



The role green marketing and product knowledge in strengthening consumer purchasing decisions for compost fertilizer at Tegal District

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ABSTRACT

This study aims to analyze the extent of the influence of green marketing and product knowledge in influencing the purchase decision of compost fertilizer from Dinas Lingkungan Hidup (DLH) of Tegal Regency. This research method uses a non probability sampling technique with incidental sampling method, the sample used was 100 respondents. The analysis technique used is Multiple Regression Analysis and t test, F test and coefficient of determination. The results of the study based on the t test obtained by Green Marketing on purchasing decisions, the tcount value is 8.290, which means $t_{count} > t_{table}$, namely $8.290 > 1.661$ with a sig value. $0.000 < 0.05$ means H1 is accepted. Product Knowledge on purchasing decisions obtained a tcount value of 5,288 which means $t_{count} > t_{table}$, namely $5,288 > 1.661$ with a sig value. $0.000 < 0.05$ means H3 is accepted. The results of the F test obtained an Fcount value of 114.927, meaning that $F_{count} > F_{tabel}$ or $114.927 > 2.689$ with a sign value of $0.000 < 0.05$, which means H3 is accepted. Green Marketing and Product Knowledge have a positive and distributed effect simultaneously on consumer purchasing decisions for compost fertilizer from the Dinas Lingkungan Hidup (DLH) Tegal Regency.

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INTRODUCTION

The use of compost fertilizer for plants increased during the covid-19 pandemic era and became a public awareness until the current normal era because the use of compost fertilizer for farmers in Tegal saves the cost of purchasing chemical fertilizers. Awareness of the use of compost fertilizer for farming to preserve the environment.

Currently, consumers feel the benefits of using compost fertilizer, plants are more fertile and do not cause pollution. Various types of compost brands are sold in Tegal both in fertilizer stores, ornamental plant sellers and sold in online stores such as Vatu Blorok compost, Terra compost, Subur Langkar organic fertilizer, Tani compost, Taspu compost, Sahabat Tani compost, natural planting media and many more. But there are still many people in Tegal and surrounding areas who

are not aware of the compost fertilizer program of the Dinas Lingkungan Hidup (DLH) Tegal Regency. The Tegal Regency Dinas Lingkungan Hidup (DLH) produces compost as an effort to utilize the potential of the surrounding environment in the form of organic waste. In addition, it is also to meet the needs of the community in Tegal and surrounding areas, especially for agriculture, plantations and ornamental plant lovers.

People in general when buying compost without considering the brand and price but only consider the benefits for environmental sustainability. Consumer behavior explains that marketing stimuli consist of marketing mix variables, namely product, price, promotion and place as the main components in marketing (Kotler & Armstrong, 2008: 223). Then the purchase decision is an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them (Kotler & Lane, 2009: 184). Consumer decisions are a problem-solving approach to human activities to buy goods or services in fulfilling their wants and needs. As technology advances, consumers will find many choices in making decisions on an environmentally friendly product / service (Widodo & Yusiana, 2022: 3). To increase consumer purchases, it is necessary for compost fertilizer companies to create an "environmental marketing" based marketing strategy, namely Green Marketing and Product Knowledge to provide clear product information to consumers to increase consumers about compost fertilizer.

The Marketing Mix concept is a set of company marketing tools to produce the desired response to the target market (Kotler & Garry Armstrong, 2016: 51). Marketing Mix is used by companies to meet consumer needs with Product, Price, Promotion and Place variables. Marketing Mix in green marketing (environmentally friendly) is often known as the Green Marketing Mix which is associated with the needs and desires of consumers in the maintenance and preservation of the environment. So that Green Marketing Mix or Green Marketing with four variables, namely Green Product, Green Pricing, Green Promotion and Green Place. The application of the Green Marketing Mix strategy Dinas Lingkungan Hidup (DLH) compost fertilizer is limited and has obstacles, namely first, Green Product that consumers cannot distinguish brands between one compost fertilizer product and another, consumers only know the benefits of compost fertilizer. Second, Green Price constraints that consumers never compare the price of one compost fertilizer brand with other compost fertilizer brands because when buying compost fertilizer they do not ask the price. Third, Green Promotion constraints that there is no promotion of compost fertilizer products, Fourth, Green Place that consumers know the place to buy compost fertilizer is limited to fertilizer stores or ornamental plant depots only. This obstacle from Green marketing will affect consumers when deciding to buy compost fertilizer for their plants.

