ANALYSIS OF GREEN MARKETING, ENVIRONMENTAL CONCERN, AND PRO-ENVIRONMENTAL BEHAVIOR ON REPURCHASE DECISIONS OF COMPRESSED NATURAL GAS (CNG) FUEL CONSUMERS (CASE STUDY OF CNG CONSUMERS OF RUBBER COMPANIES AND OIL PALM COMPANIES IN SOUTH SUMATRA)

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Abstract

This study examines the influence of green marketing, environmental concern, and pro-environmental behavior on repeat purchase decisions. The scope of this study is rubber companies and palm oil companies with stakeholder respondents. The population and sample in this study are stakeholders in the company. The type of data used in this study is quantitative data. The data source used in this study is Primary Data. The results of the study state that green marketing, environmental concern, and pro-environmental behavior have a positive and significant effect on repeat purchase decisions.

Keywords: Green Marketing, Environmental Concern, Pro-Environmental Behavior, Repeat Purchase Decision

INTRODUCTION

Environmental conditions are influenced by the behavior of the community itself. Environmental conservation issues have long been known (Zulfa, et al., 2016). On the other hand, several countries have initiated several environmental rescue efforts such as sustainability such as the "Earth Hour" campaign, environmentally friendly campaigns, and so on (Sarkis, et al., 2010; Cronin, et al., 2011). This aims to save the environment from the mistakes they have made (Kai Chan, et al., 2012). Bad habits by using products that have a long degradation time to products that emit high CO2 emissions.

Campaigns that create public awareness of environmental sustainability have entered traditional marketing practices and are no longer sufficient to address changing and uncertain emerging markets.(Vilkaite-Vaitone et al., 2022) but rather current consumption, production, and development patterns do not meet sustainable industry standards. Therefore, the business practices of these companies are a major concern and a direct threat to the environment.(Calvo-Porral, 2019). The need for sustainability in the performance of people, products, and services demands that organizations operationalize Green Marketing throughout their organizational processes.

According to the World Economic Forum, environmental degradation is a major global problem that needs to be addressed and the importance of environmental orientation is increasing.(Unruh & Ettenson, 2010). Primary Energy Supply Data in Indonesia issued by the Ministry of Energy and Mineral Resources of the Republic of Indonesia shows the image below:

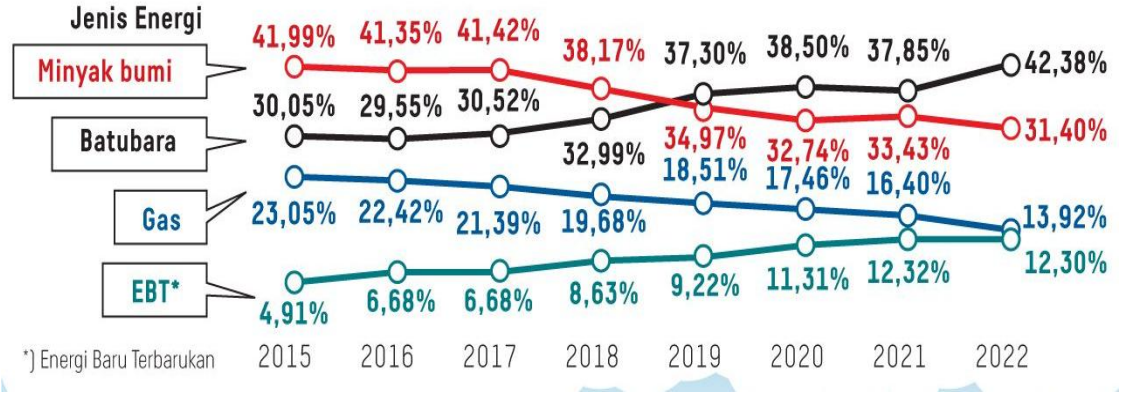

Figure 1.
Primary Energy Supply in Indonesia (%)

Source: International Energy Agency (IEA) and Handbook of Energy & Economic Statistics Statistics of Indonesia, Ministry of Energy and Mineral Resources. Processed by Kompas Research and Development/IWN

Based on Figure 1. the primary energy supply in Indonesia is still dominated by petroleum and coal energy while the use of gas and EBT (New Renewable Energy) is still below 15 percent. The seriousness of the government in dealing with this is by issuing a policy in the form of Presidential Regulation Number 5 of 2006 concerning National Energy Policy which is further strengthened by PP Number 79 of 2014 concerning National Energy Policy. The government targets the use of energy from gas fuel at 30 percent and the use of renewable energy at 17 percent. Through PP Number 79 of 2014 concerning National Energy Policy, the Ministry of Energy and Mineral Resources (ESDM) has a national program to achieve 23 percent of Indonesia's total energy mix in 2025 and 31 percent in 2050 (Aji & Garside, 2022). In this case, biogas becomes one of the alternative energy options that is expected to be able to realize the program.

