

DOES GREEN MARKETING COMMUNICATION AFFECT BRAND IMAGE AND CUSTOMER'S PURCHASE DESIRE?

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Abstract: *The study aims to clarify the relationship between the active level of green marketing communication towards brand image and customer's purchase desire, and examine brand image as a mediator between the green marketing communication, partially towards purchase desire. Green marketing communication consists of green action communication, green food communication, and green donation communication. This study is conclusive research and deployed the questionnaire method. The research population is the end customers who have done transactions at the green-concept food and beverages industry, live in Jabodetabek, and earn above the provincial minimum wage. The study provides empirical insight that active level of green marketing communication partially and significantly give a positive impact to brand image and customer's purchase desire. The study also proves that brand image significantly acts as a mediator between green marketing communication and purchase desire. As the research limitation due to the chosen population, the result may lack generalisability. Hence, researchers are encouraged to test the different propositions further. The study includes implications for practitioners in the food and beverage industry to improve their brand image and customer's purchase desire by conducting green marketing communication actively. Currently, most practitioners are more focused on doing green marketing activities to affect business. This paper fulfills the need to study how the communication of green marketing affects brand image and customer's purchase desire in food and beverages industry.*

Keywords: green marketing communication, green action communication, green food communication, green donation communication, brand image, purchase desire

Abstrak: *Penelitian ini bertujuan untuk menguji pengaruh masing-masing komunikasi pemasaran hijau (komunikasi gerakan hijau, komunikasi makanan hijau, dan komunikasi donasi hijau) terhadap citra merek dan minat belidan menguji citra merek sebagai mediator antara komunikasi pemasaran hijau, secara parsial terhadap minat beli. Jenis penelitian ini adalah riset konklusif dengan metode kuesioner elektronik. Populasi dalam penelitian ini adalah konsumen akhir yang pernah bertransaksi di industri F&B dengan konsep green, berdomisili di Jabodetabek, dan memiliki penghasilan sama dengan atau diatas UMR. Jumlah sampel dalam penelitian ini sebanyak 425 responden dengan teknik convenience sampling. Data yang sudah diperoleh dianalisis dengan analisis regresi melalui SPSS-20 untuk mengetahui hubungan antar variabel, serta dengan uji Sobel melalui sobel calculator untuk menguji variabel mediator. Hasil analisis regresi menunjukkan bahwa komunikasi pemasaran hijau secara parsial berpengaruh signifikan terhadap citra merek dan minat beli, serta citra merek berpengaruh signifikan terhadap minat beli. Hasil uji Sobel juga menunjukkan bahwa citra merek berperan secara signifikan sebagai mediator pada pengaruh antara komunikasi pemasaran hijau terhadap minat beli. Berdasarkan hasil penelitian ini sebaiknya para praktisi melakukan kegiatan komunikasi pemasaran hijau untuk meningkatkan citra merek yang juga berpengaruh terhadap minat beli.*

Kata kunci: komunikasi pemasaran hijau, komunikasi gerakan hijau, komunikasi makanan hijau, komunikasi donasi hijau, citra merek, keinginan membeli

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INTRODUCTION

The food and beverages industry in Indonesia such as restaurants, cafes and others, expanded in 2019 and is projected to experience 9.86% growth. Such growth is expected to rise constantly with CAGR 2020-2025 of 7.06%. In addition, the industry's revenue contributed to Indonesia's GDP from 0.23% in 2017 to 6.34% in 2018 (Nararya, 2019). The industry growth is noticeable in the ever-increasing numbers of restaurant, cafe, and other eating establishments around the community.

Unexpectedly, this industry was one of the most affected industries by COVID-19 pandemic in 2020 which resulted in significant decrease of revenue (Santia, 2020). McKinsey (2020) stated that post-pandemic will change people's behavior a lot. People will pay more attention to environmental cleanliness and switch particularly to other new brands and local brands. Similar view is also presented by Potia and Dahiya (2020) that people would easily switch to other new brands, especially to local brands.