The implication of this research is that the green marketing strategy for compost from the Dinas Lingkungan Hidup (DLH) compost fertilizer has not yet been realized for consumers, especially for agriculture and plantations. Limited information causes consumer product knowledge about the Dinas Lingkungan Hidup (DLH) compost fertilizer to be limited, consumers buy compost without considering the brand.

This research refers to the research of Syahidah Sari, 2022 Title "The Effect of Marketing Mix on Consumer Decisions in Purchasing Antracol 70 WP Pesticide Products in Enrekang Regency (Case Study on Red B awang Farmers Who Use Pesticides in Anggeraja District)". Al pandi's research, 2020 Title "The influence of the marketing mix on the decision to purchase urea fertilizer in kemu village, Beringin Island sub-district, South Ogan Komring Ulu". Research by Reni Revi Irawati and Nawangsih, 2017 with the title "The Effect of Green Marketing and Green Product on Purchasing Decisions for Organic Fertilizers at Kiosk Tani Mulyo Kedung Rejo, Lumajang Regency".

Knowledge is the basis for consumers to make purchasing decisions. Product knowledge is the various information processed by consumers to obtain information on a product. Product knowledge includes product categories, brands, terminology, product attributes or features and beliefs about products (Sumarwan, 2012: 148). The lack of widespread marketing distribution of compost fertilizer in Tegal and its surroundings, has an impact on the lack of understanding and

knowledge of compost fertilizer products produced by the Department of Environment (DLH) Tegal Regency. The high purchase of chemical fertilizers available at fertilizer stores or ornamental plant sellers. The low knowledge of consumers about compost fertilizer has an impact on the low awareness in buying compost fertilizer. This research refers to the research of Goldie Shauny Lestari et al, 2021 entitled "The Effect of Product Knowledge, Community Organic Label, and Information Search Behavior on Interest in Buying Organic Products in the Indonesian Organic Community". Research by Hilda Meisya Arif et al, 2022 with the title "The Effect of Price Sensitivity and Green Knowledge on Interest in Buying Organic Vegetables in Bengkulu Province". Research by Andi Manopo, Willem J.F.A and Emilia M. Gunawawan, 2021 with the title "The Influence of Product Knowledge on Green Purchase Intention the Role of Attitude As Mediating Variable".

From the background, theory and referring to previous research, focus the purpose of this study is to analyze the influence of Green Marketing and Product Knowledge in its influence on purchasing decisions for the Dinas Lingkungan Hidup (DLH) Tegal Regency program compost fertilizer.

RESEARCH METHOD

In this study the approach used is a quantitative approach. data collection using research instruments, data analysis is quantitative / statistical with the aim of testing the hypothesis that has been set (Sugiyono, Metode Penelitian Kuantitatif, Kualitatif dan R&D, 2013: 275). The population in this study were compost fertilizer consumers in Tegal. In this study using non probability sampling technique with incidental sampling method. The sample that will be used by researchers is 100 consumers who buy compost fertilizer in Tegal.

The analysis technique used is Multiple Regression Analysis which aims to predict the magnitude of the relationship by using data on independent variables whose magnitude is already known. This multiple regression analysis aims to predict the magnitude of the relationship using the data of the independent variables whose magnitudes are already known (Suliyanto, 2012: 53). The t test is used to test whether the dependent variable has a significant effect on the dependent variable or not (Suliyanto, 2012: 62). F test as a simultaneous test, to test whether the basic variables used in the method are able to change the value of dependent variables or not (Suliyanto, 2012: 61). Coefisien deitermination aims to measure how far the ability of the method can detect variations in deipeindein variables.

The hypothesis according to Suliyanto (2012; 100) is a weak statement that still needs to be tested. The hypothesis is a proportion formulated to be tested. The hypothesis in this study is as follows:

- H1 : Green Marketing has a positive effect on Consumer Purchasing Decisions for Compost Fertilizer from the Dinas Lingkungan Hidup (DLH) Tegal Regency.
- H2 : Product Knowledge has a positive effect on Consumer Purchasing Decisions for Compost Fertilizer at the Dinas Lingkungan Hidup (DLH) Tegal Regency
- H3 : Green Marketing, and Product Knowledge have a positive effect on Consumer Purchasing Decisions for Compost Fertilizer at the Tegal Regency.

