Analysis of the influence of green brand image, green satisfaction and green trust on green brand equity

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ARTICLE INFO	ABSTRACT
	This study aims to determine and explain the effect of green brand image, green satisfaction and green trust on green brand equity. The type of research used is explanatory with a quantitative approach. The population in this study were students of the Faculty of Economics & Business Semester VII and were still active at W.R. University. Supratman Surabaya. The sample used in this study was 62 respondents who were taken using purposive sampling and data collection methods using questionnaires or online questionnaires. Data analysis used is descriptive statistical analysis and multiple linear regression analysis. The research data was processed using multiple linear regression with the SPSS version 23 program. The results of this study indicate that green brand image has no effect on green brand equity, while green satisfaction and green trust have an effect on green brand equity of Sostro tea box products.

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INTRODUCTION

The concept of being environmentally friendly is currently being campaigned by various parties, both the government through BUMN and the private sector through companies. Environmentally friendly campaigns are becoming an increasingly hot topic considering that people's demands for environmentally friendly products are getting stronger. Many companies and state-owned enterprises are always trying to prioritize environmentally friendly products. This is inseparable from the demands of society who are increasingly aware of environmental friendliness. Environmentally friendly is an activity that must be seriously considered by business people in the era of socially-oriented marketing to continue to maintain environmental sustainability in addition to seeking profit. The main obstacle faced by business people is thinking creatively about how marketers can meet the broad needs of the majority of the world's population (Rahayu et al., 2017), including the need to live healthy and environmentally friendly.

Environmentally friendly products that are in the spotlight are regarding price and product quality which first influence consumer attitudes. What consumers want is a form of packaging that

keeps the product in good condition so that it can be beneficial to their health and improve their quality of life. They also want products whose packaging is environmentally friendly (Guerrero et al, 2015). Based on the phenomenon that is happening at this time, there are many tea-like products that apply the concept of environmentally friendly products, one of which is Teh Kotak Sostro. This product has an environmentally friendly packaging so that when consumed.

In connection with environmentally friendly products, it is necessary to analyze what factors cause changes in consumer attitudes. Green brand equity is influenced by three factors, namely green brand image, green satisfaction, and green trust. A good green brand image of an environmentally friendly product will increase added value (brand, symbol, and logo) for environmentally friendly products (Bulsara, M & S, 2014). Image has a positive influence on consumer trust, because image will have an impact on reducing risks that will be accepted by consumers and can also provide an increase for consumers to make purchases when making transactions. The better the green brand image, the higher the consumer's desire to depend on a brand based on trust or expectations resulting from credibility, kindness, and ability to commit to the environment in the product or service (Chen, 2010).

The second factor that can influence green grand equity is green satisfaction. Lam et al (2016) said satisfaction refers to consumer expectations of a product or service, if the product or service meets consumer expectations, they will be satisfied, which will lead to repurchase intentions. Satisfaction has a very relative nature because satisfaction is very dependent on each consumer. Mourad and Ahmed (2012) in Putra and Ni (2017) stated that green satisfaction is the level of consumers who feel happy by using certain green product needs that are environmentally responsible.

The third factor that also influences green brand equity is green trust. Trust is important for someone before the buying process. Trust means believing that the other party is not manipulative, reliable, and committed to his promises (Alshura and Zabadi, 2016). Trust is based on integrity, kindness and competence. If consumer confidence increases, anxiety and uncertainty about the products consumed decreases. Trust refers to an individual's belief that consumers will behave according to their expectations. Consumer trust is the basis of consumer considerations and expectations with a level of confidence in expectations of other parties that will lead to long-term consumer behavior (Lee et al, 2015).

Based on the phenomenon above, the writer is interested in conducting research with the title "The Effect of Green Brand Image Analysis, Green Satisfaction and Green Trust on Green Brand Equity in The Sostro Box Products on the W.R. University Campus W.R. Supratman Surabaya.

RESEARCH METHOD

Green Brand equity

According to Astini (2016) the brand image of a product is very important, this is because the existence of a brand image on a product can cause and leave a message in the minds of consumers who know it. Chen (2010) defines Green brand image as a set of perceptions of a brand in the minds of consumers related to environmental sustainability. A strong image of a brand will be able to attract consumers to buy products from that brand. Research conducted by Yu-Shan Chen (2010) found that green brand image has a positive and significant effect on green brand equity. A different result was found by Allen (2015) regarding LG AC products in Surabaya, in his research Allen found that green brand image has no effect on green brand equity. Based on the results of previous studies, the hypothesis is formulated as follows: H_1: Green brand image has a positive and significant effect on green brand equity.