People's tendency to switch brand and leave the old brand has inspired numerous entrepreneurs to perform various strategies to rebuild their images as products or services with better value and more convenience, which follows people's trend post-COVID-19 pandemic (McKinsey, 2020). The strategy that is mostly developed by the practitioners in food and beverage industry is "go-green" activity or what is called green marketing pandemic (McKinsey, 2020). Green marketing is the holistic marketing concept in which the production, promotion, distribution, and disposal process occurs in a way that is less harmful to the environment (Yazadnifard and Mercy, 2011). Most practitioners developed this strategy because it seemed to fit the post-pandemic trends as mentioned by McKinsey (2020). Currently, most practitioners are more focused on doing green marketing activities to affect business. Lanfranchi et al. (2017) stated that green marketing activities are important to carry out by companies, but it is more important to be communicated to customers, which is called green marketing communication.

Green marketing has evolved to have three stages, namely ecological green marketing, environmental green marketing, and sustainable green marketing (Peattie, 2001). First, ecological green marketing is a narrowly focused initiative that concentrates on reducing people's dependence on products that

are highly damaging to the environment. Then environmental green marketing is a broader-based initiative to reduce environmental damage by meeting consumer demand for green products and making them a competitive advantage. Finally, sustainable green marketing is a more radical approach to society that makes companies strive to meet all costs of production and consumption that are environmentally friendly to create a sustainable economy. According to Cheema & Shankar (2011), green marketing refers to a holistic marketing concept so that the production, consumption, and disposal of products and services occur in a way that is less damaging to the environment. This green marketing is also driven by the increasing awareness of the public and companies about limited resources and the environment, such as the implications of global warming, non-biodegradable solid waste, the harmful effects of pollutants, and others. The shift to green marketing may seem expensive in the short term, but it will be indispensable and more profitable in the long term. According to Kusuma et al. (2017), green marketing can also be interpreted as a corporate strategy to achieve company goals by paying attention to environmental safety aspects applied in the marketing mix. Communicating green marketing activities that the company has carried out is an important thing, and this is often called green marketing communication. According to Goel and Sharma (2017), companies that have carried out "green"-based activities need to design green marketing communications that can be used as a competitive advantage. Puspitasari et al. (2021) stated that green marketing has a significant effect and positive influence on consumer attitudes. This statement means that increasing green marketing will further improve consumer attitudes toward organic food products.

Green marketing communication is a company's effort to provide information, persuade, incite and remind customers directly or indirectly about green marketing activities. Green marketing communication is generally done through advertising, corporate public relations, and visual identification (Ganganaboina and Riaz, 2017). In addition, green marketing communication is a form of implementing a green marketing strategy through the delivery of information in different ways depending on the type of communication chosen regarding environmental activities that have been carried out and that a company wants to convey to its consumers (Lanfranchi et al. 2017). According to Kumar (2013), the level of company activity in communicating green marketing activities that are

carried out, or called the active level of green marketing communication, is needed to form positive perceptions of consumers. The active level of green marketing communication shows how active the company is in informing or promoting green marketing activities that are carried out directly or indirectly through various channels (Anitha and Vijail, 2020). Stoica (2021) stated that Green marketing communication strongly stresses a dialogue with stakeholders, especially customers, at informing and educating those customers, and seeking to establish the social and environmental credentials of the company and its products.

In food and beverages industry, there are three possible activities as part of green marketing communication, i.e. green action communication, green food communication, and green donation communication. However, practitioners of food and beverages industry still debate on the need to implement green marketing communication. The reason being is the absence of any study to prove the benefit and significant influence of green marketing communication towards brand image and customer's purchase desire. Several previous studies merely reveal that marketing communication performed by companies can positively influence brand image (Prabela et al. 2016) and customer's purchase desire (Viliaus and Tobing, 2017).

In previous researches, there are several untested theoretical gaps that will be examined in this research. There has been no previous research about the influence of green marketing communication on brand image and customer's purchase desire. Several previous researches by Kour (2019) and Ganganaboina and Riaz (2017) merely examine the influence of green marketing communication towards customer's awareness. The result of this research can provide empirical insight to practitioners in food and beverage industry about the effectiveness of green marketing communication to improve brand image and customer's purchase desire.

Therefore, the research aims to clarify the relationship between the active level of green marketing communication towards brand image and customer's purchase desire. Each element of green marketing communication, namely green action communication, green food communication, and green donation communication will be partially tested. This research aims to examine the role of brand image in mediating the influence of green marketing communication on customer's purchase desire. This research also aims

to determine whether there is a significant difference between the demographic groups of respondents in terms of brand image and purchase desire for a restaurant who have communicated green activity.