RESULTS AND DISCUSSIONS

Results

To obtain the research results, the primary data obtained from distributing the questionnaires will be processed using SPSS version 25. The results will be analyzed using multiple linear regression analysis. Then tested the hypothesis using the t test, F test and the coefficient of determination

Multiple Linear Regression Analysis

Multiple regression analysis is a tool for analyzing the value of the effect of two or more independent variables on the dependent variable to prove whether or not there is a functional relationship or causal relationship between two or more independent variables (X1), (X2), (X3) (Xn) with one dependent variable (Y). Multiple linear regression analysis is used to get an overview of the effect of Green Marketing (X1), and Product Knowledge (X2) on Purchase Decision (Y). The results of Multiple Regression Analysis can be seen in table 1 below:

Table 1. The results of multiple linear regression analysis

		Coefficients ^a				t	Sig.
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta			
1	(Constant)	3.047	2.049		1.487	.140	
	Green_Marketing	.390	.047	.570	8.290	.000	
	Product_Knowledge	.494	.093	.364	5.288	.000	

a. Dependent Variable: Purchase_Decision

Source: Processed SPSS 25, 2023

Based on table 1, the regression equation of X1, and X2 on Y can be determined. Sugiyono (2017: 253) states that the multiple regression equation is:

$$Y' = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

The constant value (a) can be read in the Constant column B line, which is 3.047. The Green Marketing (b1) coefficient value is 0.390. The coefficient value of Product Knowledge (b2) is 0.494. Based on this value, the multiple linear regression equation for Green Marketing (X1) and Product Knowledge (X2) together on purchasing decisions (Y) is:

$$Y' = 3.047 + 0.390X_1 + 0.494X_2$$

After obtaining the multiple regression equation (X1, X2, X3 and X4 on Y), the explanation of the equation is as follows:

- (1) The constant is 3.047; meaning that if Green Marketing (X1) and Product Knowledge (X2) are zero, then the purchasing decision (Y) is equal to 3.047.
- (2) The regression coefficient of the Green Marketing variable (X1) is positive at 0.390, meaning that if Green Marketing increases by 1, assuming other variables are constant, the purchasing decision will increase by 0.390. A positive coefficient means that there is a positive relationship between Green Marketing and purchasing decisions. The higher the Green Marketing, the more consumer purchasing decisions for consumers of Compost Fertilizer at the Dinas Lingkungan Hidup (DLH) Tegal Regency will increase.
- (3) The regression coefficient of the Product Knowledge variable (X2) is positive at 0.494, which means that if the perception of brand image increases by 1, assuming other variables remain, the purchasing decision will increase by 0.085. A positive coefficient means that there is a positive relationship between Product Knowledge and purchasing decisions. The higher the Product Knowledge, the more consumer purchasing decisions for Compost Fertilizer at the Dinas Lingkungan Hidup (DLH) Tegal Regency will increase.

Hypothesis Test

1) Partial Test (t Test)

Partial Test (t test) is used to determine whether the independent variable has a significant effect on the dependent variable. In this study, the t test or partial test was used to determine whether the independent variables separately had an effect on learning outcomes (Y). The decision-making criteria are if the sig value. <0.05 then H0 is rejected, and Ha is accepted. With the interpretation of the t test can be done by comparing the value of t_{count} with t_{table} . If $t_{count} < t_{table}$ then H0 is accepted and Ha is rejected, if $t_{count} > t_{table}$ then H0 is rejected and Ha is accepted. The t test results can be seen in table 2 below:

Table 2. T Test results (Partial)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	3.047	2.049		1.487	.140
	Green_Marketing	.390	.047	.570	8.290	.000
	Product_Knowledge	.494	.093	.364	5.288	.000

a. Dependent Variable: Purchase_Decision

Source: Processed SPSS 25, 2023

Based on table 2, the results of the t test can be explained for each variable, namely:

- (1) Green Marketing on purchasing decisions, the tcount value is 8.290, which means $t_{count} > t_{table}$, namely $8.290 > 1.661$ with a sig value. $0.000 < 0.05$ means that H0 is rejected and H1 is accepted. So, it can be concluded that there is a positive influence of Green Marketing on consumer purchasing decisions for Compost Fertilizer at the Dinas Lingkungan Hidup (DLH) Tegal Regency.
- (2) Product Knowledge on purchasing decisions obtained a tcount value of 5.288 which means $t_{count} > t_{table}$, namely $5.288 > 1.661$ with a sig value. $0.000 < 0.05$ means that H0 is rejected and H2 is accepted. So, it can be concluded that there is a positive influence of product knowledge on consumer purchasing decisions for Compost Fertilizer at the Dinas Lingkungan Hidup (DLH) Tegal Regency.

