainable environment and competitive advantage.

PT Matahari Department Store Tbk (LPPF) introduces its new identity that reflects the spirit of service and a better shopping experience for consumers, this is certainly to improve Green Customer Satisfaction, Green Customer Satisfaction

Green product innovation can affect Green Customer Satisfaction. Green product innovation in research (Cahyaningtyas et al., 2022). Green product innovation has a positive and significant effect on consumer purchasing decisions, by becoming increasingly aware of using environmentally friendly products, this is increasing green product innovation so that consumer purchasing decisions increase, and the result of consumer satisfaction also increases. In making a consumer purchasing decision many consider environmentally friendly products that have broader market prospects. The results of this study are in line with the results of Asriah Immawati & Anggi's research, (2023) which reveals that consumer satisfaction is in line with the increasing consumer decision being warned to choose green product innovation, as an environmentally friendly product which certainly has better quality.

Apart from that. Green relationships with customers can also affect Green Customer Satisfaction. This relates to people's awareness of the natural environment, especially awareness of healthy living, which brings them to awareness to use products that are based on nature or environmentally friendly products (Cahyaningtyas et al., 2022). Furthermore, this awareness becomes a guideline for them to become consumers who care about their environment and also the management of the material logistics of each company to build good customer relationship management with its customers. But along with this phenomenon, several reasons related to the increasing consumption of environmentally friendly products are unknown. This research is focused on the antecedents that produce green buying behavior, namely social influence, green attitudes, green values, and green beliefs.

## **2. LITERATURE REVIEW**

### **2.1. Marketing Management**

Marketing management is an attempt to plan, implement (which consists of organizing, directing, and coordinating), and supervise or control marketing activities in an organization so that the organization's goals are met efficiently and effectively known as management functions. In the marketing management function, there is an analyzing activity that is an analysis carried out to find out the market and its marketing environment, so that it can be obtained how many opportunities to seize the market and how much threat must be faced (Kothler, 2016).

### **2.2. Consumer behavior**

These are actions taken by individuals, groups, or organizations related to the decision-making process in obtaining, using economical goods or services that can be affected by the environment. Behavior is directed by people in planning, buying, and using economic goods and services (Mangkunegara, 2018).

### **2.3. Green Customer satisfaction**

In the satisfaction survey customer, several types of surveys can be used to measure: (1) Customer satisfaction Is a measurement of the level of customer satisfaction by giving the most basic questions then the answer given will get a score or even a certain scale level, for example from being very satisfied, satisfied, neutral, not satisfied and very dissatisfied. (2) Customer Effort An assessment of the level of customer satisfaction with each customer, asked to assess the results obtained in the use of products or services using a scale. The scale given usually starts from numbers 1 to 5. Scale 1 means that customer gets convenience when using products or services. Whereas scale 5 means that using customer products or services is experiencing difficulties.

According to Consuegra (2017), measuring consumer satisfaction can go through 3 dimensions namely: (1) Conformity of expectations The services offered are in line with the expectations of the customers. Hope is whatever consumers think should be presented by service providers. Expectations themselves, do not appear just like that, or also do not constitute predictions of what will be provided by service providers. Assessment of a product ( goods and services ) and customer satisfaction, then customer expectations (customer expectation) play an important role as a standard of comparison in evaluating quality or satisfaction. Customer expectations are customer beliefs before trying or buying a product in question. (2) Performance perception is the result or performance of the service received is very good or not. Satisfaction is a function of perception or impression of performance and expectations. If performance is below expectations then the customer is not satisfied. If the performance meets expectations then the customer will be satisfied. If the performance exceeds expectations then the customer will be amat satisfied or happy. (3) Customer rating. Customer ratings are overall assessments of services received by customers better or not when compared to other services that offer the same service. The concept of customer value indicates a strong relationship to customer satisfaction. Where the concept illustrates the evaluative consideration of customers about the products they consume. The desired value of customers is formed when they form the perception of how badly a product is played in a situation of use. They evaluate usage experience on the same attribute. For customers, perceived product performance is equal to or greater than expected, which is considered valuable and can provide satisfaction.