METHODS

This study is conclusive research which aims to test the specific hypotheses related to the relationship between variables (Malhotra, 2010). Data is collected from distributing the electronic questionnaire within the research population. It is collected for one time only for one group of respondents (single cross-sectional design). The research population is end customers who: have done transactions in the food and beverages industry (restaurant, café, and other eating establishments) which operates by implementing the green concepts, live in a big city in Indonesia (Jakarta, Bogor, Depok, Tangerang, Bekasi – "Jabodetabek"), and earn income that is greater than or equal to provincial minimum wage. Based on the research population of more than 1.000.000 and referring to the number of sample determined by Bougie and Sekaran (2020), the study requires 384 samples. There is a 10% buffer in this research, thus the target sample size increases to 423 samples. The sampling technique applied in this research is non-probability with convenience sampling.

The questionnaire is distributed in two stages, namely pre-survey stage and survey stage. The pre-survey stage is conducted first on a small number of 63 respondents, which aims to confirm the validity and reliability of the questionnaire to answer the purpose of this research. The validity test was carried out using the Pearson correlation coefficient, namely by connecting each item score with the total score obtained. An item is declared valid if it has a Pearson correlation coefficient that is greater than the r table value (Riyanto and Hatmawan, 2020). The value of r table for the two-sided test with a 95% confidence level and the number of samples of 63 ($df = 61$) is 0.248 (Priyatno, 2012). If the Pearson correlation coefficient is equal to or greater than 0.248, the item can be declared valid.

After the validity test was carried out, it was obtained that the Pearson correlation coefficient for all statement items in the questionnaire was greater than 0.248. Based on this, the research instrument used is declared valid. The reliability test was conducted to test the consistency of the research instruments used. The

reliability test method used in this study is Cronbach's alpha through SPSS 20.0 software. An instrument is declared reliable if the value of Cronbach's alpha is equal to or greater than 0.7. After the reliability test was carried out, it was found that all variables in the questionnaire had Cronbach's alpha values greater than or equal to 0.7 (George and Mallery, 2003). Therefore, the research instrument used is concluded as reliable. Afterward, the data collection stage is continued to the survey stage by distributing questionnaires to the research population until it reach the target sample size.

The questionnaire consists of various questions, namely questions on respondent's profiles and main questions. The main questions are composed based on the definition of operational variable as seen in Table 1 which using the Likert scale (Scale 1-5). The Likert scale used in this study has 5 response categories, with number 1 explaining "Strongly Disagree" and number 5 explaining "Strongly Agree". The total number of statements that need to be answered by respondents in this section is 32 statements. To answer the main questions, respondents are asked to choose and visualize a restaurant they are familiar with that has communicated its green activity.

Table 1. Operational variable

Variable	Definition	Indicator	Statement Items	Notation
Active level of green action communication	Green action is an activity that aims to protect and have a positive impact on the environment, such as energy and water efficiency, recycling and reducing the use of materials that are not environmentally friendly, preventing pollution and excess waste (Schubert, 2008; Irawan and Budiantoro, 2015). Therefore, the activity of communicating the green action that has been carried out is called green action communication.	Communication on energy and water efficiency	Active communication on electricity saving	A1
			Active communication on water saving	A2
		Communication on recycling	Active communication on the use of environment-friendly packaging/tool	A3
			Active communication on the reduce of indecomposable materials	A4
		Communication on pollution prevention	Active communication on waste sorting	A5
			Active communication on smoking policy	A6
			Active communication on littering policy	A7
			Active communication on reduction of paper waste	A8
Active level of green food communication	Green food is an activity that includes sustainable food, namely by using food ingredients that support the environment for the long term in the future such as organic materials or materials that are easily obtained, as well as providing special information on the menu (Leonardo et al. 2014). Therefore, the activity of communicating green food that has been carried out is called green food communication.	Communication on organic materials	Active communication on the use of organic materials	B1
		Communication on local/seasonal ingredients	Active communication on the use of local ingredients	B2
			Active communication on special seasonal menu	B3
		Communication on special menu with health indicator	Active communication on low fat special menu	B4
			Active communication on vegetarian special menu	B5
			Active communication to reduce/omit specific ingredient	B6