Green satisfaction

According to Chen et al., (2015), green satisfaction refers to the willingness to expect environmental effectiveness from a product or service or brand, because the product or service is

reliable, friendly and has green capability. Consumers who are satisfied with a brand will immediately remember the brand compared to consumers who are dissatisfied with the brand. Satisfaction with a brand will have a positive effect on the strengths and goodness that consumers associate in their minds (Kim et al., (2008), in their research states that consumer satisfaction can have a positive effect on brand equity. Chen (2010), proposes two new constructs, namely " green satisfaction" and "green brand equity". The higher the green satisfaction, the higher the green brand equity. Based on the hypothesis in this study are: H_2: Green satisfaction has a positive effect on green brand equity

Greentrust

Kotler & Keller (2016) explained that trust is the company's willingness to rely on business partners. Trust depends on a number of interpersonal and inter-organizational factors, such as company competence, integrity, honesty and kindness. Trust is important for someone before the buying process. Trust means believing that the other party is not manipulative, reliable, and committed to his promises (Alshura and Zabadi, 2016). Trust is based on integrity, kindness and competence. If consumer confidence increases, anxiety and uncertainty about the product consumed decreases. This affects the strength of corporate integrity (Chen et al., 2015). Consumers who believe in the performance of environmentally friendly products will be translated through their willingness to buy green products (Ojiaku et al., 2018). Therefore, consumers believe in using green products. They believe that green products have good credibility and are consistent in preserving the environment. In addition, green consumers also believe that green products are beneficial not only for humans themselves, but for other living things as well as for the surrounding environment. This causes consumers to choose green products so that their needs and desires are fulfilled.Then the hypothesis proposed in this research is: H_3 : Green trust has a positive effect on green brand equity.

Green Brand Equity

Kang and Won (2011) define green brand equity as a set of brand assets and liabilities regarding commitments and environmental issues associated with brands to increase or decrease the value of a product or service. Brand equity embodies the preferences, attitudes and buying behavior of customers. According to Chen (2010), green brand equity is a brand obligation regarding commitment to environmental issues related to brands, names and symbols that add or subtract from the value of a product or service.

Chen (2010) mentions the measurement of green brand equity, namely choosing this product over other products even though the commitment, features, performance and environmental focus are the same. Kang (2011) mentions the measurement of green brand equity, namely environmental benefits, environmental performance, memories related to environmental concern.
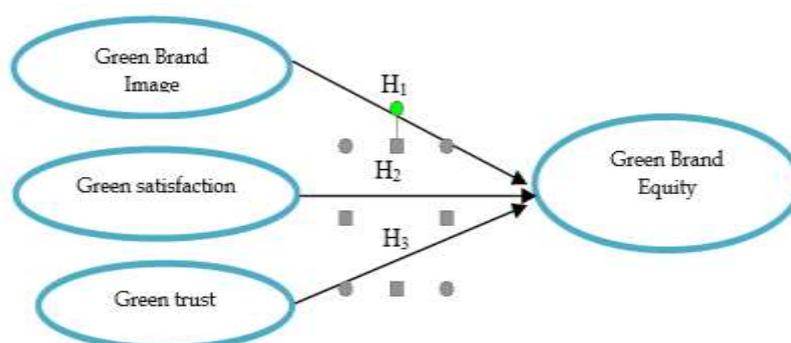
Conceptual Framework

Figure 1. Conceptual framework

The study used a qualitative research design (Creswell & Creswell, 2017). The location in which this study was conducted was in University of WR Supratman Surabaya. The population was all from the Faculty of Economics and Business. Thestudy used a purposive random sampling technique to obtain the data. The total sample was 62 respondents . Analysis technique to analyze the data with Regression Linier with Program SPSS version 23.0.

Research Methods

The results of the descriptive statistics of respondents in this study showed that the majority of Semester VII student respondents were women with a total of 45 people or 60.6% and men 39.4%. The majority of respondents in this study were from the Faculty of Economics and Business as many as 68 people or 95.8% and the rest from the Faculty of Social and Political Sciences as many as 3 people or 4.2%. More details can be seen in Table 1.