#### *2.4. Green Product Innovation*

According to researchers Asriah Immawati & Anggi (2023) green product innovation can protect businesses from environmental protests and legal sanctions, in addition to developing new market opportunities and achieving success of new green products. Previous research on the effect of purchasing decisions concluded various kinds of products.

The Green Product Innovation indicator is 1) Diverse product sizes. 2) Product diversity is the number of categories of goods ( products ) that are in the store or department store.3 ) Product diversity is the number of items of choice in each product category.

#### *2.5. Green Customer Relationship*

Define customer relationship management as the integration of processes, human resources, and technology seeking the best understanding of company customers. In addition, if we place our focus primarily on customer retention and relationship management, CRM is the latest integration approach available for relationship management. A company that is willing to survive and improve its position in the market needs to be superior quoted ( Gil-Gomez et al., 2020).

The indicator of a Green Customer Relationship is (1) Perception of the product on display makes the customer want to find out. A sense of pride from yourself towards the target's originator. (2) Customer thickness. The habit of consuming the brand, Keeping choosing the brand, and being sure of the product (3)LoyaltyCustomer. The tendency of customers to buy a

product or use services provided by a company with a high level of consistency. Customer loyalty can be achieved by service services and may be offered brand products. (4) Competitive Excellence. Cost Leadership is a strategy of increasing business excellence by applying cheap prices that can significantly influence competitive advantages namely market orientation, and environmental adaptability.

#### *2.6. The Effect of Green Product Innovation on Green Customer Satisfaction*

Green Product Innovation is closely related to green customer satisfaction the better Green Product Innovation the more green customer satisfaction rises. Green product innovation is a collection of incentive tools, mostly short-term, designed to stimulate consumer satisfaction. If the innovation green increases, the customer satisfaction rating will increase. This is consistent with research conducted by Zahara (2019), Felita and Oktivera (2019), Dewi and Jatra (2021), Tanriady and Septina (2021), Fauziah and Rahmidani (2021) that green product innovation has a positive and significant effect on green customer satisfaction.

#### *2.7. The Effect of Green Product Innovation on Green Customer Satisfaction*

The better the Green customer relationship the more the Green customer satisfaction increases. Green customer relationships are an important role in establishing good relations with customers and there is no compulsion so that the satisfaction of green customer occurs. A good Green customer relationship will occur with green customer satisfaction. According to research by Artana, Wisesa, Setiawan, Utami, Yasa, and Jatra (2019), Tawas, Tamusun, and Punuindoong (2019), and Purnama (2021), Elvitria and Cook (2019), Arnanda and Teviana (2019) that green customer relations have a positive and significant effect on the satisfaction customer reen

### **3. RESEARCH METHODS**

The research method used is quantitative research with an associative approach that is to find out the relationship between two or more variables, namely the relationship between Green Product Innovation, Green Customer Relationship, and Green Customer Satisfaction. The population in this study was an unknown number of online Matahari consumers, for which samples were taken from as many as 100 online Matahari customers. The sample collection technique uses non-probability sampling by purposive sampling method, where the sample criteria are consumers who are at least 17 years old, have minimum high school education, and have conducted transactions in the online sun at least 3 times. Data is obtained through the distribution of questionnaires in the form of Google Forms. The measurement scale used is the Likert scale with seven answer criteria, namely with the smallest value of 1 ( one ) which means very disagree, and the highest value of 7 (seven) which means strongly agree. Before analyzing data is carried out in advance to test data instruments with validity and reliability tests, then data analysis is done with multiple regression through the help of SPSS software.