Variable	Definition	Indicator	Statement Items	Notation
Active level of green donation communication	Green donation is the activity of restaurants, cafes and other eating/drinking places that participate in or donate to social activities and community projects related to environmental issues (Leonardo et al. 2014). Therefore, the activity of communicating green donations that have been carried out is called green donation communication.	Communication on donation	Active communication on environment-friendly donation	C1
		Communication on project participation	Active communication on participation as head/member of environment-friendly project	C2
		Communication on environmental education	Active communication on environmental education to the community	C3
			Active communication on environmental training/education to the employees	C4
Brand Image	<ul style="list-style-type: none"> Brand image is a set of associations that consumers have learned about a brand, thus generating spontaneous thoughts and feelings when hearing or seeing the brand (Mothersbaugh & Hawkins, 2016). According to Aaker & Biel (2009), the association of a brand is formed by corporate image, user image and product image. 	Corporate Image	Well-known as green restaurant	D1
			Trusted service	D2
			Well-known for its innovation in food/beverages	D3
		User Image	Customers are known to care about the environment	D4
			Customers are known to maintain healthy lifestyle	D5
		Product Image	Product is known to taste good	D6
			Product is known to have beneficial nutrients	D7
			Product is known to use healthy ingredients	D8
Purchase Desire	<ul style="list-style-type: none"> Purchase intention is a form of consumer behavior who wishes to buy or choose a product based on their experience, use and desire for a product (Kotler et al. 2016). According to Ferdinand (2006), buying interest is a consumer behavior that can be identified through several indicators, namely transactional interest, referential interest, preferential interest and exploratory interest. 	Transactional Desire	Desire to buy food/beverages	E1
		Referential Desire	Desire to recommend to relatives	E2
			Desire to post a review in media	E3
			Prefers food/beverages in this restaurant to the ones in other similar restaurant	E4
		Explorative Desire	Tends to choose this restaurant over other similar restaurant	E5
			Desire to find new information about the restaurant	E6

Influence of Green Marketing Communication towards Brand Image

Research conducted by Kour (2019) in India explained that green marketing communication through various channels significantly and positively influence product awareness, brand image and customer preference towards a brand in general. Grant (2007) asserted that communicating the already performed green marketing

activities can generate positive brand image among the customers, thus influencing the company and company products as well as encouraging the customers to buy the product. Ganganaboina and Riaz (2017) specifies that the already performed green marketing communication can increase people's awareness, provide influence and several benefits for the company, such as to be more innovative, to improve company reputation and create good company image.

Influence of Green Marketing Communication towards Purchase Desire

Previous researches have not examined the influence of green marketing communication to purchase desire. However, there are several researches examining the influence of marketing communication or green marketing towards purchase desire. Research by Agustin et al. (2015) explains that green marketing of a company directly and significantly influence customer's purchase desire to buy Tupperware products. Another research by Haryoko and Ali (2018) describes that green marketing and brand image, both partially and totally, influence customer's purchase desire to buy ADES bottled water. Research on the influence of marketing communication towards purchase desire conducted by Viliaus and Tobing (2017) indicates that integrated marketing communication significantly and positively influences brand equity and customer's purchase desire to buy Pond's product.

Indirect Influence of Green Marketing Communication to Purchase Desire by means of Brand Image

Previous researches have not examined the influence of brand image as mediating variable between green marketing communication towards purchase desire. However, there are several researches which discuss the role of brand image as the mediating variable between green marketing or marketing communication towards purchase desire. Research by Hisam et al. (2020) examines the influence of brand image as mediating variable between the influence of green marketing towards customer's purchase desire to buy ADES bottled water in Panjerejo Store, Tulungagung. Result of the research indicates that brand image can significantly mediate the influence of green marketing towards customer's purchase desire. In addition, research by Hawila and Samuel (2017) shows that marketing communication conducted by ISUZU indirectly influence customer's purchase desire which is significantly mediated by brand image.

Based on prior explanation, the following is several hypotheses to be examined in this research based on conceptual framework in Figure 1. In the framework, there are five variables to be examined in this research, i.e. green marketing communication viewed from active level of green action communication, active level of green food communication, active level of

green donation communication, brand image, and purchase desire.

- H1** There is a significant influence of active level of green action communication towards brand image.
- H2** There is a significant influence of active level of green action communication towards purchase desire.
- H3** There is a significance influence of purchase desire towards brand image.
- H4** Active level of green action communication significantly and indirectly influence purchase desire by means of brand image as the mediating variable.
- H5** There is a significant influence of active level of green food communication towards brand image.
- H6** There is a significant influence of active level of green food communication towards purchase desire.
- H7** Active level of green food communication significantly and indirectly influence purchase desire by means of brand image as the mediating variable.
- H8** There is a significant influence of active level of green donation communication towards brand image.
- H9** There is a significant influence of active level of green donation communication towards purchase desire.
- H10** Active level of green donation communication significantly and indirectly influence purchase desire by means of brand image as the mediating variable.

