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Green Marketing: A Study of the Factors Influencing the Repurchase Decision for Javanony Herbal Products

Sri Widyastuti¹ and Budi Santoso²

The green consumer movement is a reflection of people's concern about the environment and has given rise to the green market. Companies that want to survive in this market must be able to apply a green label to all aspects of their business. This research aims to understand the influence of attitude, perceived value, and perceived price among customers on the decision to repurchase Javanony herbal products. The sampling technique in this study is purposive sampling. This study concludes that the attitude of customers who already have an understanding of green products is not completely supported by the company in applying green marketing to create higher value for its customers. Consumers are ready to pay for the extra value, will pay a premium price, and will repurchase only if they perceive extra value in the green product.

Keywords: consumer attitude, perceived value and perceived price, repurchase

Gerakan konsumen hijau adalah bentuk kepedulian terhadap lingkungan yang memunculkan pasar hijau. Perusahaan yang ingin bertahan di pasar ini, harus dapat memberikan label hijau dalam semua aspek bisnisnya. Penelitian ini bertujuan untuk mengetahui pengaruh sikap, nilai yang dirasakan, dan harga yang dirasakan pelanggan terhadap keputusan pembelian ulang produk herbal Javanony. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik purposive sampling. Studi ini menyimpulkan bahwa sikap pelanggan yang sudah mempunyai pemahaman tentang produk hijau, belum ditunjang sepenuhnya oleh perusahaan dalam menerapkan pemasaran hijau untuk memberikan nilai yang lebih tinggi bagi pelanggannya. Konsumen hanya akan bersedia membayar lebih untuk nilai tambah, membayar harga premium, serta melakukan pembelian ulang jika ada persepsi tambahan nilai dari produk hijau.

Kata kunci : sikap konsumen, nilai dan harga yang dirasakan, pembelian ulang

Introduction

The Earth Summit in Rio de Janeiro in 1992 that was the momentum for discussions regarding the implementation of sustainable development, environment conservation, and including environmental issues in national development became the starting point of green consumerism. The current environmental turbulence gives no choice to companies but to start using sustainable green marketing (Rajput et al., 2013). Based on sustainable development, a company should be set up according to a model that integrates the development of social, economic, and environmental dimensions (Chow & Chen, 2012).

The green consumer movement reflects people's concern about the environment and has given rise to a new market, the green market. Companies that want to survive in this market, called green companies, must use environmentally friendly management in all aspects of their business. Green companies have to be socially responsible and develop products that fulfill consumers' request for environment awareness. A producer cannot just produce a product that is economically profitable; it must also consider the environmental aspects in each step of the production process, from research through waste disposal. This is called green productivity and the product is called a green product. The promotion of green products

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must also be environmentally friendly, called green promotion; consumers who consume green products are called green consumers. Green consumers want to identify themselves with a green company and they are willing to pay a premium for a greener life. Thus, green marketing is not only an environmental protection tool but also a marketing strategy (Yazdanifard & Erdo, 2011).

Green-based product strategies comprise any or a combination of recycling, reduction of packaging materials, re-consumption, dematerializing the products, using sustainable sources of raw materials, making more durable products, designing products that are repairable, making products that are safe for disposal, making products and packaging that are compostable, and making products that are safer or more pleasant to use (Kinoti, 2011). The first and foremost requirement for green products is the created awareness regarding the parameters and the benefits of green products among the different stakeholders, including consumers, and popularizing the health and safety standards and certification of products (Khan & Ahmad, 2014).

A company should study the behavior of its customers because prospective customers' level of interest in purchasing green products is proportional to the speed of decision-making to purchase such products. Increasing organic consumption can be achieved by increasing potential consumers' knowledge of the environmental protection, health benefits, and product quality of organic foods (Pomsanam et al., 2014). Implementation of the right marketing strategy can influence prospective consumers to make a purchase decision.

In Indonesia, one product category that qualifies as green-based products is herbal health products. Herbal products fulfill the "back to nature" trend, the reason why people are interested in using natural medications. Herbal products are safe to consume for a long period of time and are not addictive. Green products are produced safely, do not cause harm to human health, and are not potentially damaging to the environment (Kasali, 2005). Moreover, Indonesia has great potential to produce medicinal plants due to its biodiversity, ranking third in the world after Brazil and Zaire

(Hernani & Mono, 2005). Green products are always oriented toward the environment

(Nugrahadi, 2002), are associated with the efficient use of raw materials, and aim to reduce waste in both the process and the product life cycle (Testa et al., 2011).