In 2022, Indonesia's renewable energy is only 12.3 percent or still 11 percent short of achieving the short-term target. This shortfall is certainly very large considering that Indonesia's annual progress in increasing the renewable energy mix is very small, which is an average of less than 1 percent per year. One of the things that is being pushed to increase the renewable energy mix is the production of biodiesel, which is an alternative fuel produced from renewable natural materials such as vegetable and animal oils. This biofuel commodity now contributes 34 percent of the total renewable energy mix in Indonesia. In terms of percentage, biodiesel is increasingly leaving behind the energy supply from Hydroelectric Power Plants (PLTA) and geothermal. In addition to biofuel, which is any fuel, whether solid, liquid, or gas produced from organic materials, the government is also increasingly massively developing solar and wind energy generators and developing energy sources from biogas and biomass, which are organic materials obtained from plants and used as energy in large quantities, the 2045 renewable energy target and presentation. Biogas is an environmentally friendly renewable energy. Biogas can be produced from organic waste such as livestock manure, kitchen waste, liquid tofu waste, and water hyacinth (Ajii & Garside, 2022).

Compressed Natural Gas (CNG) in Indonesia is also known as Gas Fuel (BBG). CNG is a fuel derived from compressed natural gas at a storage pressure of 200-248 bar and is useful as a substitute fuel for gasoline, diesel, and LPG (Liquefied Petroleum Gas). CNG fuel does still produce CO2 as a result of its combustion, but it is much more environmentally friendly when compared to other fuels. Economically, the use of CNG is also cheaper when compared to other petroleum fuels. That is the basis for the Indonesian government currently aggressively campaigning for the conversion of motor vehicle fuel to CNG.

Green Marketing Strategy is defined as a series of supports consisting of various elements of marketing strategy programs used by business actors so that the marketing process is achieved and can position the product in the market successfully. According toRamadan & Maulana, (2019)said that consumer decisions to buy a product are based on planning and needs. Consumer considerations in making purchasing efforts, both goods and services, by considering the marketing strategy of the product being marketed. Several indicators that consumers focus on include selling price, product specifications, place, and seller capabilities.

American Marketing Association (AMA)Gebi Pamola, (2017) defines green marketing as product marketing by raises environmental issues in marketing where the products offered are environmentally friendly or green products to increase consumer awareness of the importance of protecting the surrounding environment. Green product where a product can be said to be green if the product can minimize environmental damage and its production process is environmentally friendly. The products offered do not pollute the environment and do not harm humans and animals. Green price where usually the price offered by green products tends to be expensive so that the products offered must have added value so that consumers can pay more for the product. Furthermore, a green place is a production place that is environmentally friendly or cares about the environment around the production site. Finally, green marketing is green promotion where companies must be able to advertise products by discussing the relationship between products or services and the environment.

The increase in consumer attitudes towards consuming environmentally friendly products is quite evident throughout the world (Al Mamun et al., 2018). Even low-income

households have reportedly experienced this and have started consuming environmentally friendly products.(Al Mamun et al., 2018). Multinational companies, as well as domestic units around the world, are therefore using green production and marketing as a tool to gain a competitive advantage, maintain a solid reputation, earn maximum profits, and engage their consumers and other stakeholders (Al Mamun et al., 2018). In developing countries like India, many companies are adopting a green marketing orientation (Al Mamun et al., 2018).

The emergence of this issue requires people to become smarter in determining their choices in consuming products that can reduce environmental damage that affects human life. This has made many manufacturers of various products start to switch to using environmentally friendly materials. The marketing concept of products that use environmentally friendly materials is known as green marketing. Green marketing can be defined as the development of products whose production, use, and disposal processes do not cause harmful impacts on the environment (Hawkins & Mothersbaugh, 2016).