RESULTS

After conducting the stage of data collection (the pre-survey stage and the survey stage), there are 536 respondents who contribute to this research. However, 87 out of 536 respondents are declared as failing the screening process. The process comprises of three criteria that must be fulfilled, i.e. respondents have done some transactions in the food and beverages industry with the green concept, live in a big city in Indonesia, and earn income at least equal to provincial minimum wage. Hence, the collected questionnaire results which fulfill such criteria amount to 449. Data processing is then followed by data cleaning stage,

which is where incomplete, duplicated, inconsistent data are eliminated, prior to data processing (Jasmir, 2016). Based on the result, the number of eligible questionnaires to be used in this research is 425 with respondent's demography as seen in Table 2, which exceeds the target sampling size. This indicates that the response rate of this research is 79.3%.

Result of Significance Difference Test

Based on the above demography, research is continued by conducting significant difference test through Mann-Whitney-U test and Kruskal-Wallis-H test. The test aims to determine whether there is a significant difference between the demographic groups of respondents in terms of brand image and purchase

desire for a restaurant who have communicated green activity.

Table 3 indicates the result of the demographic group who has significant differences through Mann-Whitney-U test and Kruskal-Wallis-H test. Gender-based respondent groups have a significant difference of restaurant's brand image, who have communicated green activity. In addition, gender-based respondent groups also have a significant difference of customer's purchase desire towards the restaurant, who have communicated green activity. Female respondents tend to have a better brand image and purchase desire of restaurants that have communicated their green activity than males based on higher mean rank.

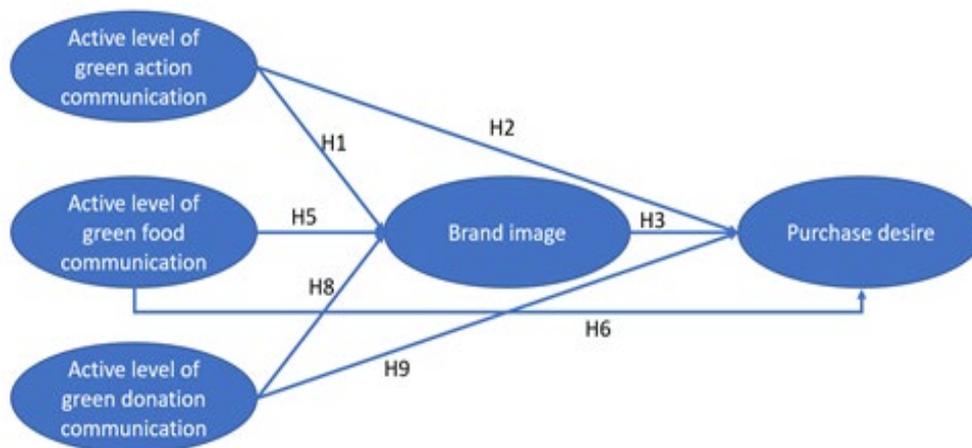


Figure 1. Conceptual framework

Table 2. Respondents Demography (n = 425)

Variable	Classification	Percentage
Gender	Female	61%
	Male	39%
Generation	Gen Y	65%
	Gen Z	18%
	Gen X	17%
Occupation	Private Employee	70%
	Others	14%
	Entrepreneur	10%
	Student/College Student	4%
	Civil Servant	2%
Expense	Rp 3-6 million	38%
	Rp <3 million	26%
	Rp 6-12 million	24%
	Rp 12-18 million	9%
	Rp 18-24 million	2%
	Rp 24-30 million	1%

Table 3. Significant difference test result

Grouping Variable	Mean Rank	Variable List	Asymp. Sig. (2-tailed)
Male	193.85	Brand Image	0.010*
Female	225.27		
Gen Z	191.00		
Gen Y	203.39	Brand Image	0.000*
Gen X and earlier	274.71		
Gen Z	195.91		
Gen Y	205.88	Purchase Desire	0.002*
Gen X and earlier	259.60		
Gen Z	195.91		
Rp <3 million	177.22	Brand Image	0.000*
Rp 3 – 6 million	197.00		
Rp 6 – 12 million	243.88		
Rp 12 – 18 million	282.32		
Rp 18 – 24 million	266.36		
Rp 24 – 30 million	275.63		
Rp <3 million	169.58		
Rp 3 – 6 million	203.24	Purchase Desire	0.000*
Rp 6 – 12 million	252.34		
Rp 12 – 18 million	260.37		
Rp 18 – 24 million	250.93		
Rp 24 – 30 million	252.50		