Javanony is the brand of a liquid herbal health supplement made from Noni fruit that is produced by PT. Trias Sukses Dinamika (TSD). This company, located in Jl. Raya Tajur No. 77G Bogor, West Java, Indonesia, is the first producer and the pioneer for Noni juice herbal health supplements in Indonesia. As a producer of certified high-quality herbal products, this company is a prime subject in which to study whether or not it has produced Javanony as a genuine green product. In addition to activities ranging from production to marketing, TSD is committed to producing green products for Javanony which are safe and beneficial to health. Javanony has had an international reputation for quality since 2002 and has been exported to many countries. With that extensive marketing, the variables to be researched (the customer's attitudes, perceived values, and price) can be easily determined.

This study will look at the extent to which consumers' attitudes relate to Javanony as a green product. Consumers' attitudes in looking at Javanony as a green product will provide the value that they place on Javanony, which drove their decision to purchase Javanony. The consumer attitude toward the herbal product will provide the perceived value, which is important in making a purchase decision (Vaishnavi, Ganesh, & Thomas, 2014).

Price is also a main variable in making a purchase decision (Kumar, 2013). The low or high price influences whether the product can be sold in the market or not. Price-setting by the company must suit the environment and follow the changes that occur when business competition becomes tighter over time. However, the quality standard itself can also set the price. Many consumers are willing to pay a more expensive price to secure a quality guarantee (Griskevicius, Tybur, & Bergh, 2010).

Based on the information provided above, the variables in this study are consumer attitude, perceived value, perceived price, and re-purchase decision. The research question is: How great is the influence of consumer attitude,

perceived value, and perceived price on the repurchase of Javanony herbal products?

Literature Review

Customer Attitude

Schiffman and Kanuk (2010) suggest that attitude has three components: cognitive, affective, and conative. Cognitive refers to knowledge and perception gained from the combination of direct experience with the object and related information from various sources. Affective is emotion or feeling about a certain product or brand. Conative is the tendency for an individual to behave in a certain way related to the object. Attitude is a person's increasingly satisfactory or unsatisfactory valuations, trends, and feelings toward an object or intimation (Armstrong & Kotler, 2009).

The marketing literature shows that the perceived value is always considered important when consumers buy a product. To create a positive attitude toward a green product, the perceived value must be higher and the product described as a green product must have the highest value when a consumer purchases it. To motivate the consumer attitude to shift from buying a conventional product to buying an environmentally friendly product, the message from the advertisement must be convincing enough to create the green marketing commitment and attitude (Tan, 2011). Green purchase attitude has a direct and positive influence on consumers' green purchase intention. Also, green purchase attitude is positively associated with green purchase intention (Akbar, Hassan, & Khurshid, 2014). The study concludes that within the given context of a developing country, consumers have a negligible attitude toward and low perceived value of green products. Hence, no significant relationship has been found among attitude, perceived value, and green products. Cheah and Phau (2011) state that consumers who have attitudes to benefit the environment have a positive and significant relationship to the intention to buy green products. The role of attitude and subjective norms determine the intention to behave and finally determine behavior (Pradipta, Surya, & Suprapti, 2013). Marhaini (2008) states that partially and simultaneously consumer attitudes and consumers' subjective norms have a significant influence on consumer behavior. The consumer attitude positively and

significantly influences the purchase intention toward green products (Suciarto et al., 2015). Based on the research conducted by Akbar, Hassan, and Khurshid (2014), Cheah and Phau (2011), Marhaini (2008), and Suciarto et al. (2015) in the context of customer attitude, this study hypothesizes that:

H1: The consumer's attitude influences the repurchase decision regarding Javanony products.

