

Determination Green Marketing and Consumer Trust in Kausa Indonesia MSME Buying Interest

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Abstrak - Increasing environmental awareness has triggered a shift in consumer preferences towards sustainable products, but MSMEs often face the constraint of skepticism over green claims. This study aims to analyze the influence of green marketing and consumer confidence on buying Interest in Kausa Indonesia MSMEs. The urgency of this research lies in the high risk of consumer distrust in the environmental credibility of small business actors. The novelty lies in a specific focus on the context of MSMEs in Indonesia, filling a gap in the literature dominated by studies on large corporations. Using a quantitative approach, data were collected via purposive sampling of 97 respondents who were familiar with Kausa Indonesia products. Data analysis was carried out by multiple linear regression and classical assumption tests. The results of the study show that green marketing and consumer confidence, both partially and simultaneously, have a positive and significant effect on buying Interest. The contribution of this study confirms that the success of MSMEs in a competitive market is highly dependent on integrating authentic green marketing strategies and strengthening consumer trust to validate sustainability claims. This result is a strategic reference for MSME actors to build loyalty based on environmental values.

Kata Kunci: Green Marketing; Kepercayaan Konsumen; Minat Beli; UMKM

INTRODUCTION

In a rapidly growing global industry, environmental sustainability has become a significant concern across various business sectors. Increased consumer awareness of the negative impacts of industrial activities, such as pollution, climate change, and the exploitation of natural resources, has driven a shift in their preferences. Consumers are now more likely to choose environmentally friendly and sustainable products. This paradigm shift is not only happening in developed countries but is also starting to penetrate developing countries such as Indonesia, where Micro, Small, and Medium Enterprises (MSMEs) play a vital role in the national economy. This phenomenon underscores the importance of integrating eco-friendly practices into economic activities to meet global demands for sustainability.

Green marketing is a relevant strategy to overcome increasingly complex environmental issues (Putri, 2023). Green marketing is defined as a series of marketing activities that prioritize sustainability principles, such as reducing negative environmental impacts, energy efficiency, and using environmentally friendly materials (Harsono, 2022). This strategy allows the company to build a positive image and demonstrate a commitment to environmental conservation. The application of green marketing has great potential to increase consumer trust in a brand or company. This trust is crucial for building long-term relationships and increasing consumer interest in buying (Irwan & Jamal, 2021).

MSMEs in Indonesia face significant challenges in adapting to consumer trends that increasingly prioritize the environment. Although MSMEs are an important pillar of the Indonesian economy, they need to implement strategies such as green marketing to strengthen their market position and attract consumers who care about the environment. Kausa Indonesia, as one of the MSMEs that implements green marketing strategies, also faces several challenges.

This research is motivated by findings from a pre-survey indicating that consumer confidence in Kausa Indonesia's eco-friendly claims remains low. Most consumers doubt the claim, considering it to be potentially greenwashing. In addition, consumers have difficulty verifying the company's sustainability practices, and consumers are unaware of any certifications that support eco-friendly claims. This indicates a significant gap in the credibility and transparency of the company's communications.

On the other hand, the effectiveness of sustainability value communication is also an issue. Consumers do not understand how Kausa Indonesia products contribute to environmental conservation, and consumers find the

company's communication less convincing. In terms of purchasing behavior, consumers still prefer cheaper products and are not willing to pay more for environmentally friendly ones. This shows a gap between environmental awareness and actual purchasing behavior.

The problems faced by MSMEs, such as Kausa Indonesia, include several aspects—first, the lack of consumer understanding and awareness of the benefits of environmentally friendly products. Second, consumer skepticism of green marketing claims leads to doubts and accusations of greenwashing. Third, the challenge of conveying sustainability values effectively stems from suboptimal communication strategies. Fourth, MSMEs often face limited resources when implementing effective marketing strategies. Finally, there is a lack of research that specifically examines the relationship between green marketing, consumer confidence, and buying Interest in the context of MSMEs in Indonesia.

Based on the identification of these problems, the formulation of this research problem is formulated as follows: 1) How does Green Marketing affect consumer buying interest in Kausa Indonesia MSMEs? 2) How does Consumer Confidence affect consumer buying interest in Kausa Indonesia MSMEs? 3) How do Green Marketing and Consumer Trust simultaneously affect consumer buying interest in Kausa Indonesia MSMEs?

This study aims to examine the influence of green marketing and consumer confidence, both partially and simultaneously, on buying Interest in Kausa Indonesia MSMEs. This research is expected to make a theoretical and practical contribution. In practice, the results of this research are expected to provide input for Kausa Indonesia to improve its communication strategies and increase consumer trust. For future researchers, this research can serve as a reference for similar studies.