After that, the more senior generation tends to have a better brand image and higher purchase desire towards a restaurant that has communicated its green activity as seen in Table 3. The monthly expense-based respondent group, which shows their economic status also indicates a significant difference in brand image and purchase desire towards a restaurant that has communicated its green activity. Based on the mean rank score, it can be concluded that respondents with higher expenditure or economical status tend to have a better brand image and higher purchase desire towards a restaurant that has communicated its green activity.

Before performing the regression analysis to test the hypotheses from this research, the data collected has been tested by classical assumption test. The classical assumption test for simple regression consists of the outlier test, normality test, and heteroscedasticity test. The result of this test confirms that there is no outlier data, the residual distributed normally, and no heteroscedasticity problem exists, which means the regression analysis result would be valid and unbiased.

Result of Regression Analysis

An analysis of simple regression will be used in this study to test seven research hypotheses. First, simple regression and multiple regression analysis must be conducted to test whether a variable can act as a mediator. Nevertheless, this test also used to prove whether the mediating variable prerequisites are fulfilled prior to continuing to Sobel Test. Seven out of ten hypotheses in this research are tested using regression analysis which the results are presented in Table 4. If the sig. (t-test) value is lower than 0.05, there is a significant influence of independent variable towards dependent variable. Thus, the results in Table 4 indicate that the seven proposed hypotheses are accepted and have a significant influence.

Based on Table 4, the explanation will be done per hypothesis. In Hypothesis 1, it can be seen that the R-square value is 34.7%. Therefore, in the R-square value, the variation of the green action communication variable as an independent variable can explain the variation of the brand image variable as a dependent variable by 34.7%. In contrast, the rest is explained by other variables not included in this research model. Therefore, an increased R-square value indicates that the independent variable can explain the dependent

variable's variation. The regression coefficient value of the active level of green action communication is 0.521. Based on this value, every one unit increase in the active level of green action communication will increase by 0.521 in brand image. The value of sig (T-test) for the active level of the green action communication variable is smaller than 0.05, which is 0.00. This score shows a significant influence between the active level of green action communication on brand image.

Table 4 also shows the results of Hypothesis 2. The R-square value shows that the variation of the active level of the green action communication variable as an independent variable can explain the variation of the buying interest variable as the dependent variable by 26.8%. In contrast, the rest is explained by other variables that are not included in the analysis. The regression coefficient value of the active level of green action communication is 0.511. the value of sig (T-test) for the active level of the green action communication variable is smaller than 0.05, which is 0.00. This value significantly influences the active level of the green action communication variable and buying interest.

In Hypothesis 3, it can be seen that the R-square value is 44 %. The regression coefficient value of the active level of green action communication is 0.521. Based on this value, every unit increase in the brand image will increase by 0.664 in purchase desire. The value of sig (T-test) for the brand image variable is smaller than 0.05, which is 0.00. This score shows a significant influence between the brand image on purchase desire. Similar results are shown in hypotheses 5,6, 8 and 9 that the independent variable significantly influences the dependent variable.

After simple regression analysis has been carried out to answer the seven hypotheses, regression analysis still needs to be done to test the prerequisites for the mediator variables that must be met before further analysis using the Sobel test. In this research, there are three hypotheses for testing the mediating variable, i.e., H3; H7; and H10. These hypotheses test brand image as a mediating variable on the influence of active level of green marketing communication, partially towards purchase desire. According to Preacher and Leonardelli (2001), prior to conducting Sobel Test, there are four prerequisites that must be met. From the result in Table 4, the prerequisite test for H4, H7, and H10 are met and can proceed to the Sobel Test.