2) Simultaneous Test (F Test)

The F test serves to test the independent variable simultaneously on the dependent variable. The decision criteria for the F test, namely $F_{count} > F_{table}$, means that the hypothesis is proven, then H0 is rejected and Ha is accepted. Independent variables in this study are Product Knowledge (X1), Green Marketing (X2) and the dependent variable (Y) is the Purchase Decision. The results of the F test can be seen in table 3 below:

Table 3. F test results (Simultaneous)

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	737.626	2	368.813	114.927	.000 ^b
	Residual	311.284	97	3.209		
	Total	1048.910	99			

a. Dependent Variable: Purchase_Decision

b. Predictors: (Constant), Product_Knowledge, Green_Marketing

Source: Processed SPSS 25, 2023

Based on statistical calculations, the Fcount value is 114.927, meaning that $F_{count} > F_{table}$ or $114.927 > 2.689$ with a sign value of $0.000 < 0.05$, which means H0 is rejected and H3 is accepted. Based on the results of the F test, H3 is proven or accepted, that is, there is a positive influence of green marketing and Product Knowledge. So the third hypothesis, Green Marketing and Product Knowledge are simultaneously distributed to the Consumer Purchase Decision of compost fertilizer from the Dinas Lingkungan Hidup (DLH) of Tegal Regency. Based on the F test that has been carried out, it can be concluded that there is a positive influence of Green Marketing and Product Knowledge simultaneously on the Purchasing Decision of the Dinas Lingkungan Hidup (DLH) Tegal Regency compost fertilizer program.

3) Coefficient Determination Test

The coefficient of determination (R^2) is essentially used to measure how far the model's ability to explain the dependent variables (Ghozali, 2018; 97). This coefficient of determination serves to determine the percentage of the influence of the independent variable on the dependent variable.

The R square value in the Model Summary table shows the coefficient of determination. The correlation coefficient value in the R Square column in the Model Summary output is entered into the coefficient of determination degree formula. The formula used is $KP = R^2 \times 100\%$, KP is the coefficient of determination and r represents the correlation coefficient value. A summary of the R square value can be seen in the following table:

Table 4. Test results of the coefficient of determination

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.839 ^a	.703	.697	1.791	.703	114.927	2	97	.000

a. Predictors: (Constant), Product_Knowledge, Green_Marketing

b. Dependent Variable: Purchase_Decision

Source: Processed SPSS 25, 2023

Based on the table 4 the correlation coefficient value in the R Square column produced is 0.697. The equation for the degree of coefficient of determination formed is $KP = R^2 \times 100\% = 0.696 \times 100\% = 69.7\%$. Based on these results, it can be concluded that the percentage contribution of Green Marketing and Product Knowledge together to purchasing decisions is 69.7%, the remaining 30.3% is influenced by other factors not examined in this study.

Discussions

The Effect of Green Marketing on Purchasing Decisions

The Green Marketing regression coefficient on purchasing decisions is positive in the amount of 0.390. The results of the t test (partial test) Green Marketing on purchasing decisions obtained a tcount value of 8.290 which means $t_{count} > t_{table}$, namely $8.290 > 1.661$ with a sig value. $0.000 < 0.05$ means H_0 is rejected and H_1 is accepted. So, it can be concluded that there is a positive influence of Green Marketing on consumer purchasing decisions for Compost Fertilizer from the Dinas Lingkungan Hidup (DLH) Tegal Regency. The more the level of Green Marketing, the more it will increase the purchasing decisions of consumers of Compost Fertilizer at the Dinas Lingkungan Hidup (DLH) Tegal Regency.