Green marketing became popular in the late 1980s to early 1990s, although it had been discussed since the AMA's "Ecological Marketing" seminar in 1975, which resulted in the first book on the topic (Sharma, 2021; Azam et al., 2023). According to Azam (2023), green marketing is the use of marketing tools to achieve organizational and individual satisfaction while maintaining and preserving the physical environment. Aprianto et al. (2022) emphasize that green marketing requires a comprehensive approach, not only limited to promotion or brand image, but also real implementation that has a positive impact on the environment. Syahbandi, in his work, Mahendra and Nugraha (2021) identified several important dimensions of *green marketing*, such as environmentally friendly products (*green products*), fair prices (*green prices*), educational promotions (*green promotion*), and efficient distribution (*green place*).

Consumer *trust* is a crucial element in the success of marketing strategies, especially *green marketing* (Adam, 2022; Ardianto, 2020). According to Suhaemi (2023), consumer trust encompasses the knowledge consumers gain and the conclusions they draw about an object's attributes and benefits. In this context, objects can include products, individuals, companies, or other entities about which consumers hold certain beliefs and attitudes. Meanwhile, an attribute is a characteristic or feature that may be attached to an object. Consumer trust in the company is built on three main components of trust: integrity, kindness, and competence. Integrity reflects the perception that the company upholds acceptable principles, such as honesty, ethics, and consistency between commitments and actions, as evidenced by the honesty of product information. Kindness shows the company's goodwill and prioritizes consumers' interests, especially in uncertain situations, for example, through product guarantees. Meanwhile, competence refers to the company's ability to handle problems and meet consumer needs effectively, as evidenced by its efficiency in resolving consumer complaints.

Willingness *to buy* is a form of consumer behavior that reflects the desire and intention to purchase a specific product or service, which arises as a result of a process of evaluation and in-depth consideration of various brand alternatives according to personal preferences (Saputra et al., 2023; Arianto, 2020; Tania et al, 2022). These interests not only include the purchase plan and the desired number of units in a given period, but are also influenced by factors such as individual needs, product appeal, brand preferences, and motivation and satisfaction with the quality the company offers. According to Putri & Yulianti (2022), buying Interest consists of three leading indicators: transactional Interest, which reflects the intention to buy; referential Interest, which shows a tendency to recommend the product to others; and exploratory Interest, which reflects the desire to seek additional information about the product. These three indicators show that buying Interest includes personal, social, and informative aspects that influence consumer decisions in complex ways.

Although many studies have examined the relationships among green marketing, consumer confidence, and buying Interest, there remain significant research gaps, especially in the context of MSMEs in Indonesia. Most existing research tends to focus on large or multinational companies, which have more established resources and credibility. Previous studies have not specifically examined how skepticism and *greenwashing* affect consumer confidence in eco-friendly claims in MSMEs. Therefore, this study will fill this gap by examining specifically how *green marketing* and consumer trust affect buying Interest in the context of MSMEs, especially Kausa Indonesia. By examining the issue from the perspective of MSMEs, this research will provide a more in-depth and specific understanding of market dynamics and consumer behavior in this sector, which, in turn, can serve as a foundation for the formulation of more effective marketing strategies.

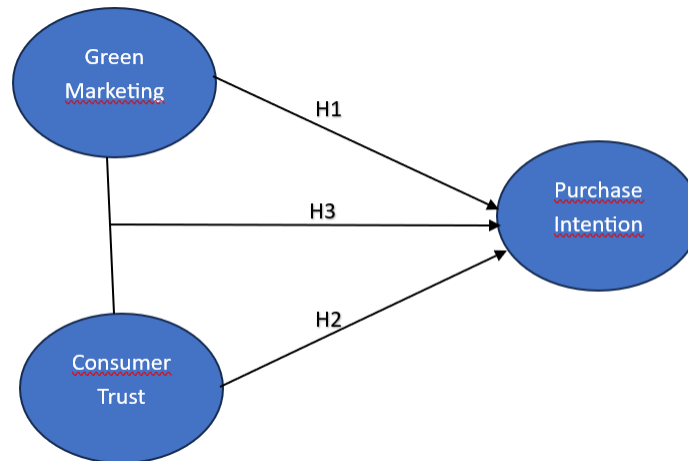


Figure 1. Conceptual Framework

Green Marketing and Buying Interest

Green marketing plays an important role in influencing consumer purchasing decisions, especially amid increasing environmental awareness. Consumers are now more critical and tend to choose products from companies that show commitment to environmental conservation (Putri, 2022). Research by Setiagraha (2023) and Gultom (2021) shows that effective and active green marketing practices can increase buying Interest in environmentally friendly products. In addition, a transparent and accountable strategy has been shown to impact consumer purchasing decisions positively (Anti, 2024).

H1: *Green Marketing* has a positive and significant effect on Consumer Buying Interest.