Table 4. Regression analysis test result

Hypotheses	R ²	Sig. (t-test)	Beta	Test Result
(H1) Active Level of Green Action Communication → Brand Image	34.7%	0.000	0.589	There is a significant influence
(H2) Active Level of Green Action Communication → Purchase Desire	26.8%	0.000	0.518	There is a significant influence
(H3) Brand Image → Purchase Desire	44%	0.000	0.664	There is a significant influence
(H5) Active Level of Green Food Communication → Brand Image	50.2%	0.000	0.708	There is a significant influence
(H6) Active Level of Green Food Communication → Purchase Desire	34.4%	0.000	0.586	There is a significant influence
(H8) Active Level of Green Donation Communication → Brand Image	33.8%	0.000	0.581	There is a significant influence
(H9) Active Level of Green Donation Communication → Purchase Desire	31.9%	0.000	0.565	There is a significant influence

In this research, Sobel Test is applied to test three hypotheses related to the role of brand image as a mediating variable between the active level of green marketing communication towards purchase desire. If the p-value is lower than 0.05, it can be concluded that the variable is significantly proven as a mediator. Results of this test in Table 5 indicates that all hypotheses are accepted. This confirms that brand image plays a significant role as a mediator in the influence of active level of green marketing communication, partially towards purchase desire.

Food and beverages industry continues to experience significant changes, encouraging the key stakeholders in this industry to constantly seeking and implementing the best strategy to gain competitive advantage. The competitive advantage is needed to survive and win the competition, which will influence the brand image and customer's purchase desire. Many restaurants engage in green marketing communication to achieve their competitive advantage, and hopefully can increase their sales.

As specified by Kour (2019), a company which conducts and communicates their green marketing activities can receive better perception. This is in line with the first objective of this research with these 425 respondents, which is to examine the influence of green marketing communication, partially towards brand image (H1, H5, and H8). The results of the three hypotheses confirm that the active level of green action communication, active level of green food communication, and active level of green donation communication, partially and significantly influences brand image. Positive Beta value for each hypothesis also confirms that the relationship between active level of green action communication, active level of green food communication, and active level of green donation communication, towards brand image is positive. This research's result is in line with the statement of Kour (2019) and Grant (2007) that a company conducting and communicating their green activity can receive the better brand image.

The brand image of the restaurant that conducts green marketing communication is also determined by the customer's demographic profile. Respondents of this research are mostly women (61%). After the significant difference test is conducted, it showed that women's perception of restaurant brands that communicate their green activity would be more positive. This is in line with the statement of Ruiz et al. (2001) and Porong

and Santoso (2019). In addition to gender, the profiles regarding the generation and economic status also determine the brand image of restaurants conducting green marketing communication. Generation X or more senior generation, with better economic status tend to have a better perception about restaurant brands that have communicated their green marketing activity. This is in line with the result of prior research by Porong and Santoso (2019) that as customer's age advances and economic status improves, they will have a better perception of environment-friendly restaurants.

Marketing communication conducted by company influences not only brand image, but also customer's purchase desire (Hawila and Semuel, 2017; Viliaus and Tobing, 2017). This is in line with the second objective of the research, which is to examine the influence of active level of green marketing communication, partially towards customer's purchase desire (H2, H6, and H9). The results of the three hypotheses confirm that active level of green action communication, active level of green food communication, and active level of green donation communication, partially and significantly influences customer's purchase desire. Positive Beta value for each hypothesis also confirms that the relationship between active level of green marketing communication, partially towards brand image is positive. The result of this research is in line with the result of Hawila and Semuel (2017) and Viliaus and Tobing (2017)'s research that marketing communication conducted by company will influence customer's purchase desire.

Customer's purchase desire on restaurant conducting green marketing communication is also determined by customer's generation profile. Compared to other generation, the more senior generation tends to have higher purchase desire towards restaurant who has communicated its green activity. This research's result is in line with the result of Royne et al. (2016)'s research that as customer's age advances, their purchase desire towards environment-friendly restaurant also increases. In addition to the generational group, customer's purchase desire towards the restaurant that has communicated its green activity is also determined by their economic status as reflected from their monthly expense. Customers with higher economic status tend to have higher purchase desire towards the restaurant that has communicated their green activity. This result is in line with the result of prior research by Porong and Santoso (2019) that customers at higher economic status will also have higher purchase desire.

Green action communication, green food communication, and green donation communication can be conducted partially by the company. However, it is important to know which variable have the most influence on brand image and customer's purchase desire, especially for companies with limited resources. This research shows that the variable that most influences brand image (Beta = 0.708) and customer's purchase desire (Beta = 0.586) is the active level of green food communication. This result is supported by prior research by Parlyna and Munawaroh (2011) that anything related to food and beverages consumed directly by customers will more influence customer's perception and purchase desire towards the restaurant.