According to Mahmoud, (2018), green marketing is all marketing activities with environmental responsibility, namely by reducing negative impacts on the environment. 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 (Purwanto, 2021). According toIslam, (2018)The reason marketers are worried about entering the world of green marketing is none other than the fact that marketers feel that their target market is not yet environmentally oriented, which is why the growth of environmentally friendly products seems slow.

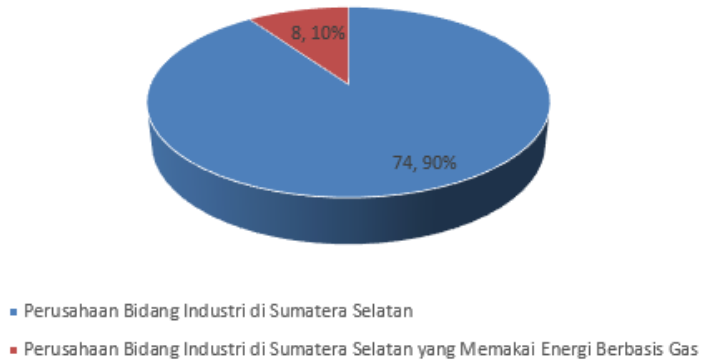

Figure 2.
The ratio of Industrial Companies in South Sumatra Using Gas-Based Energy
Source: Sumsel Energi Gemilang (2023)

Based on Figure 2. above, only 18.29 percent of industrial companies in South Sumatra use gas-based energy. Proving that awareness of gas-based energy purchasing decisions is very low. Environmental Concernor environmental awareness is a way to understand the fragility and importance of protecting the environment (Khoulid et al., 2017). Environmental awareness is a form of public concern to care about the surrounding environment (Hanjani & Widodo, 2019). Environmentally conscious behavior is influenced by the way people view the environment so in its implementation, people need to apply environmental principles and ethics in their daily lives (Purwanto, 2021). The existence of public awareness of the environment will influence the decision to purchase environmentally friendly products. People who are aware of the importance of protecting the environment will switch to using products that do not damage the environment (Warmadewa et al., 2021).

Pro-Environmental Behaviors namely efforts to reduce environmental damage. This shows the level of concern of a person for the environment around them. Cleanliness and environmental health reflect a pro-environmental attitude that plays an important role in reducing emerging problems (Davis et al., 2009; Palupi & Sawitri, 2017). This behavior can be interpreted as a positive attitude that individuals and groups carry out to preserve and protect their environment. Kaiser et al., (2007) stated that this behavior is manifested in various forms, such as saving energy, minimizing plastic use, recycling waste, planting trees, and maintaining the cleanliness of the environment. This attitude has a crucial role in efforts to revive the environment. Efforts to improve Pro-Environmental Behaviors have received attention from the government and the private sector. This is indicated by various programs that have been implemented, such as the 1000 tree planting program, waste bank management, and various other programs. These programs are a real form of Pro-Environmental Behaviors (Sejati et al., 2022). Several factors influence Pro-Environmental Behaviors, including environmental knowledge, attitudes, emotional involvement, environmental awareness, locus of control, priorities, and responsibilities (Kollmuss, A., & Agyeman, 2002). An internal factor that influences this behavior is environmental awareness. Environmental awareness is a step and attitude that aims to realize how important it is to have a healthy and clean environment. This awareness can be observed through an individual's

attitude and actions when they feel unburdened (Amos Neolaka, 2008; Sánchez & Lafuente, 2010). According to Utami, (2020) in Indonesia, environmental awareness has increased.

Pro-environmental behavior is not only caused by environmental awareness factors, but also by place attachment. Place attachment is an emotional bond between a person and their developing environment (Niemiec et al., 2017). In this concept, individuals tend to feel happy when they are in a place and feel sad when they have to leave it (Purwanto & Harani, 2020). Several previous studies have been conducted by Trilestari et al., (2020) regarding the relationship between place attachment and Pro-Environmental Behaviors among PT Adaro Indonesia employees, proving that there is a significant correlation between Pro-Environmental Behaviors and place attachment to PT Adaro Indonesia.

Based on the phenomena that occur, this study aims to determine and analyze the Analysis of Green Marketing, Environmental Concern, and Pro-Environmental Behaviors on Repeat Purchase Decisions of Consumers of Compressed Natural Gas (CNG) Fuel (Case Study of CNG Consumers of Rubber Companies and Palm Oil Companies in South Sumatra).