Table 1. Demographic

Variable	Category	Count	Percentage
	Male	42	67.7%
Gender	Female	20	32.3%
	Total	62	100.00%
Economic and	Accounting	19	30.6%
Business	Management	43	69.4%
	Total	62	100.00%

RESULTS AND DISCUSSIONS

Validity and Reliability Test

According to Nasution et al. (2018) validity testing is carried out to find out the truth of what is actually being measured, in this study what is measured is the accuracy of each question item used in measuring research variables. Validity testing was carried out with the corrected item total correlation model. Each question item is declared valid if it produces a corrected item total correlation coefficient above or equal to 0.246, while question items that do not meet the requirements are eliminated from the data processing stage. The reliability test was conducted to determine the consistency of the measuring instrument used and the reliability of the measuring instrument. In general, an instrument is said to be good if it has a Cronbach's Alpha coefficient > 0.6 so that the research questionnaire is declared reliable. The results of the validity and reliability tests of the research variables can be seen in the following table:

Table 2. Validity and reliability test

Variables		Validity Test			Reliability Test
Green Brand Image	Item	Corrected Item Total Correlation	Information		*Cronbach Alpha*
1. In my opinion, sostro boxes tea are made from environmentally friendly packaging	GBI1	0.758	Valid		0.816
2. I think that sostro box tea participates in being environmentally friendly.	GBI2	0.817	Valid		
3. I consider sostro box tea as a form of environmentally friendly product	GBI3	0.827	Valid		
Green Satisfaction	Item	Corrected Item Total Correlation	Information		*Cronbach Alpha*

Variables		Validity Test		Reliability Test
1. I am satisfied with the eco-friendly sostro box tea packaging	GS1	0.813	Valid	0.717
2. I also contribute to the environment by buying sostro box tea	GS2	0.890	Valid	
Green Trust	Item	Corrected Item Total Correlation	Information	*Cronbach Alpha*
1. I believe in the information about the eco-friendly Sostro box tea	GS1	0.749	Valid	0.734
2. I believe in the eco-friendly reputation of sostro box tea	GS2	0.824	Valid	
3. My expectations on sostro box tea to protect the environment have been fulfilled	GS3	0.821	Valid	
Green Brand Equity	Item	Corrected Item Total Correlation	Information	*Cronbach Alpha*
1. I prefer sostro box tea even though there are other products that are environmentally friendly	GBE1	0.655	Valid	0.608
2. I feel sostro box tea is the first that is environmentally friendly.	GBE2	0.752	Valid	
3. I prefer sostro box tea although there are other brands that have more eco-friendly benefits	GBE3	0.603	Valid	

The calculation results show that all indicators for the variables of green trust, green marketing, green perceived quality and green purchase intention are valid because they have a calculated r value greater than r table, which is 0.246. So that the variables of green brand image, green satisfaction, green trust and green brand equity can be used for the next stage of testing. By using SPSS 23.0 for windows, it can be concluded that reen brand image, green satisfaction, green trust and green brand equity reliable, because the Cronbach alpha value is above 0.6.

Data analysis
Classic Assumption Test Results
Normality test
　　　　The normality test was carried out by means of the Kolmogorov Smirnov test and the normal probably plot of standardized residual. From the calculation of the characteristics of the disclosure of social responsibility, then to determine the distribution, a normality test (Kolmogorov Smirnov test) was carried out, if p>0.05 means that the data is normally distributed so that it can be continued with statistical analysis using multiple linear regression. It turns out that for reen brand image, green satisfaction, green trust and green brand equity, as can be seen in Figure 2.
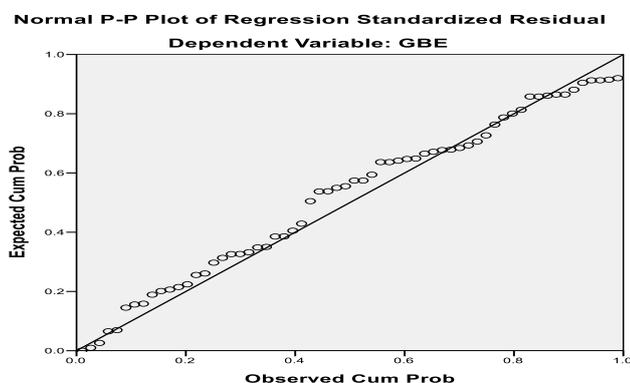
Normal P-P Plot of Regression Standardized Residual
Dependent Variable: GBE