As stated by Hawila and Semuel (2017), the brand image of restaurant can also be the mediating variable between marketing communication and customer's purchase desire. This is in line with the third objective of the research, to examine brand image variable as the mediating variable in the influence of active level of green marketing communication, partially towards customer's purchase desire (H3, H6, and H9). The three hypotheses confirm that brand image plays a significant role as mediator in the influence of active level of green action communication, active level of green food communication, dan active level of green donation communication, partially towards purchase desire. This result indicates that green marketing communication more actively performed by restaurant will generate stronger influence towards brand image, and positive brand image will raise customer's purchase desire. This is in line with the statement of Preacher and Leonardelli (2001).

This research provides several practical implications. For practitioners in the food and beverages industry, it is certainly very important to know all attributes to improve their brand image and encourage customer's purchase desire, and this research provides the answers to those questions.

The green action communication that is proven to improve the brand image and customer's purchase desire can provide insights for the company to begin developing and implementing the related strategies or activities, or even strengthen them to be more active. The green action communication that most actively done by the restaurant includes the reduce of non-biodegradable product, such as plastic, styrofoam, and others. One of the globally-known fast food restaurants

have actively conducted its green action communication. This restaurant attempts to actively communicate its activity to eliminate plastic straw using hashtag #MulaiTanpaSedotan (#StartEliminatingPlasticStraw) posted around the restaurant premis or in its social media account (Intan, 2018). This can be the reference for practitioners of food and beverages industry to communicate their green action.

Additionally, the green food communication that is proven to improve the brand image and customer's purchase desire also encourages practitioners to begin or strengthen developing and implementing it. It can be conducted by communicating several activities such as the use of organic materials, local or seasonal ingredients, provision of special menu or indicator on the menu. Currently, numerous restaurant actively communicates their green food programs, one of them is a salad restaurant which communicates via digital advertising that the ingredients of their product come from local farmers network that they have (Imam, 2019). This can be the reference for practitioners of food and beverages industry to communicate their green food activity.

Moreover, the green donation communication that is also proven to improve the brand image and customer's purchase desire also serves as suggestion for practitioners to begin or strengthen developing and implementing this strategy. They can conduct green donation communication by communicating donation activity or educational activity regarding environment to the community.

The most important practical implication is the result which proves that active level of green food communication provides the greatest influence towards the brand image and purchase desire. It obviously helps the company that has numerous limitations of resource which result in unable to do all activities in parallel, so they have to choose which one as the priority. Based on this research, the first strategy that can be set as a top priority is green food communication.

From this research, the practitioners can also get insight that there is a significant difference of customer's perception toward a brand or commonly called brand image, and customer's purchase desire between groups based on customers demography (gender, generation, and economic status) on restaurants that have communicated their green activity. The practitioners

gain additional knowledge that women will have a better perceptions about restaurants that communicate their green activity. In addition, the more senior generation and customers at higher economic level tend to have better perception and higher purchase desire towards restaurants that have communicated their green marketing activity. This insight can be used to develop the company's strategies.

CONCLUSION AND RECOMMENDATIONS

Conclusion

The purpose of this research was to clarify the relationship between the active level of green marketing communication, partially towards the brand image and also customer's purchase desire, as well examine brand image as a mediating variable between the active level of green marketing communication to customer's purchase desire. This conclusive research deployed the questionnaire method, in which the questionnaires are distributed to the research population that meets certain criteria. This study consists of nine hypotheses to answer the purpose, which serve as the new knowledge and insight for academics and practitioners. Because currently, the effectiveness of the implementation of green marketing communication is still being debated and no previous research do the study about this topic, so this research can provide empirical evidence to answer that question.

This research proves that the active level of green marketing communication partially and significantly influences the brand image of the restaurant, and also customer's purchase desire. The practitioners in the food and beverages industry are encouraged to begin developing and implementing green marketing communication actively, especially green food communication which has the biggest positive impact. Besides, the brand image has also proven as the mediator significantly between the active level of green marketing communication to customer's purchase desire.

Recommendations

The research population in this study is required to meet some specific criteria, which the result may lack generalisability. Hence, researchers are encouraged to test the different propositions in future research.

Moreover, this research has not examined the financial impact of green marketing communication implementation, which can be done in future research.

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