Consumer Confidence and Buying Interest

Consumer confidence is a crucial factor that influences purchasing decisions, especially amid increasingly complex market competition. Today's consumers pay close attention to the level of trust in brands before making a purchase (Saputri, 2023). Amri (2019) found that trust has a significant correlation with buying Interest, with an R value of 0.772. Risnawati findings (2023) also show that the higher a consumer's trust in a brand, the more likely they are to make a purchase. Chairunnisa (2022) added that transparency, product quality, and consistent service play an important role in building trust, which positively impacts buying Interest.

H2: Consumer Confidence has a positive and significant effect on Consumer Buying Interest.

Green Marketing and Consumer Confidence in Buying Interest

Green marketing is a business strategy that focuses on promoting environmentally friendly products and is highly relevant for MSMEs, supporting sustainable economic development and social responsibility. The implementation of *green marketing* by MSMEs not only improves their image and comparative advantage, but also enhances production efficiency and strengthens relationships with the community. Consumer trust is a key factor in shaping buying interest in MSME products, as it is based on perceptions of product attributes and beliefs in the company's integrity, goodness, and competence. This trust shapes trusting beliefs and intentions, which influence consumers' psychological processes leading to purchase decisions, as described in the AIDA (*Attention, Interest, Desire, Action*) model. With an effective *green marketing strategy*, MSMEs can increase consumer interest in buying green products by adopting a green product approach, appropriate pricing, environmentally friendly distribution, and sustainable promotion, thereby strengthening the product's attractiveness and value in consumers' eyes.

H3: *Green Marketing* and Consumer Trust simultaneously have a positive and significant effect on Consumer Buying Interest.

RESEARCH METHODS

This study uses a quantitative, causal Design. The quantitative approach was chosen because this study aims to test the hypothesis and analyze the cause-and-effect relationship among the variables studied: green marketing (X1), consumer confidence (X2), and buying interest (Y). The causal design was chosen to identify and measure the influence of independent variables on dependent variables, thereby providing a clear understanding of how certain factors affect consumer buying Interest in Kausa Indonesia MSMEs (Ardiansyah & Risnita, 2023).

The population in this study consists of all consumers who have purchased Kausa Indonesia products. Given the infinite population, the sampling technique used is purposive sampling. The sample criteria set are: (1) consumers who have purchased Kausa Indonesia products, (2) consumers who know the green marketing strategies implemented by Kausa Indonesia, and (3) consumers who are at least 17 years old. The sample size was determined using the Slovin formula, with an error tolerance of 5%, resulting in a sample of 97 respondents.

Primary data was collected through the distribution of questionnaires to respondents. This questionnaire is

designed to measure green marketing variables, consumer confidence, and buying Interest. Each variable was measured using a 5-point Likert scale, ranging from “strongly disagree” (1) to “strongly agree” (5). Before the questionnaire is widely disseminated, validity and reliability tests will be carried out (Utami & Rasmanna, 2023). The collected data will be analyzed using multiple linear regression. In addition, this study will conduct classical assumption tests, including normality tests (Kolmogorov-Smirnov), multicollinearity tests (Variance Inflation Factor / VIF), and heteroscedasticity tests (scatterplots). This classical assumption test is important to ensure that the regression model used is validly interpretable. To test the hypothesis, three tests will be conducted: the T Test (Partial), the F Test (Simultaneous), and the Determination Coefficient Test.

RESULTS AND DISCUSSION

This section presents a demographic description of the respondents who participated in the study. Of the 97 respondents who completed the questionnaire, the majority were women (65%) and were between 20 and 30 years old (70%). Most respondents (85%) were students or private employees with a minimum of an undergraduate education. These results show that the research sample is dominated by the productive age group who are tech-literate and have good access to information, which is relevant to the topic of *green marketing* and Interest in online purchases.

Before performing hypothesis testing, the data are examined to ensure the instrument’s validity and reliability and to verify that the classical assumptions hold. The results of the validity test showed that all items for the variables green marketing, consumer confidence, and buying Interest had an r-count value above 0.199 (r-table), so all instruments were declared valid. Meanwhile, the reliability test showed *Cronbach’s Alpha* values above 0.60 for all variables, indicating that the research instrument was consistent and reliable.

The multiple linear regression model used in this study meets classical assumptions. The normality test showed the Asymp significance value. Sig. (2-tailed) is 0.200 (>0.05), which means that the data is usually distributed. The multicollinearity test shows that the VIF (Variance Inflation Factor) values for both independent variables are below 10, indicating no multicollinearity. Finally, the results of the heteroscedasticity test using a scatterplot showed that the data points were randomly distributed and did not form a pattern, indicating that heteroscedasticity did not occur.