Figure 2. Normality test

Multicollinearity Test

To detect the presence of multicollinearity can be seen from the Variance Inflation Factor (VIF). If the value of VIF> 10 then multicollinearity occurs. And vice versa if VIF < 10 then there is no multicollinearity. The results of this test get a VIF = 1,000 indicating that there is no multicollinearity symptom because the VIF value is < 10. A simple diagnosis of the presence of multicollinearity in the multiple regression model is by looking at the Variance Inflation Factor or VIF value, that one data has multicollinearity if the value is multicollinearity. The VIF is greater than 1 and less than 10. The test results show that there is no multicollinearity symptom because the VIF value is greater than one and less than 10.

Table 2. Values of variance inflation factor

No	Variable	VIF
1	Green Brand Image (GBI)	1.022
2	Green Satisfaction (GS)	1.036
3	Green Trust (GR)	1/014

Heteroscedasticity Test

Heteroscedastic test is done through analysis of scatterplot graph. If the scatterplot graph has a data distribution pattern that forms a certain pattern, it shows homoscedasticity. On the other hand, if the scatterplot graph pattern does not form a certain pattern or is random, it indicates that there is no heteroscedasticity. The random pattern in the graph as shown in the figure below shows that the linear regression model does not meet the heteroscedastic assumption. So, the heteroscedasticity test through the scatterplot graph shows that the multiple linear regression model fulfills the homoscedastic assumption. The results of the heteroscedasticity test can be seen in Figure 3.
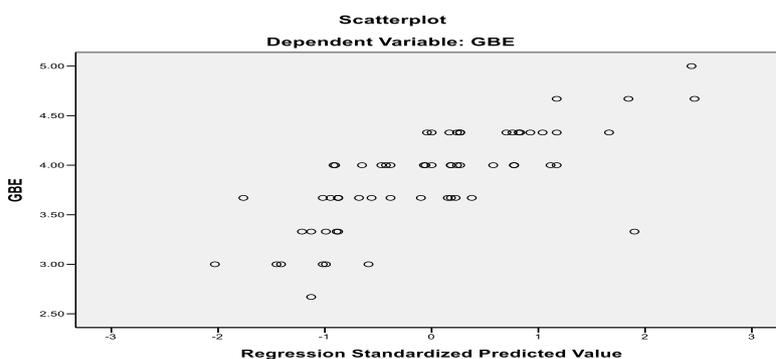
Scatterplot
Dependent Variable: GBE

Figure 3. Heteroscedasticity test

Multiple Linear Regression Analysis Results

To determine the effect of reen brand image, green satisfaction, green trustongreen brand equity, multiple linear regression analysis was used. Based on the results of statistical data processing through SPSS version 23, the following output is obtained:

Table 3. Results of multiple linear regression analysis

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	β	Std.Error	Beta		
Constan	0.924	0.539			
Green Brand Image (GBI)	-0.016	0.076	-0.018	0.205	0,838
Green Satisfaction (GS)	0.621	0.076	0.733	8.176	0,000
Green Trust (GR)	0.174	0.073	0.210	2.370	**0,021**

Based on the results of multiple linear regression calculations shown in the table above, the regression equation model is as follows:
GBE = 0.924- 0,016 GBI+ 0,621 GS + 0,174 GR+ e

Discussion

This discussion is about the results of research findings on the suitability of the theory of opinion as well as previous research that has been put forward by previous research and the behavior patterns that must be carried out to overcome this. In the following, there are 3 (three) main sections that will be discussed in the analysis of the findings of this study, which are as follows:

The Effect of green brand image on green brand equity

Based on the results of the analysis of the effect of green brand image on green trust, a statistical value of t is 0.205 with a beta coefficient of -0.018 (Table 3). Significant value of t 0.838 > 0.05 indicates that Ho is accepted and H1 is rejected. This result means that green brand image has no significant and negative effect on green brand equity in the Teh Kotak Sostro product at the W.R. Supratman University Campus, Surabaya. The results of the research contradict research conducted by Allen (2015) and Astini (2016) that green brand image has a negative influence on green brand equity. The company's strong green brand image has not ensured that consumers place their trust in the sostro box tea product. This is evidenced by the lack of consumer response to the statement that the company is professional in terms of environmental reputation.