Perceived Value

Perceived value is always considered an important parameter when a consumer buys a product. Service quality has a positive effect on perceived value and value performance has a positive effect on purchase intention (Hu, Kandampully, & Juwaheer, 2009). When a brand equity is high (low), an organic label appears less (more) effective. However, aside from the brand equity level, an organic label that has a prominent environmentally friendly attribute has a positive effect on quality perception (Fabrice, Florence, & Renaudin, 2011). To create a positive attitude toward a green product, that product must be perceived as having a higher value. A product that is described as a green product must have a better value for the customers who buy it. According to Sharma and Bagori (2012), there are many concerns regarding the commercial life span of a green product, product acceptance by consumers, and the benefits of green marketing or green products due to (1) lack of awareness because green products must be introduced and constantly promoted, (2) negative perception because green products must be proven as such, (3) distrust because green claims by previous marketed products were proven to be untrue or misleading, and (4) high price because green products go through a more elaborate production process which adds to the production cost. Based on the research conducted by Fabrice, Florence, and Renaudin (2011), Hu, Kandampully, and Juwaheer (2009), and Sharma and Bagori (2012) in the context of perceived value, this study hypothesizes that:

H2: Perceived value influences the repurchase decision regarding Javanony products.

Perceived Price

Indicators that clarify price used in the study are price affordability, suitability of price for product quality, competitive price, and suitability of price with benefits (William, 2004). Price is one of the most important attributes evaluated by the consumer, and managers need to realize the important role of price in creating customers (Mowen & Michael, 2001). In certain situations, consumers are highly sensitive to price so that a relatively high price compared to competitors eliminates the product from the consumer's consideration. However, in other cases, price can be used as a substitute indicator of product quality, with the result that a higher price is taken positively by a certain segment. In the narrowest sense, price is the amount of money charged for a product or service (Kotler & Keller, 2012).

Every company has a set of strategies from a marketing mix. Some use the 4Ps (product, price, place, and promotion) and others use the 7s (product, price, place, promotion, people, process, and physical environment). The 4Ps of green marketing come from conventional marketing but the challenge for the marketer is to use the 4Ps innovatively if they want to adopt a green marketing policy (Sharma, 2011). The objective of ecology in product planning is to reduce the use of resources and pollution and to improve the conservation of rare natural resources. Price is a critical factor and important in the green marketing mix. In addition to manipulation of the 4Ps from the traditional marketing mix, an understanding of the process of public policy is needed. Promoting products by using claims regarding their environmental attributes or a company producing or selling green products involves price issues. Green product policy, however, often becomes expensive, and green marketing offers a solution to overcome this dilemma. If companies can move the price of green products to a premium (price elasticity less than 1), they change the environmental benefit from the externality separated from the monetary benefit. Hence, green marketing is possibly applied and internalizes a company's reputation by detailing the benefits regarding environmental awareness or the environmental attribute of its products (Prakash, 2002).

Needs develop and shift to green products and services among marketers and consumers. Though a consumer change to green purchases will be costly for consumers and businesses, it can be beneficial in the long term (Cherian & Jolly, 2012). Consumers respond to green marketing and compare one country with another. The result shows that in countries that have different responses in facing unique issues on the environment, the truth about green marketing fades away since the cost keeps increasing (Murphy & Zelihic, 2013). Social responsibility is also given to the retailer in applying expired-date-based prices by reducing the price of perishable products in the remaining merchandise (Theotokis, Pramadari, & Michael, 2012). Social expense related to every activity, service, and product will be forwarded to business customers, and the cost of maintaining the desired social activities can be passed on to customers through higher prices for goods and services. Business institutions have a responsibility to engage in certain social issues outside of their operations (Chitakornkijasil, 2012). If product attributes fulfill self-serving motives (low price, familiar or wellknown brand), green product attributes (cruelty free and low environmental impact) influence purchasing intentions (Schuitema & De Groot, 2015). Based on the research conducted by Chitakornkijasil (2012), Schuitema and De Groot (2015), and Theotokis, Pramadari, and Michael (2012) in the context of perceived price, this study hypothesizes that:

H3: Perceived price influences repurchase decisions regarding Javanony products.

Repurchase Decision

Marketers should seriously consider consumer reaction to green products, which has changed from negative to positive. This study may have implications for the use of green marketing in advertising and pricing strategies to improve consumer perceptions and purchase intentions toward green products (Wei et al., 2012). Consumer concerns are not always transformed into environmentally friendly behavior; however, some consumers are ready to base their purchasing decisions on the purchase of products that do not harm the environment (Do Pac & Ma'Rio, 2009).

