
Analysis of Factors Affecting Consumer Satisfaction and Their Impact on Green Product Consumer Loyalty

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Abstract

This study aims to examine and analyze the factors that influence consumer satisfaction and their impact on green product consumer loyalty. The population in this research is Starbucks consumers in the city of Jakarta, after that the illustrations are obtained by using the proportional random sampling method. This type of research is descriptive qualitative. The test was carried out by using question and answer questions to Starbucks customers. The results of the analysis support what is being monitored, so that it can be concluded that the respondents have been aware of what Starbucks has tried, which in this research examines the brand image of green product Starbucks with the assumption that service quality has a positive effect to customer happiness, brand views have a positive influence on customer happiness,

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INTRODUCTION

At this time, the progress of the business sector is growing so fast, increasing inspiration and creativity in producing a strategy is the biggest pressure in developing an industry. Not only that, customers are now also starting to realize the meaning of a better area, especially the natural area nearby. Consumers' understanding of the meaning of environmental preservation continues to increase with the emergence of confusion over the formation of environmental disasters that threaten, not only health, but also the survival of people and their descendants.

Natural problems are one of the ideas that can change consumer actions. The destruction of nature which is then getting worse, rumors of global warming, and the difficulty of obtaining natural resources in a long way will make the community then become aware of nature. The surge in consumer exposure to nature led to changes in their purchasing actions. Customers become more

sensitive in ascertaining the products they will consume. They will sort out products that are nature friendly. In this kind of atmosphere finally emerged what is called green consumerism.

Green consumerism is consumers who prefer products that do not kill people's health or disturb nature (Jaolis, 2011; Tekade & Sastikar, 2015), said that green consumers are very sure that the natural atmosphere is currently getting worse and has become the concern of all citizens of the world. With this explanation, manufacturers who are quick to understand the rumors about the nature that are being spread will see the rumors as legitimate as an opportunity to cool the desires and wishes of consumers by implementing legal nature rumors as legal as one of their marketing strategies or better known as green marketing.

Green marketing refers to the purity of the customer's desires, wishes, and intentions in relation to the maintenance and preservation of nature. Green marketing manipulates the 4 parts of the sales mix (product, price, advertising, and

distribution) to sell the products and services offered from the benefits of excess environmental care created from reducing waste, increasing energy efficiency, and reducing toxic emission emissions.

One of the factories that does green marketing is Starbucks. Starbucks is a coffee factory and coffee shop originating from the United States of America. In the novel Starbucks Experience, written by (Michelli & Hill, 2007), describes the atmosphere that has been tried by Starbucks in its efforts to become an environmentally friendly factory. In 1999, Starbucks launched "Grounds For Your Garden" to make their business thinking more environmentally friendly. Lagak is in the form of the leftover coffee rubbing at everyone who asks it to be used as fertilizer for ground flowers. In an effort to save on energy and water, Starbucks continues to check all water pipes so that there are no leaks and sort the water that has been used for reuse in the restroom or for watering shrubs.

Currently Starbucks already has more than 30,000 agents scattered throughout the world. At the same time on May 17 2002 through PT. A friend of Adiperkasa Tbk (MAP) who is the holder of the franchise rights for the Starbucks brand, Starbucks finally entered Indonesia and opened its first outlet in Jakarta. For (Rajeshkumar, 2012) green products are products that can fulfill the wishes and desires of clients but do not violate the rules of ensuring natural things. All types of drinks offered by Starbucks use nature-friendly cups. Beverage products use organic ingredients such as coffee beans, tea leaves, chocolate and milk. Turning paper cups into polypropylene plastic cups. Beverage product bundles use nature-friendly materials, This can be recognized by the symbol used for food grade (there is an icon at the bottom of the tumbler). The majority of clients will not want to buy a green product if it is very far away, but would prefer a closer substitute (Sarkar, 2012).

Manufacturers who are interested in "greening" their products with successful regulatory requirements should position their companies with greater regulatory requirements in the market (Sarkar, 2012). (Hole et al., 2018) describes the provisions of the procedure as all the determination of the method rules, the determination of the method rules and the

routines in which a service is born and informed to consumers, printed policy decisions concerning consumer participation and issues of employee sovereignty. In this research, Starbucks employees always share data about the availability of tumblers that can be purchased by clients. With the provisions of this procedure, Starbucks employees help reduce the number of paper cups that are wasted. Not only that, Starbucks also only sampled one purchase receipt, Customer orders are tried directly to the barista. In this way, Starbucks also reduces paper consumption.