The survey results to the farming community and ornamental plant depot, that fostering public awareness to preserve the environment is not easy. People who buy compost fertilizer, especially compost fertilizer from the Dinas Lingkungan Hidup (DLH) Tegal Regency program. They have reasons for being interested in buying Compost Fertilizer from the Dinas Lingkungan Hidup (DLH) Tegal Regency, because the product is made from environmentally friendly materials such as tree branches, leaves, and animal waste so that it is safe and environmentally friendly, especially maintaining soil fertility. Another reason is that consumers consider the Green Marketing of the compost fertilizer itself.

Green Product from the Dinas Lingkungan Hidup (DLH) Tegal Regency Tegal Regency Compost fertilizer has good quality with the right ratio of twigs, leaves and animal manure, so it is very good to use as a plant fertilizer and still maintain nutrients in the soil, especially on agricultural and plantation land. This has an impact on reducing the risk of soil damage and maintaining environmental sustainability. The Green Price of Compost Fertilizer from the Dinas Lingkungan Hidup (DLH) Tegal Regency is very cheap at Rp. 1,000 per kilogram and is very friendly to the finances of its consumers. For consumers who already know the price, they will buy the compost product, but many consumers do not know it. With this low price, it is affordable for farmers and reduces the purchase of chemical fertilizers that are no longer subsidized by the government. The use of compost fertilizer will keep the soil fertile, in the long run farmers can reduce the use of chemical fertilizers and be able to reduce high operational costs.

Green Promotion of Compost Fertilizer by the Dinas Lingkungan Hidup (DLH) Tegal regency Tegal Regency through whatsapp and directly to fertilizer sellers, ornamental plant depots, and through counseling to farmers. This promotion has not been widespread, only limited to certain consumers who buy, especially agricultural and plantation managers. However, fertilizer shops and ornamental plant depots also promote and introduce the Dinas Lingkungan Hidup (DLH) Tegal Regency Tegal Regency compost through social media and online stores. Green Place compost fertilizer is still limited, its distribution is still limited to Tegal Regency and surrounding areas. This will have an impact on limited consumer purchases of the fertilizer. The four dimensions of Green marketing are a consideration for consumers to purchase compost fertilizer from the Dinas Lingkungan Hidup (DLH) Tegal Regency. This is also a consideration for the Dinas Lingkungan Hidup (DLH) Tegal Regency to develop a wider market to increase consumer purchases.

The Effect of Product Knowledge on Purchasing Decisions

The Product Knowledge regression coefficient on Purchasing decisions is positive at 0.494. The results of the t test (partial test) Product Knowledge on purchasing decisions obtained a tcount value of 5.288 which means $t_{\text{count}} > t_{\text{table}}$, namely $5.288 > 1.661$ with a sig value. $0.000 < 0.05$ means that H_0 is rejected and H_2 is accepted. So, it can be concluded that there is a positive influence of product knowledge on consumer purchasing decisions for Compost Fertilizer at the Dinas Lingkungan Hidup (DLH) Tegal Regency. The higher the product knowledge of consumers, the more purchasing decisions will increase consumer purchases of compost fertilizer from the Dinas Lingkungan Hidup (DLH) Tegal Regency.

The results of interviews with consumers, namely farmers and compost user lovers. People realize that currently environmental pollution is very high, which has an impact on soil infertility. To maintain and restore soil fertility, people use compost fertilizer. Consumers who are farmers, plantations and plant lovers can seek sufficient information about affordable compost fertilizer brands. Information obtained by consumers about compost fertilizer from the Dinas Lingkungan Hidup (DLH) Tegal Regency is still limited in terms of product, brand, quality and price, which has an impact on the purchase of compost fertilizer. For farmers and plantations with large areas of land and purchasing in large quantities, they will consider the price and quality of the compost fertilizer they will buy.

People can easily obtain information from the internet or social media about a product to be used. From this information, people will be able to compare the products purchased with the benefits received. This public knowledge makes it easier to buy an item including finding alternatives to the goods needed. Product knowledge includes product categories, brands, terminology, product attributes or features, and beliefs about products (Sumarwan, 2012: 148).