REVIEW OF LITERATURE

Theory Planned Behavior

The theory of Planned Behavior is a theory put forward byAjzen, (1988)which shows the relationship between beliefs and behavior that has proven to be the best way to predict individuals consumption intentions. TPB provides a social psychological framework and integrates concepts in social science in predicting behavioral intentions. Attitude (A), subjective norms (SN), and perceived behavioral control (PBC) have a positive effect on consumer purchase intentions(Mahmoud, 2018). Halal food purchase intention precedes the process before the actual purchase or purchase behavior because it reflects future behavior. Academic literature suggests that several other factors can be considered as additional determinants of intention within the original TPB framework, such as past behavior and self-identity (Carfora et al., 2016). So, attitude, subjective norms, and perceived behavioral control all have a direct relationship with purchasing decisions, and intention has a relationship with consumer purchasing behavior (Prakash & Pathak, 2017).

Furthermore, in TPB, perceived behavioral control (PBC) also plays an important role in predicting purchase intentions. Khare & Sadachar, 2017). Ajzen, (1988) states that perceived behavioral control PBC refers to "a person's perception of the ease or difficulty of performing the behavior of interest" (Khalek & Ismail, 2015). PBC is an individual's ability to control behavior (Sreen et al., 2018). PBC has a significant positive impact on purchase intention (Khare & Sadachar, 2017).

Green Marketing

Currently, green marketing is an evolution of a new era of marketing strategy that can be applied in business strategies because it has the potential to increase sales and win market competition due to the growing public awareness of environmentally friendly products so that they can maintain a better ecosystem. Green marketing consists of all company activities designed to produce and meet consumer needs while minimizing the impact of environmental damage (Nashrulloh et al., 2019). The green marketing approach in the product area increases the integration of environmental issues in all aspects of the company's activities, from strategy formulation, planning, and preparation, to production and distribution with customers (Nashrulloh et al., 2019). Green marketing is a process of marketing products that are designed to be safe for the environment. Green Marketing is divided into 4 dimensions, namely Green Products, Green Price, Green Plance, and Green Promotion.

Environmental Concern

Environmental concerns is a deep understanding that exists in a person that is manifested in thoughts, attitudes, and behavior that support environmental sustainability. Environmental awareness can be seen from the behavior and actions taken by a person towards the environment (Maichum et al., 2016). Focus Environmental awareness is a concept that reflects a person's readiness to do something positive for the environment (Maichum et al., 2016).

The focus of environmental awareness is an understanding within an individual regarding the safety of the future environment which encourages the individual to be active and passive in acting (Siregar & Saragih, 2021). Environmental awareness is an attitude of concern or care of society towards the environment as a result of various environmental problems (Siregar & Saragih, 2021). Siregar & Saragih, (2021), stated that awareness of

environmental focus is used as a way to understand the fragility of the surrounding environment and be aware of the importance of protecting it.

Based on the several definitions above, it can be concluded that environmental concern or focus on environmental awareness is an individual's awareness of the importance of protecting the environment which is done by respecting, protecting, and preserving nature (Siregar & Saragih, 2021). Sanchez & Lafuente, (2010), states that environmental awareness consists of three indicators, namely: Information/Knowledge, Personal Attitude and General Belief/Values

Pro-Environmental Behavior

Pro-environmental behavior as explained by psychology experts, leads to individual behavior that has benefits for the improvement or management of the environment to avoid dangerous situations for humans in the future (Kollmuss & Agyeman, 2002; Steg & Vlek, 2009; Krajhanzl, 2010). In a study conducted by Steg & Vlek (2009) in Pro-Environmental Behavior, there are several main points related to making behavioral changes to improve environmental quality, namely, first, choose forms of behavior that do have a significant effect in contributing to the environment. Second, conduct a study that leads to the possibility of various feasibility of behavioral changes and see the acceptance of the consequences. The existence of this feasibility and acceptance also looks at the factors that inhibit or support it. Third, conduct valid and reliable behavioral measurements to be used as the right reference. It is an issue that needs to be considered further related to the right measuring instrument, especially the use of self-reports which are still contradictory whether they are valid and reliable in describing actual behavior. Fourth, identify the target group properly. Stern (2000) himself developed 4 domains of pro-environmental behavior, namely environmental activism, non-activist public sphere behaviors, private sphere behaviors, and behaviors in organizations.