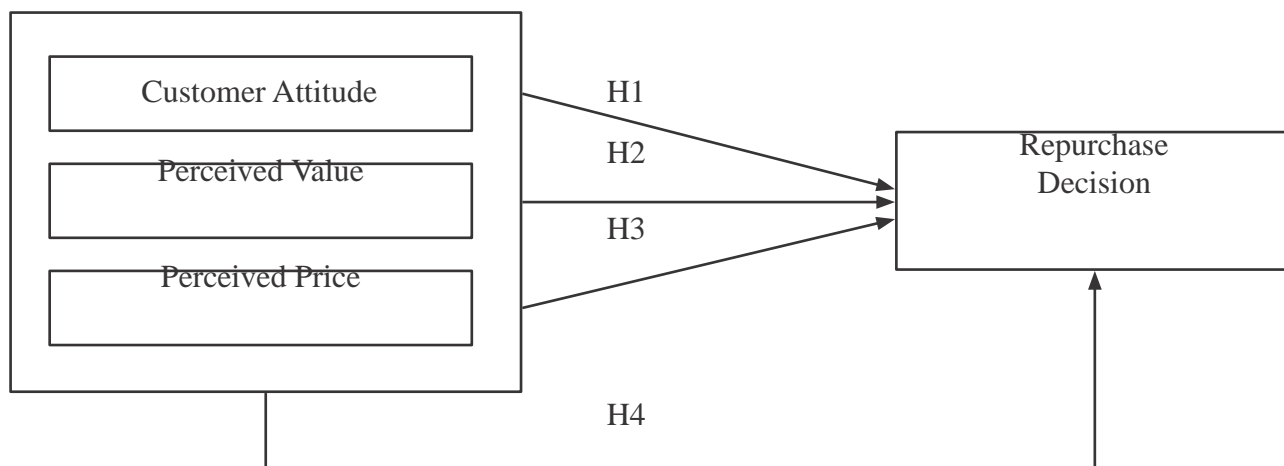


Figure 1. Conceptual model

Merging brand personality variables such as sincerity, competence, and sophistication affects the formation of customer intent to buy organic fast food (Othman & Rahman, 2014; Polonsky & Ottman, 1998). Most decisions are influenced by label buyers. Green labeling describes products according to green criteria. Green product prices should be affordable for customers to encourage purchases. Differentiation in industry only works when the product reduces the cost for the client. Most buyers are influenced by advertising that reflects the company's commitment to the environment. Companies that engage in green advertising that tends to portray the image of being environmentally friendly influence consumer purchasing decisions. Consumers love to associate themselves with companies that protect the environment. When a company communicates through its advertising, promotion, publicity, and corporate social responsibility, it is sure to garner a lot of loyal customers. Convenience perception also has a significant positive influence on consumers' ethical purchase intention.

Consumers are ready to base their purchasing decisions on products that do not harm the environment. In fact, a segment of "green" consumers in the sample significantly influences some aspects of other market segments (Do Pac & Ma'Rio, 2009). Consumers are motivated to buy from a company that is environmentally friendly in production. A green label on products shows that the product or service enjoys competitive excellence. Consequently, most

purchase decisions are influenced by a green product label (Yazdanifard & Erdo, 2011). However, Mei, Ling, and Piew (2012) state that government initiatives have the most significant influence on green purchase intentions among consumers in Malaysia. Ecolabels fail to show a significant relation with green purchase intention. Based on the research conducted by Do Pac and Ma'Rio (2009), Mei, Ling, and Piew (2012), and Yazdanifard and Erdo (2011) in the context of repurchase decisions, this study hypothesizes that:

H4: Customer attitude, perceived value, and perceived price influence the repurchase decision regarding Javanony products.