The Effect of Green Marketing and Product Knowledge on Purchasing Decisions

Based on statistical calculations, the calculated F value is 114.927, meaning that $F_{\text{count}} > F_{\text{table}}$ or $114.927 > 2.689$ with a sign value of $0.000 < 0.05$, which means H_0 is rejected and H_3 is accepted. Based on the results of the F test, H_3 is accepted, meaning that there is a significant effect of green marketing and Product Knowledge. So the third hypothesis, Green Marketing and Product Knowledge are simultaneously distributed to the Consumer Purchase Decision of compost fertilizer from the Dinas Lingkungan Hidup (DLH) of Tegal Regency. Based on the F test has been done, it can be concluded that there is a significant effect of Green Marketing and Product Knowledge significantly affect the sales volume of compost fertilizer program Dinas Lingkungan Hidup (DLH) Tegal Regency.

Consumers when determining the choice of decisions are influenced by various supporting factors. Likewise, consumers who are the majority of compost users are farmers and plantations, they will consider whether the compost fertilizer is environmentally friendly while maintaining soil fertility. Maintaining soil fertility will have an impact on high agricultural production and reduce the cost of purchasing chemical fertilizers. Consumer considerations about green marketing of compost

fertilizer products from the Dinas Lingkungan Hidup (DLH) Tegal Regency become consumer decisions to decide on their purchases. Product Knowledge of farmers is currently very high, the ease of accessing information via the internet makes it easy for farmers to find compost fertilizers that are environmentally friendly, low in price, and good quality. Although the Dinas Lingkungan Hidup (DLH) Tegal Regency Compost fertilizer is still marketing at the local level, namely Tegal regency and its surroundings, consumers can get information from fertilizer sellers or ornamental plant depots that usually promote through social media or online stores. Both variables, namely green marketing and product knowledge, determine consumer purchasing decisions for the Dinas Lingkungan Hidup (DLH) Tegal Regency Compost Fertilizer.

CONCLUSION

The limited time, manpower and funds that researchers have means that researchers only conduct research on Compost Fertilizer Purchasing Decisions from the Department of the Environment (DLH) in Tegal district and its surroundings. From the results of the research conducted, it can be concluded that Green Marketing has a positive influence on consumer purchasing decisions for Compost Fertilizer from the Dinas Lingkungan Hidup (DLH) Tegal Regency. Green Price of Compost Fertilizer of the Dinas Lingkungan Hidup (DLH) of Tegal Regency is very cheap, able to reduce high agricultural operating costs. Green Promotion of Compost Fertilizer of the Tegal Regency Dinas Lingkungan Hidup (DLH) through whatsapp and directly to fertilizer seller shops, ornamental plant depots, and through counseling to farmers. However, fertilizer shops and ornamental plant depots promote through social media and online stores. Green Place still has limited distribution of compost fertilizer in Tegal Regency and surrounding areas, which will have an impact on limited consumer purchases. If the distribution has reached a wide market, it will definitely increase consumer purchasing decisions for the fertilizer. The higher the Green Marketing, the more the purchase decision of compost fertilizer from the Dinas Lingkungan Hidup (DLH) Tegal Regency will increase. Product Knowledge of farmers is currently very high, the ease of accessing information via the internet about the Dinas Lingkungan Hidup (DLH) Tegal Regency compost which is environmentally friendly, low price, and good quality. So that the higher the Product Knowledge, the higher the Purchasing Decision for Compost Fertilizer from the Dinas Lingkungan Hidup (DLH) Tegal Regency. Green Marketing and Product Knowledge are jointly distributed to the Purchasing Decision of the Compost Fertilizer Consumer of the Dinas Lingkungan Hidup (DLH) Tegal Regency. Green marketing and Product Knowledge are a consideration for consumers to make purchasing decisions for compost fertilizer at the Dinas Lingkungan Hidup (DLH) Tegal Regency. So it can be concluded that there is an effect of Green Marketing and Product Knowledge simultaneously affecting the sales volume of compost fertilizer program of the Dinas Lingkungan Hidup (DLH) of Tegal Regency. In addition to Green Marketing and Product Knowledge, there are other factors that influence consumer purchasing decisions that are not examined in this study. These factors include service quality, product quality, packaging, and brand image. Opportunities for further research are that this research can reach a wider area, and investigate with the theme of environmental marketing in large industries that have an impact on environmental pollution. Suggestions for the Dinas Lingkungan Hidup (DLH) Tegal regency to increase the production of compost to meet the needs of consumers and make the right marketing strategy so that it can reach a wider market. Suggestions for further research are to continue this research on different objects and products. Future research can also add variables of service quality, product quality, packaging, and brand image.

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