Repeat Purchase Decision

According to (Schiffman & Kanuk, 2008) repeat purchase behavior is closely related to the concept of brand loyalty, which is attempted by most companies because it contributes to greater stability in the market. The repeat purchase decision itself is when consumers decide to repurchase a product that can be based on consumer agreement that the product

meets their desires (Schiffman and Kanuk in Long-Yi Lin and Yeun-Wen Chen (2009). Measurement of repeat purchase decisions consists of 2 measurement indicators, namely repurchasing the same product in the future, and the number of purchases.

Repurchase decision has a definition according to Peter and Olson, (2002), namely the activity of purchasing that is done more than once or several times. From this definition, it can be said that there is an intention from the customer to buy the same product or service again. This is obtained from customers who are satisfied with the service provided so that it can encourage them to make repeat purchases (repurchase), become loyal to the product or loyal to the store where the customer bought the goods, and can tell good things to others (Noviantiano and Kosahasi, 2007).

According to Hawkins et al. (2007) repurchase decision is an activity of repurchasing carried out by consumers on a product with the same brand without being followed by significant feelings towards the product. Two possibilities can cause someone to repurchase a product. First, consumers feel satisfied with the purchase they made. Second, customers feel dissatisfied, but they still make repeat purchases. For the second possibility, this is usually because they consider the costs they have to spend to search for, evaluate, and adopt products with other brands (switching costs) to be too high.

RESEARCH METHOD

The scope of this study is the influence of green marketing, environmental concern, and pro-environmental behavior on repeat purchasing decisions. The target object of this study is a Case Study of CNG Consumers of Rubber Companies and Palm Oil Companies in South Sumatra. This research is descriptive and requires quantitative analysis to determine the influence of independent variables on dependent variables both directly and indirectly through mediating variables. There are five variables in this study, namely:

1. Variable 1 (X1) is Green Marketing
2. Variable 2 (X2) is Environment Concern
3. Variable 3 (X3) is Pro-Environmental Behavior
4. Variable 4 (Y) is Repeat Purchase Decision

The type of data used in this study is quantitative data. Quantitative data is data in the form of numbers, or quantitative data that is numbered in (Scoring) (Priyono, 2016). So, quantitative data is data that tends to be analyzed by statistical methods or techniques. The data can be in the form of numbers or scores and is usually obtained using a data collection tool whose answers are in the form of a score range or weighted questions.

The data source used in this study is Primary Data. According to (Priyono, 2016), primary data is data obtained directly from data sources. Primary data collection in this study was through the distribution of questionnaires distributed both online via Google Forms and through direct interviews.

Data Collection Technique

Priyono, (2016)states that the questionnaire is a data collection technique where respondents fill out questions or statements and then after being filled in completely return them to the researcher. The technique used for data collection is a non-probabilistic purposive sampling technique used to determine research respondents. Stakeholders in the Case Study of CNG Consumers of Rubber Companies and Palm Oil Companies in South Sumatra, with data collection techniques by distributing questionnaires online via Google Form.

The scale used in this study is a Likert scale ranging from 1 to 5. This is measured based on the scores obtained from the adapted research materials. Each respondent's answer is divided into five categories using a scale of 1-5, namely

Table 1.
Measurement Scale

Likert Scale	Symbol	Value/Weight
Strongly Disagree	STS	1
Don't agree	TS	2
Quite Agree	KS	3
Agree	S	4
Strongly agree	SS	5

Source: Sugiyono (2013).

Population

According to Priyono, (2016) states that the population is all objects or individuals that are of interest to researchers, who will become the research material. Researchers focus

on stakeholders onCase Study of CNG Consumers of Rubber Companies and Palm Oil Companies in South Sumatra.

Sample

According to Priyono, (2016) defines a sample as a portion of a large population selected using a particular method, and also has clear characteristics and is estimated to be able to represent the population. The research sample includes stakeholders Case Study of CNG Consumers of Rubber Companies and Palm Oil Companies in South Sumatra. The sampling in this study was selected using the purposive sampling method, where samples were selected based on certain criteria so that they could support this study.