### **4. RESULTS AND DISCUSSION**

Based on most gender statistical descriptions are women as much as 55% and men as much as 45%. Based on the age of the highest respondent is aged 23-26 years as many as 41 respondents (41%), second order >27 years as much as 28 or 28% while the age of respondents 19-22 years as much as 26 or 26%, and the number of respondents aged 24-26 years is 1 or 1%. The highest consumer origin of Tangerang City is as much as 53 or 53%, South Tangerang as much 26 or 26%, and Tangerang Regency 21 as much as 21 %. Based on revenue, the highest is 47% with income between Rp. 3,000,000 to Rp.5,000,000 while the lowest in the provision of Rp.1,000,000 to Rp. 3,000,000 as much as 5%.

The average respondent's answer shows that agreeing to a statement about Green Product

Innovation is proven to be an average value of 4.2. In the statement item about Green Customer Relationship, the respondent also answered agreeing with an average value of 4.04. Whereas for the statement item about Green Customer Satisfaction respondents also think agree is proven by an average value of 4.38.

The validity test results on the Green Product Innovation, Green Customer Relationship, and Green Customer Satisfaction variables can be known that all statements on the questionnaire are declared valid, because  $> r$  tabel (0,361) then all statements can be used as data collection tools.

The results of the reliability test on Green Product Innovation can be known that the value of Cronbach's Alpha is 0.899. The value of Cronbach's Alpha Green Customer Relationship is 0.871. Value of Cronbach's Alpha Green Customer Satisfaction 0.845. The value is greater than ( $>$ ) compared to 0.60 so it is declared reliable.

A multiple linear regression equation is obtained:  $Y = 5.477 + 0.132 X_1 + 0.436 X_2 + e$  which has the meaning that the value 5.477 is a constant, if assumed Green Product Innovation, and Green Customer Relationship is constant or equal to 0, then the Green Customer Satisfaction value is 5,477. A value of 0.132 is interpreted if Green Product Innovation rises then the value of Green Customer satisfaction will increase by 0.132 assuming other variables are constant. A value of 0.436 is interpreted if the Green Customer Relationship increases then the value of the Green Customer Satisfaction will increase by 0.436 assuming other variables are constant.

The contribution of Green Product Innovation and Green Customer Relationship to Green Customer Satisfaction was the remaining 62.6% as much as 47.4% influenced by other variables not studied in this study.

Based on the analysis, it was obtained by 10,767 with a significant level of 0.05. As well as a  $t$  table of 1,984 it can thus be concluded that the 10,767  $>$   $t$  tabel 1,984 and the value of sig. 0,000  $<$  0.05 means there is an influence between Green Product innovation on Green Customer Satisfaction. For testing the second hypothesis the effect of Green Customer Relationships on Green Customer Satisfaction was obtained by a grade point of 12,904 with a significant level of 0.05. As well as a  $t$  table of 1,984 it can thus be concluded that the 12,904  $>$   $t$  tabel 1,984 and the sig value. 0,000  $<$  0.05 means there is an influence between Green Customer Relationships on Green Customer Satisfaction.

## CONCLUSION

The higher the Green Product Innovation will be able to be an innovating person, and vice versa. Green Customer Relationships a customer is an important element in determining the outcome of his shopping. Without good customer satisfaction, it will inhibit shopping activities. customer satisfaction is one of the important things that can improve the product it buys.

The higher the customer's close relationship with the waiter, the higher it will be to buy the item just the opposite, the lower the relationship with the customer, the lower the shopping will be. Lack of knowledge and low skills indicate that there is still a low customer relationship with the waiter, servants who have high competence and are following the customer increase because competent service usually has the ability and a quick will to overcome the problems of the customer at hand.

## REFERENCES

A. A. Anwar Prabu. (2018). Manajemen sumber daya manusia perusahaan. Remaja Rosdakarya. Ni Luh Gde Sari Dewi Astuti. (2018). Peran Green Trust Dan Green Satisfaction Memediasi Hubungan Green Image Dengan Green Loyalty. E-Jurnal Ekonomi Dan Bisnis Universitas Udayana, 3, 809–836

Afandi. (2018). Manajemen sumber daya manusia (teori,konsep dan indikator). nusa media.