(Hole et al., 2018) said that people or employees are part of the sales mix who have a significant position, because they are directly involved in the activity of delivering products to clients. Starbucks itself has provided guidance to employees regarding the green marketing design contained in Starbucks products. The submission was carried out when the employee was undergoing training at the beginning of the activity period. Starbucks employees themselves were also sued for pouring out the instructions that the factory had handed over to the client. In this way, employees must understand the green product design used by the Starbucks factory. One of the things employees are trying to spread the word is by offering Starbucks tumblers, with the aim of reducing the number of cups wasted. Employee guidance is attempted in terms of communication procedures with clients. The thoughts that influence subsequent client adherence are brand image or brand views. One way to determine the rules for a product to be easily recognized and recognized by clients is to create a good brand impression on the product you get. The vision of the Starbucks factory brand was realized due to the development of the factory's commitment to waste disposal and the consumption of suitable materials. Starbucks uses campaign tools by prioritizing the consumer in terms of appropriate procedures to reuse, reduce and recycle product bundles. One way to determine the rules for a product to be easily recognized and recognized by clients is to create a good brand impression on the product you get. The vision of the Starbucks factory brand was realized due to the development of the factory's commitment to waste disposal and the consumption of suitable materials. Starbucks employs campaign tools by prioritizing the consumer in appropriate ways to

reuse, reduce and recycle product bundles. One way to determine the rules for a product to be easily recognized and recognized by clients is to create a good brand impression on the product you get. The vision of the Starbucks factory brand was realized due to the development of the factory's commitment to waste disposal and the consumption of suitable materials. Starbucks employs campaign tools by prioritizing the consumer in appropriate ways to reuse, reduce and recycle product bundles.

Brand Image is a representation of the totality of assumptions from experience data on that Brand. Escalation of Brand Image can bring religion to always comply with the products it buys. As a result, the factory always gets a continuous profit (Origin, Ruswanti, & Hapsari, 2018). For (Kotler et al., 2018) the meaning of client obedience is an unchanging commitment to repurchase a popular product or service in the future even though there are situational consequences and sales efforts that have the potential to cause a change in behavior. Client obedience and good relationship between the customer and the factory are important for the factory's success. Obedient clients share lasting profits for the factory, and can be used as a yardstick for measuring client satisfaction with the product or brand.

METHODS

Information analysis was attempted using a qualitative method, it is hoped that more accurate measurement results will be obtained regarding the reactions given by the respondents. After that the information is described in the form of utterances, phrases, words, and paragraphs using descriptive analysis. Next, the information is analyzed using a quantitative content analysis method, which is an objective method for interpreting text or content. (Krippendorff, 2004) describes content analysis as a research method for formulating the meaning of reading or in a way that is reliable, replicable or applicable in different conditions (replicable), and legal.

The reason for choosing this type of research is because researchers want to know how much the factors influence customer happiness and the consequences for green product customer compliance. The research position is located in Jakarta. The research population is Jakarta customers. Based on

debriefings with Starbuck administrators, every day there are around 100 tourists, so that information becomes a barometer of population size.

RESULTS AND DISCUSSION

In terms of green products, Starbucks has used packages which are the result of reverse cycles, these packages include plastic cups, paper cups, and paper bags. Starbucks product bundles are a very important thing for consumers, because these items will always be received by consumers when they visit Starbucks. Respondents liked the concept and shape of the packaging from Starbucks because it has many variations, not only that Starbucks product packaging which is recyclable and friendly to nature is also one of the reasons consumers love the product package. Most of the respondents recognize and realize that Starbucks product packages are made from recycled materials and are different from other coffee shop product packages because the cups are not too thick. The data is received by the respondent from the internet and can also be seen physically in a direct way through the triangular character on the bundle. In addition to plastic cup packages, Starbucks also has a packaging package known as a paper bag. The bundles used for wrapping are made of paper that has a faded brown pattern, tears easily and is recyclable. Some respondents recognized that Starbucks paper bags were also the result of a reverse cycle.

In view of the green process when consumers buy Starbucks products, the first thing consumers do is queue and queue first at the screen, then choose the menu they want to order, when they have corrected the menu so that the employee will offer the dose of sugar and the cup shape that the customer wants, After that, completing the menu ordered, and waiting for the delivery to be prepared, after that the employee calls the customer's name printed on the package to collect the delivery so that it can be enjoyed. This procedure is applied to all consumers as it is felt by the respondents.

Starbucks has consumed one receipt for each client. Respondents thought the receipt paper submitted by Starbucks had a flat composition, the receipt paper was easily torn and the ink on the receipt also disappeared quickly. but there are also respondents who do not recognize the Concerning Matter even

though the respondent can say the character of the structure received. Not only that, Starbucks employees are also active in selling Starbucks' tumblr. Some people think that marketing tumblr is only for factory profit, but if you think about it further, consumption of tumblr is also meant to reduce wasted plastic cups. An explanation of the green process is known if the respondent is aware of the green design campaign being tried by Starbucks.