Table 2.
Sample

No	Criteria	Amount
1	All rubber and palm oil companies in South Sumatra that use CNG	31
Final Sample Total		31
Total Observations		3160

Source: Research (2024)

Analysis Techniques

The analysis technique in the study is quantitative analysis, which is used to test the variables of green marketing, environmental concern, and pro-environmental behavior toward repeat purchases. The analysis tool used is SPSS. The analysis technique used in this study is quantitative. Quantitative Analysis is an analysis method based on the philosophy of positivism, used to research certain populations and samples.

RESULTS AND DISCUSSION

Classical Assumption Test

Normality Test Results

Table 3.
Normality Test Results

Kolmogorov-Smirnov Z	Asymp.Sig.(2-tailed)	Information
0.059	0.200	Normally Distributed Data

Based on Table 2, it can be seen that the sig (2-tailed) value is 0.200, which means the significance value is greater than 0.05, so it can be concluded that the variable is normally distributed.

Multicollinearity Test Results

Table 4.
Multicollinearity Test Results

Variables	Tolerance	VIF	Information
X1	0.711	1,406	Valid
X2	0.963	1,039	Valid
X3	0.798	1.253	Valid

Based on Table 3, the results of the multicollinearity test conducted on variables X1, X2, and X3 show the tolerance and VIF values of each research variable, namely, variable X1, 0.711 with VIF 1.406, variable X2, 0.963 with VIF 1.039, and variable X3, 0.798 with VIF 1.253. These results indicate that these three variables have tolerance values that exceed 0.10 and VIF values do not exceed 10, thus, it can be concluded that there is no multicollinearity in variables X1, X2, X3 against variable Y.

Heteroscedasticity Test Results

Table 5.
Heteroscedasticity Test Results

Variables	Significance	Testing Requirements	Information
X1	0.527	> 0.05	Valid
X2	0.484	> 0.05	Valid
X3	0.102	> 0.05	Valid

Based on Table 4 shows the significance value of variables X1, X2, and X3 exceeds 0.05. With X1 of (0.527), X2 of (0.484), and X3 of (0.102). Thus, it can be concluded that there is no heteroscedasticity in this regression model.

Hypothesis Testing

T-Test

Table 5.
T-Test
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics
		B	Std. Error	Beta	t	Sig.	Tolerance
1	(Constant)	1.259	.922		1,366	.175	
	TOTAL_X1	.323	.034	1.174	9.457	.000	.084

TOTAL_X2	.147	.074	.142	1,978	.001	.252
TOTAL_X3	-.460	.111	-.406	-4.156	.000	.136

Based on Table 5. shows the value of X1 with a significance of less than 0.05, which is 0.000. It can be interpreted that the Green Marketing variable has a significant effect on the Repeat Purchase Decision variable, so H1 can be accepted. Variable X2 with a significance of 0.001 less than 0.05 means that Environmental Concern has a significant effect on the Repeat Purchase Decision variable, so H2 is accepted, Then the Pro-Environmental Behavior variable (X3) with a significance of 0.000 less than 0.05 means that Pro-Environmental Behavior has a significant effect on the Repeat Purchase Decision variable, so H3 is accepted.

Determinant Coefficient (R^2)

Table 6.
R2 Table

Model Summary				
Model	**R^2**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.936	.877	.873	.624

a. Predictors: (Constant), Green Marketing, Environmental Concern, Pro-Environmental Behavior

Based on table 6, the results of the calculation of the coefficient of determination (R2) obtained a value of .936, meaning 93.6% of the variable x, namelyGreen Marketing, Environmental Concern, Pro-Environmental Behaviorable to explain Repeat Purchase Decisions by 93.6% and 6.4% is influenced by other factors not examined in this study.

CONCLUSION

The purpose of this study is to empirically examine the factors that influence repeat purchase decisions on CNG products, a case study of CNG consumers in rubber companies and palm oil companies in South Sumatra. The independent variables consist of Green Marketing, Environmental Concern, and Pro-Environmental Behavior. While the dependent

variable is repeat purchases. The data collection technique is through a questionnaire using a purposive sampling method with the object of research at the South Sumatra Regional Police Work Unit. The results of this study indicate that Green Marketing, Environmental Concern, and Pro-Environmental Behavior have a positive and significant effect on repeat purchase decisions. This means that the higher the Green Marketing, Environmental Concern, and Pro-Environmental Behavior, the higher the level of repeat purchases on CNG products in rubber companies and palm oil companies in South Sumatra.

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