Methods

This research uses the case study and quantitative research methodology with the descriptive method. It also uses the verification method to explain the relationship or the effect of a variable on other variables as well as to test the research hypotheses. The population in this research is consumers who have once purchased a Javanony product, a total of 1,357 (N = 1,357) (based on Javanony customer data from PT. Trias Success Dynamics in 2013). The sampling technique in this research is purposive sampling with the criterion of being a Javanony customer who has been consuming its products for more than two years. The number in the sample, based on Slovin in Umar (2000), is about 93.136, rounded to 100. The data source is taken from the research location, PT. Trias

Table 1. Results of Validity

Variable	Question	Pearson Correlation	Result
Customer Attitude (X1)	I believe Javanony runs a green business.	0.322	Valid
	I believe Javanony cares about the environment.	0.461	Valid
	I believe Javanony is responsible.	0.592	Valid
	I believe Javanony uses natural raw materials.	0.611	Valid
	I believe the Javanony production process is hygienic.	0.711	Valid
	I believe Javanony is rewarding.	0.523	Valid
	I believe Javanony is useful.	0.477	Valid
	I believe Javanony products are safe and environmentally friendly.	0.784	Valid
Perceived Value (X2)	Javanony herbal products are without preservatives.	0.515	Valid
	Javanony herbal products are safe for long-term consumption.	0.497	Valid
	Javanony packaging can be recycled.	0.459	Valid
	Javanony herbal products are made from natural ingredients.	0.675	Valid
	Javanony provides very good value for the money.	0.535	Valid
	Javanony performance meets your expectations.	0.462	Valid
	You purchase Javanony because it reflects more environmental concerns than other products.	0.422	Valid
	You purchase Javanony because its products are environmentally friendly.	0.702	Valid
Perceived Price (X3)	Javanony herbal products are proven not to cause addiction.	0.608	Valid
	The Javanony price is affordable on my income.	0.403	Valid
	The price of green products compels me to buy.	0.438	Valid
	I think that a low price is good for marketing green products.	0.733	Valid
	Javanony offers cheaper prices than competitors.	0.776	Valid
	Javanony offers prices according to quality.	0.710	Valid
	The price offered suits the benefits I perceive.	0.547	Valid
	The Javanony price is high but the product is indeed efficacious.	0.451	Valid
Repurchase Decision (Y)	The price of green products is too high for me to buy.	0.553	Valid
	I always need Javanony to maintain stamina.	0.411	Valid
	I always need Javanony to lower my high blood pressure.	0.443	Valid
	Javanony products have complete information on health.	0.534	Valid
	I have a high intention to buy Javanony.	0.470	Valid
	Information from friends or family affected me in buying Javanony.	0.476	Valid
	I have bought Javanony consistently since it was licensed.	0.427	Valid
	I definitely recommend others to buy Javanony.	0.625	Valid
My willingness to buy Javanony is high.	0.766	Valid	

Sources: Data processed, 2014

Table 2. Internal Consistency of the Scales

Variable	Scale Item Cronbach's Alpha
Customer Attitude (X1)	0.838
Perceived Value (X2)	0.835
Perceived Price (X3)	0.841
Repurchase Decision (Y)	0.776

Sources: Data processed, 2014.

Table 3. Demographics of Customers

Profile	Criteria	(%)
Gender	Male	54
	Female	46
Age	21-30 years	8
	31-40 years	24
	41-50 years	36
	>51 years	32
Education	Junior School	2
	High School	22
	Academy	40
	University	36
Occupation	Student	12
	Public Servant/Private	34
	Entrepreneur	33
	Professional	21
Income	<IDR 3,000,000	25
	IDR 3,000,001– IDR 5,000,000	29
	IDR 5,000,001 – IDR 7,000,000	27
	IDR 7,000,001	19

Sources: Data processed, 2014.

Sukses Dinamika, while the collected data include both primary and secondary data. To collect primary data, questionnaires were sent via email to 100 selected respondents.

Validity testing is done by correlating each of the measurement tools with the total score, which is the total of each score (minimum score is 0.3) obtained using the Pearson product moment formula (Sugiyono, 2010). Therefore, all questions have fulfilled the validity requirement (Table 1). Instrument reliability is needed to obtain data that suit the purpose of measurement (Sugiyono, 2010). To obtain the results displayed in Table 2, a reliability test is conducted by using the Cronbach's alpha method measured based on the Cronbach's

alpha scale. All variables in the questionnaires are reliable or can be trusted since they have a Cronbach's alpha above 0.06 (Sugiyono, 2010). Table 1 shows the further elaboration of the research instrument for validity and reliability testing.