Table 1. Multiple Regression Test Results

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Beta		
1	(Constant)		.162	.283
	.046		.283	.778
Green Marketing	.283	.301	3.325	.001
Consumer Trust	.500	.568	6.265	.000

Based on the output of Table 1. In the Unstandardized Coefficients column B, for the Constant value (a) is 0.046, while the Green Marketing value (b) is 0.283. Moreover, the Consumer Confidence coefficient (b) is 0.500, so that the regression Equation can be written as follows:

$$Y = 0.046 + 0.283X_1 + 0.500X_2 + e$$

The value of the regression coefficient (b) shows how much Buying Interest changes for each unit change in the variables Green Marketing and Consumer Trust. The initial Buy Interest value is 0.046. After the influence of Green Marketing, Buying Interest increased by 0.283 points. Then, with the influence of Consumer Confidence, Buying Interest rose again by 0.500 points. This means that both variables contribute positively to the increase in Buying Interest.

Table 2. T test

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.
	B	Beta		
1	(Constant)		.162	.283
	.046		.283	.778
Green Marketing	.283	.301	3.325	.001
Consumer Trust	.500	.568	6.265	.000

Based on the analysis, the coefficient is 0.283, with a positive value; the t-value is 3.325, which is greater than the t-table value of 1.661; and the significance value (p-value) is 0.001 (<0.05). This shows that H1 is

supported, indicating that *green marketing* has a positive and significant effect on consumer buying interest in Kausa Indonesia MSMEs. As public awareness of environmental issues increases, eco-friendly marketing strategies are becoming increasingly influential in purchasing decisions. Putri (2022) emphasizes that modern consumers are more selective and tend to choose products from companies that are committed to environmental protection. These findings are in line with research by Setiagraha (2023), Gultom (2021), and Anti (2024), which shows that effective green marketing implementation can increase buying Interest in environmentally friendly products.

Based on the results of the statistical analysis, the coefficient (0.505) has a positive value; the t-value (6.265) is greater than 1.661, and the significance value (p-value) is 0.000 (<0.05). This shows that H2 is supported, indicating that consumer confidence has a positive and significant effect on consumer buying interest in Kausa Indonesia MSMEs. Purchasing decisions are now heavily influenced by consumer confidence, especially in an increasingly complex and competitive market. Before making a purchase, today's consumers carefully evaluate how much they trust a brand or product, claims Saputri (2023). The results of this study align with those of Risnawati (2023) and Chairunissa (2022), who found that the higher a consumer's trust in a brand, the more likely they are to make a purchase.

The F-test results show that the value of F is calculated as 96.653 > F table 3.940, the probability (sig. F change) with a significance value (p-value) of 0.000 (<0.05). This shows that H3 is supported, indicating that *green marketing* and consumer trust simultaneously have a positive and significant effect on consumer buying interest.

Coefficient Determination Test

Table 3. Determination coefficient test

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate	R Square Change
1	.820a	.673	.666	.61734	.673

The value of the determination coefficient (*R-squared*) obtained was 0.666, which means that 66.6% of the variation in consumer buying interest can be explained by the variables of *green marketing* and consumer confidence, while the rest (57.9%) is explained by other factors outside this study model. Green marketing, with an environmentally friendly strategy, has been proven to have a positive, significant influence by attracting the attention of consumers who care about environmental issues. Consumers who are knowledgeable about eco-friendly products tend to show greater Interest in buying, even when prices are higher. In addition, brand trust also plays a crucial role in creating consumer buying Interest in products marketed with green marketing strategies. Consumer trust in a brand or product's environmental attributes (green trust) encourages the purchase of environmentally friendly products and strengthens positive perceptions of the product. Thus, product quality, green prices (prices that reflect eco-friendly values), green marketing, and brand trust simultaneously influence consumer buying interest.

CONCLUSION

Based on the analysis and discussion carried out, it can be concluded that Green marketing has a positive and significant effect on consumer buying interest in Kausa Indonesia MSMEs. This shows that marketing strategies that emphasize environmental aspects can attract consumers' attention and Interest in buying products. Consumer confidence also has a positive and significant effect on consumer buying interest in Kausa Indonesia MSMEs. These findings confirm that consumer confidence in the company's eco-friendly claims is a crucial factor in driving purchase decisions. Simultaneously, green marketing and consumer trust significantly influence consumer buying interest. This shows that the two variables complement each other and together become an effective driving force in increasing buying interest. Optimal buying interest is achieved when a high level of consumer trust supports a strong green marketing strategy.

It is expected to continue strengthening the green marketing strategy by adopting more transparent and credible communication. Third-party certifications or publicly accessible sustainability reports can be strong evidence to address consumer doubts regarding greenwashing. In addition, Kausa Indonesia needs to improve its interaction with consumers to build more personal relationships and strengthen trust. It is recommended to expand this research by adding other relevant variables, such as perceptions of product quality and price, or the influence of social media in the context of green marketing. Further research can also be conducted by comparing the effectiveness of green marketing across various industrial sectors or by using qualitative methods to deepen the understanding of consumer motivation and perception.

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