- Asriah Immawati, S., & Anggi, A. (2023). The Effects of e-wom and Green Product Innovation on Consumer Purchase Decisions through Social Media Marketing on Beauty Products in Sociolla. *Telaah Bisnis*, 23(2), 168–179. <https://doi.org/10.35917/tb.v23i2.338>
- Astuti, M. D., Astuti, M., & Sholihah, D. R. (2021). Pengaruh 4P Green Marketing Mix Terhadap Kepuasan Pelanggan Bloomka Skincare. *Prosiding SENAPENMAS*, 1311-1338.
- Baheramsyah. (2022, November 3). Presidensi G20, Indonesia Komitmen sampah laut 28,5% diakhir 2022. Infopublik.Com. <https://infopublik.id/kategori/g20/681761/presidensi-g20-Indonesia-komitmen-mengurangi-sampah-laut-28-5-persen-di-akhir-2022>
- Barokah, A., & Dalimunthe, A. A. (2022). Peran Web Customer Satisfaction Survey Terhadap Penilaian Kinerja Karyawan BSI KCP Medan Pulo Brayan. *EKOMA: Jurnal Ekonomi ...*, 1(2), 251–260. <http://www.ulilalbabinstitute.com/index.php/EKOMA/article/view/449>
- Betaubun, S. (2023). Orientasi Pasar dan Inovasi Produk Untuk Meningkatkan Kepuasan Konsumen Hady Bakery Di Merauke. *Economics and Digital Business Review*, 4(1), 1-9.
- Cahyaningtyas, S. R., Isnaini, Z., & Ramadhani, R. S. (2022). Green Corporate Social Responsibility: Green Innovation Dan Nilai Perusahaan. *Jurnal Aplikasi Akuntansi*, 6(2), 87–108. <https://doi.org/10.29303/jaa.v6i2.137>
- Feriyanto, Andri & Shynta triana, E. (2015). Pengantar Manajemen. media tera.
- Gil-Gomez, H., Guerola-Navarro, V., Oltra-Badenes, R., & Lozano-Quilis, J. A. (2020). Customer relationship management: digital transformation and sustainable business model innovation. *Economic Research-Ekonomika Istrazivanja*, 33(1), 2733–2750. <https://doi.org/10.1080/1331677X.2019.1676283>
- Kothler, P. K. K. (2016). *Manajem Pemasaran* (12th ed.). PT Indeks.
- Lohonusa, A. I., & Mandagie, Y. (2021). Analisis Pengaruh Brand Image, Brand Trust dan Viral Marketing Terhadap Keputusan Pembelian Produk Sepatu “Converse” Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Sam Ratulangi Manado. *Jurnal EMBA*, 9(4), 511–520.
- Malayu Hasibuan. (2019). *Manajemen Sumber Daya Manusia*. Penerbit Bumi Aksara.
- Mangkunegara, . A. A. Anwar Prabu. (2018). *Manajemen sumber daya manusia perusahaan*. Remaja Rosdakarya.
- Ni Luh Gde Sari Dewi Astuti. (2018). Peran Green Trust Dan Green Satisfaction Memediasi Hubungan Green Image Dengan Green Loyalty. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 3, 809–836
- Yang, J., Su, J., & Song, L. (2019). Selection of manufacturing enterprise innovation design project based on consumer’s green preferences. *Sustainability*, 11(5), 1375.
- Yuliana, R., & Pantawis, S. (2022). Pengaruh Kualitas Produk dan Green Marketing Terhadap Pembelian Ulang Dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada Produk Skincare di Kota Semarang. *ECONBANK: Journal of Economics and Banking*, 4(1), 79-86.