Most of the respondents in the research recognize the information. Regarding advertisements and events that are legal at Starbucks through social media. However, there are also respondents who recognize Starbucks advertisements through the advertising address. Respondents in this research paid more attention to ongoing promo notifications, such as Monday Madness, Family Time, Tumblr Day, Up Size for consumption of installment cards, Buy 1 Get 1, Buy 2 Get 1 Free and the provision of vouchers that can be exchanged when shopping at Starbucks. When there is a promo, the respondent is more surprised to buy because if it uses a slightly expensive natural price, then he thinks it is more economical to use a promo.

Starbucks' advertising system communicates through social tools such as line and Instagram. This is a direct advantage for Starbucks because social media is highly favored by many clients. Not only intelligent and efficient by using social tools. Advertising with the provisions of the method rules is also useful for reducing plastic or paper impurities. Starbucks is a passionate coffee shop and everything that goes with the coffee shop experience begins in connection, and means to inspire people's souls. That's why Starbucks is in line number 56 on the best type of brand outline 2020 for interbrand.

In contrast to quick and natural customer surveys, Starbucks chooses large, informal conversations with customers to capture the mood in a totality manner, gain control over the store experience, and accumulate valuable feedback. By offering a great and cool consumer experience, Starbucks has succeeded in prioritizing consumer attention on the quality of that experience, a cool memory that can be woven together in its stores and not on the price of its products. The key insight that Starbucks highlighted was the fact that the body did not

have a rigid and compartmentalized view of consumer opinion. Determination of smart and innovative ways to control its customers has allowed Starbucks to create an iconic brand image that has resonated with consumers around the world for nearly 50 years now. The client's escalation of explanations on nature has an effect on the entire factory. In beverage factories, there has been a change in the strategy of each factory to implement green marketing. The change in strategy has had a positive effect on certain areas such as distribution costs, and is aiming at the good outlook of the factory. Given the scarcity of green products, consumers who care about nature will aim at following the brand because consumers will assume that the product is their wish and desire. In carrying out green marketing it is important to talk to clients if the factory is aware of the environment. As a result, it can be legally commercialized in such a good way. For Setiadi (2013: 109), brand views are related to attitudes in the form of religion and preference for a brand. Clients who have a positive view of a brand, will be more likely to comply. Assisted by Extract and Setiawan's research (2017), the result is that green marketing and brand image in a positive and significant manner influence consumer compliance.

CONCLUSION

Based on the research that has been done, it can be concluded that the respondents are aware of what Starbucks is doing, which in this research discusses the factors that affect customer happiness and the consequences for green product customer compliance. The respondent's understanding is known as the respondent's statement when he recognizes the characteristics of the Starbucks package. There were also respondents who could tell the characteristics of the plastic packaging or paper bags owned by Starbucks.

On the other hand, for the tumblr agreement, the respondents were also aware of Starbucks' green product design application, arguing that the industry often campaigns through social media. But there were also respondents who asked directly the meaning of the purpose of the consent. Respondents were satisfied because the employee's description of the offer seemed not only to seek industry profit, but there was another, better purpose. Not only

that, all respondents also received a receipt from the Starbucks store. It was very easy for respondents to explain the character of the receipt paper, but the interesting thing was that there were respondents who were half awake and doubted that the receipt paper used by Starbucks did not reflect environmental friendliness. There were also respondents who recognized the material from Starbucks receipt paper, namely using thermal paper material.

Many respondents also recognized Starbucks not as a popular coffee shop, but more respondents remembered that Starbucks had many promotions, especially in terms of prices. On the other hand, there were respondents who thought that Starbucks had put up a billboard about the advertisement for its new outlet and about the latest product promotions. But the respondents who said this did not see the activity in the end. All respondents also felt the comfort of a shop that was designed very special. Respondents also thought that Starbucks was synonymous with the big mirror. In this way, the respondents are aware of the green design application found in the Starbucks store. Respondents recognize many internal areas, friendly internal areas as long as this does not disturb the respondent's comfort.

Almost positive opinion was expressed by respondents to the entire sales mix in this research. In the explanation regarding the plastic cup packaging and paper bag packaging, the respondents considered this as a corporate campaign activity and had to always apply it. Because so far the respondents have calculated that there is a lot of dirty plastic scattered in nature. Respondents considered the Tumblr agreement as long as it was greatly assisted, because the respondents considered the many advantages of using Tumblr, apart from the price aspect, the respondents were brought in for the sake of getting dirty with plastic. There is also a receipt review, respondents consider that so far it has been good, although respondents consider it from the sports sector but do not

recognize the green field used by Starbucks. By conceptualizing unfinished walls and many mirror openings. Respondents felt a kind of natural atmosphere, and felt more calm after working all day at the office. The positive opinion of the respondents, because every time they visit the shop, the respondents are always covered with comfort until now.

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