Results and Discussion

In this research, data were collected via questionnaires distributed to 100 customers with demographic characteristics as shown in Table 3. The customers are male (54%), aged between 41 and 50 years (36%), and have either an academy/bachelor's degree (40%) or a university background (36%). This indicates

Table 4. Multiple Linear Regression Analysis

Model	Coefficients ^a				T	Sig.	Decision
	Unstandardized Coefficients		Standardized Coefficients	Beta			
	B	Std. Error					
(Constant)	1.509	0.420			3.594	0.001	
1 Customer Attitude	0.434	0.087	0.500		4.972	0.000	Accepted Ho
Percieved Value	0.012	0.092	0.013		0.129	0.898	Rejected Ho
Percieved Price	0.173	0.093	0.165		1.855	0.067	Rejected Ho

a. Dependent Variable: Repurchase Desicion

Sources: Data processed, 2014.

that Javanony customers are well educated; they are conscious of their health and have sufficient knowledge about green products. The majority works as a private/civil employee (34%) and earns between IDR 3,000,000 and IDR 5,000,000 (29%). With this income, Javanony is affordable for these consumers to purchase routinely.

Descriptive analysis is intended to examine the answers from respondents regarding their positive attitude toward Javanony herbal products where it is stated that as a green product it must have the highest value when the consumer buys it. To ensure the use of prime Noni fruit, PT. Trias Sukses Dinamika develops Noni seed cultivation with tissue cultures and remains based on a safe and environmen-tally friendly method. The company plants and manages the Noni plantation in the Cijeruk and other foothill areas of Salak Mountain, West Java. The factory is in Bogor and uses pharmacy-standard stain-less steel 316 juice processing production machines. The company also applies the Hazard Analysis Critical Control Point (HACCP) system, which is a food safety guarantee system covering the main producer of the main ingredient (farmer), the handling, the processing, the distribution, and the marketing to the customer.

The effect of environment knowledge, environment threats, and effectiveness perceived by the consumer motivate peo-ple to change their attitude into a pro-environment attitude. PT. Trias Sukses Dinamika decides eligibility to enter or expand operations in the green market, so it needs guidance on how to position green products to the right target market to create better customer value and preserve

the environment. Cleanliness is the main issue and the most important aspect of the Javanony production process. Javanony offers a safe and ready-to-drink product for loyal customers, promising maximum health benefits and an amazing property to aid in the healing process from various illnesses. Each bottle contains natural Noni juice rich in nutrients, enzymes, and active substances contained within natural fruit pieces, with no preservatives, no added water, and no added sugar. Only the pun-gent smell of caproic acid and the caprylic acid within the fruit are reduced. The response from customers that “I believe Javanony uses natural raw materials” on customer attitude has the highest mean value of 4.52. Customers’ response that “Javanony herbal product is efficacious” on perceived price has the highest mean value of 4.22; their response that “Javanony herbal products are safe for long-term consumption” on perceived value has the highest mean value of 4.22. Finally, customers’ response that “My willingness to buy Javanony is high” on repurchase decision has the highest mean value of 4.12.

Statistical verificative analysis was conducted with a partial test of each variable of customer attitude, perceived value, and perceived price toward repurchase and a test of the influence simultaneously of all independent variables on dependent variables.

Based on Table 4, the regression coefficient variable of customer attitude is +0.434 (X1) and positively influences the decision to repurchase (Y). The ttest value of the customer attitude variable (X1) is 4.972, which is higher than ttable (4.972 > 1.96) and significant ($\alpha = 0.05$). A partial influence on the customer

attitude variable exists in the decision to repurchase Javanony products. The company has successfully found the determining factors of green purchase attitude (Tan, 2011). That can motivate the change in consumer attitude from buying a conventional product to buying an environmentally friendly product. Customer cognition is acquired from the knowledge and perception of the Javanony herbal product and combined with direct experience in consuming it. Customer affection is formed by emotion/feeling about Javanony herbal products, and the conation is the tendency to repurchase Javanony herbal products. Javanony herbal products can change customers' attitudes because it has amazing properties that aid the healing process of various diseases.