The company must continue to develop and socialize the environmental image of the sostro box tea product so that consumers are more confident and believe that the company has a good environmental reputation. This can be done by reviewing what are the trends and consumer needs so that companies can take gaps to gain consumer sympathy in terms of environmental performance. By doing this, the company's image in the eyes of consumers will increase.

The Effect of green satisfaction on green brand equity

Based on the results of the analysis of the effect of green satisfaction on green trust, the t statistic value was 8.176 with a beta coefficient of 0.773 (Table 3). Significant value of 0.000 <0.05 indicates that Ho is accepted and H1 is rejected. This result means that green satisfaction has a significant and positive effect on green brand equity in the Teh Kotak Sostro product at the W.R. Supratman University Campus, Surabaya. The results of the research are in line with the research conducted by Kim et al., (2008), stating that consumer satisfaction can have a positive effect on brand equity. Consumers who are satisfied with a brand will immediately remember the brand compared to consumers who are dissatisfied with the brand. Satisfaction with a brand will have a positive effect on the strengths and goodness that consumers associate in their minds. The Kotak Sostro has an environmental awareness program, therefore their level of knowledge related to environmental

performance can be trusted by consumers. Even though many companies have created products or brands that have almost the same environmental concerns as the Sostro box, consumers will repurchase the Sosro box product. Consumers who have a high level of satisfaction with a brand will immediately mention the brand name directly, compared to other product brands.

The Effect of green trust on green brand equity

Based on the results of the analysis of the effect of green trust on green trust, a statistical value of t is 2.370 with a beta coefficient of 0.210 (Table 3). Significant value of 0.021 <0.05 indicates that Ho is accepted and H1 is rejected. This result means that green trust has a significant and positive effect on green brand equity in the Teh Kotak Sostro product at the W.R. Supratman University Campus, Surabaya. The results of this study are in line with research conducted by Chen (2010), Alshura and Zabadi (2016) and Ojiaku et al. (2018) which states that brand trust is an important factor that can increase brand equity, so it can be said that brand trust shows a positive influence on brand equity. if consumers question the environmental friendliness of a product, they will also doubt the product's environmental reliability, effectiveness, and capabilities, and question trustworthiness. Green trust is the willingness to depend on certain products, services or brands based on beliefs or expectations resulting from the credibility, goodness and ability of these products regarding environmental performance. Trust is an important factor for consumers to increase their sense of trust in the value of a product.

CONCLUSION

Based on the results of the research and discussion, it can be concluded in this study that stating that green brand image does not have a significant effect on green brand equity and that green saturation and green trust have a significant effect on green brand equity in the sostro box tea products. Students know and understand well that the Sostro tea box product is an environmentally friendly product with environmentally friendly packaging in their mind. This is reinforced by the results of this study which state that green saturation and green trust have a significant effect on green brand equity in the sostro box tea product.

Theoretical implications state that the green grand image variable has no effect on green brand equity contrary to research conducted by Allen (2015) and Astini (2016) that green brand image has a negative influence on green brand equity. The green trust variable has an effect on green brand equity in Sostro tea box products in line with research conducted by Kim et al., (2008), which states that consumer satisfaction can have a positive effect on brand equity. The green trust variable has an effect on green brand equity in the Sostro tea box product in line with research conducted by Chen (2010), Alshura and Zabadi (2016) and Ojiaku et al. (2018) which states that green trust is an important factor that can increase brand equity, so it can be said that green trust shows a positive influence on brand equity.

Managerial implications are alternative actions that can be applied to improve green brand image constraints that do not affect green brand equity in students of the Faculty of Economics & Business, University of W.R. Supratman Surabaya and increasing the effect of green satisfaction and green trust on green brand equity in the Teh Kotak Sostro products, namely: (1) The management of Teh Kotak Sostro must emphasize its advantages in environmental aspects in every promotional effort so that consumers always remember the characteristics of the brand. The method is to disseminate information through green promotion on television advertisements, YouTube, and other media. The information that is disseminated is in the form of information on environmental damage that occurs then affects the importance of protecting the environment. This is done in order to make consumers aware of the environment so that an environmentally friendly image will be attached to the sostro box tea. (2) The management of the sostro box tea must be more open to consumers so that consumers know how big the role of sostro box tea is in protecting the

environment. This can be done by receiving educational tours so as to increase knowledge and perceptions of the importance of protecting the environment from an early age.

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