Next, the regression coefficient on the value perceived variable is +0.012 (X2) and positively influences the decision on repeat purchase (Y); if the ttest value product price variable (X2) is 0.129 and ttest is lower, then ttable (0.129 < 1.96) is not significant $\alpha = 0.05$. Thus, partially, no value variable influence is perceived as significant in the repeat purchase decision regarding Javanony products. Javanony Noni juice is a natural product without preservatives that has not fully provided the perceived value that can make consumers decide to repurchase. This is consistent with Sharma and Bagori (2012), who conclude that many concerns exist about the commercial viability of green products and green product acceptance by consumers.

The regression coefficient of the perceived price variable is +0.173 (X3) and influences positively the decision regarding repeat purchase (Y). However, the value of the ttest perceived price variable (X3) is 1.855, lower than ttable (1.855 < 1.96), and not significant at $\alpha = 0.05$. Partially, there is no influence of price variable perceived on the decision to repurchase Javanony products. In accordance with the findings of Cherian and Jolly (2012), the purchase of 'green' will be expensive, but it will be beneficial in the long run, although based on descriptive analysis the Javanony price offered is consistent with the benefit perceived by customers. The probability value (Sig) is 0.000 < 0.05. Based on the Ftest result, the Ftest is 15.223 while based on the Ftable, the F value is 3.04 because Ftest > F table, so one can

conclude that there is a significant effect on the independent variables (customer

attitudes, perceived value, and perceived price) and simultaneously on the dependent variable (repeat purchase decisions). From the calculation, the R-squared value is 0.322. This means that 32.2% of customers' repurchase decisions can be explained by the independent variables of customer attitude, perceived value, and perceived price, while the other 58.8% can be described by variables outside the model and not described in this study.

Javanony products are purchased repeatedly by customers to maintain health and customers have a positive attitude toward the company because it is committed to protect the environment and produce herbal products that are environmentally friendly. However, Javanony has not yet fully demonstrated its ability to implement green marketing, which can provide better value for customers. This is consistent with Prakash (2002), who states that green marketing allows for implementing and internalizing the reputation of the company or the environmental attributes of its products. According to Do Pac and Ma'rio (2009), the majority of consumers will only be prepared to pay extra if they perceive additional value in the product. This value can improve performance and a green marketing mix will take this into consideration in determining a premium price. Yazdanifard (2011) also says that consumers are ready to make their purchasing decisions on the purchase of products that do not harm the environment, and most consumers' purchasing decisions are affected by green products.

Conclusion

The attitude of Javanony customers is formed by the knowledge and perception of Javanony herbal products, customers' emotion/feeling about Javanony herbal products, and customers' tendency to repurchase Javanony herbal products. Javanony herbal products can change customers' attitudes because customers believe Javanony uses natural raw materials, which are efficacious and safe for long-term consumption and increase customers' willingness to repurchase Javanony products. Although there is a significant influence of the independent variables (customer attitude, perceived value, and perceived price) on the dependent variable

(repurchase decision), the value perceived by Javanony herbal product customers has not

been optimal because the company has not yet implemented green marketing. This is related to the price issue of green products perceived by Javanony customers. Javanony herbal products have not made consumers fully want to pay for extra value, be willing to pay a premium price, or want to repurchase because there is no perception of additional value in Javanony herbal products as green products.

The company can address the managerial implications to increase the added value of Javanony herbal products. The company can also produce product variants at more affordable prices to give options to customers between premium and non-premium products. In addition, the company can change the color and typeface of Javanony product packaging, which has not changed since it was first released in 1998, and provide additional information regarding being green and ecofriendly (ecolabeling). The company needs to expand

the range of information about Javanony so such information about herbal products can be easily accessed by more people. The company also needs to increase its advertising activities for Javanony through electronic communication networks.

This study is limited to the case study method applied to one company. Further research can be developed with the survey method by extending the object of research to manufacturing and service companies that implement green marketing strategies. In accordance with green marketing strategy, future research can study the role of integrated marketing communications for green product marketing and add experiential marketing variables for deeper analysis of the customer experience in consuming green products. This further research can be developed on a green corporate image that would improve green corporate performance.

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