

THE INFLUENCE OF GREEN MARKETING AND DIGITAL MARKETING ON CUSTOMER LOYALTY IN CHICKEN INTESTINE CHIPS MSMEs IN KEDIRI

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Abstract

The problem addressed in this research concerns marketing management, focusing on the impact of green marketing and digital marketing on customer loyalty. The objective is to determine and analyze the effects of green marketing and digital marketing on customer loyalty both individually and collectively. This study uses a quantitative approach, with a population consisting of customers of chicken intestine chips MSMEs in Kediri. The sample includes 85 respondents. Data collection was conducted using questionnaires, and data analysis involved validity, reliability, classical assumption tests, multiple linear regression tests, and hypothesis testing. The research hypotheses testing revealed that green marketing has a significant partial effect on customer loyalty, digital marketing also has a significant partial effect on customer loyalty, and both green marketing and digital marketing have a significant simultaneous effect on customer loyalty in chicken intestine chips MSMEs in Kediri. Overall, this study contributes to the existing body of knowledge in marketing management by shedding light on the effects of green marketing and digital marketing on customer loyalty. The findings suggest that implementing these strategies can be beneficial for MSMEs in the chicken intestine chips industry in Kediri, as they can enhance customer loyalty and potentially lead to increased business success.

Keywords: Green Marketing, Digital Marketing, Chicken Intestine Chips, MSMEs

INTRODUCTION

The technology and science sectors are experiencing increasingly fierce competition. This is evident in the economic progress of the business sector and the changing culture and lifestyle of the Indonesian people. In order to meet the demands of consumers, retail businesses must strive to have a competitive edge (Koch et al., 2020). Companies must constantly strive to provide goods or services that will generate optimal profits. Business owners must be astute in identifying opportunities and maximizing profits, which will serve as a standard for their business endeavors.

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Retail industry involves selling products to customers in small quantities for personal use, rather than for resale. With the increasing number of retail businesses, competition is fierce, making it crucial for entrepreneurs to differentiate themselves and retain loyal customers. It is essential for companies to stand out and offer something unique to ensure long-term success in the market.

Customer loyalty is the unwavering commitment of customers to continuously choose a specific product or service, regardless of external factors that may influence their decision (Kotler & Armstrong, 2016). This loyalty is crucial for a company's success in staying ahead of the competition, as loyal customers often become advocates who promote the brand to their social circle (Dhiranty et al., 2017). By incorporating eco-friendly green marketing and engaging with customers through digital platforms like social media, businesses can create a positive and enjoyable shopping experience for their customers.

The significance of customer loyalty in the business world cannot be overstated. It is a topic that both marketing scholars and practitioners dedicate their attention to. While various studies have emphasized the role of factors like brand image, perceived product quality, and perceived price in bolstering customer loyalty, there is still ongoing debate about the consumer evaluation variables that truly influence consumer intentions and behavior. Some researchers even question the correlation between customer satisfaction and customer loyalty. Additionally, investigations into the impact of product quality on customer loyalty have yielded inconclusive results, suggesting that it may not have a significant effect. Furthermore, the advent of digital technology has revolutionized the way businesses create, communicate, and deliver value to their customers and stakeholders (Trinugroho et al., 2017). In the realm of customer loyalty, exploring the influence of green marketing and digital marketing is particularly intriguing. It has been found that green marketing initiatives can enhance consumer satisfaction and loyalty towards environmentally-friendly products.

The green marketing mix strategy is crucial for ensuring green consumer satisfaction and driving consumer loyalty (Robert, 2011). The researcher will be conducting a study on chicken intestine chips MSMEs in the Doko area, Ngasem District, Kediri Regency. Apart from Kediri Regency, their marketing reach extends from Jombang to Surabaya. The challenge identified from the researcher's observations on green marketing with a green process strategy in the disposal of intestinal waste is that despite the delicious and savory end product, the intestines, being a place of excrement in chickens, emit a strong fishy smell post-

processing. This issue requires additional handling due to the growing environmental concerns, potentially making customers uncomfortable and unwilling to stay.

In this case, chicken intestine chips MSMEs in the Doko area, Ngasem District, Kediri Regency face yet another challenge in the realm of digital marketing. One major issue lies in their limited utilization of social media platforms. Currently, they rely solely on the WhatsApp application and have only recently started using Instagram. However, their follower count is quite low and they do not consistently update their content. As a result, customers tend to lose their loyalty towards these intestine chips MSMEs. Hence, the objective is to determine and analyze the effects of green marketing and digital marketing on customer loyalty both individually and collectively.

LITERATURE REVIEW

Marketing Management

According to Arsyad (2022), marketing management is an activity of analyzing planning, implementing, and controlling programs created to form, build, and maintain, profits from exchanges through target markets in order to achieve organizational goals in the long term.

Marketing Concept

According to Kotler and Keller in Hendrawan et al (2020) the marketing concept asserts that the key to achieving the stated organizational goals is that the company must be more effective than competitors in creating delivering, and communicating customer value to selected target markets.

Green Marketing

Green marketing has an explanation that is activities designed to generate and facilitate exchanges intended to fulfill human needs, with a focus on environmental protection (Widyastuti, 2019). It involves strategies such as green products, green logistics, green pricing, green promotion, and converting consumers to be ecologically concerned. Sustainable development is also related to green marketing as a dependent variable. Terminology and definitions in green marketing vary, including environmental and ecological marketing. Factors affecting green marketing include the organization's green image, environmental concern, and environmental knowledge, consumers who have awareness of the green environment are likely to affect the purchase intention of green products. In addition, awareness of the importance of environmental sustainability, responsibility for

environmental sustainability, and supporting local producers are also important factors in green product purchasing decisions.

Digital Marketing

The definition of digital marketing is marketing activities carried out online through various digital platforms to reach target markets that have switched to the digital world (Sari et al., 2023). Digital marketing has a close relationship with entrepreneurship and is part of entrepreneurial activity. Challenges in digital marketing include the readiness of human and financial resources to support digital marketing activities (Hendarsyah, 2020). Factors that influence digital marketing include cultural, social, personal, and consumer psychology. In addition, other factors such as marketing stimuli and the macro environment also have a broad impact on online purchasing behavior. Seller trust and reputation are also important factors in influencing consumers' online purchase interest (Shahnaz & Wahyono, 2016).

Customer Loyalty

According to (Hasan, 2021), customer loyalty is a person who buys goods or services regularly and repeatedly and always comes to the same place continuously and repeatedly to satisfy his desires by owning a product or service and paying for the product. The influence between green marketing, digital marketing on customer loyalty "The study on the effect of digital marketing mix strategy and customer relationship management on marketing performance found that the digital marketing mix strategy has a significant effect on the marketing performance of DKI Jakarta MSME 4.0. Another study found that customer loyalty can have a significant impact on company performance. However, the most successful marketing strategies may vary depending on industry, location, and other factors.

RESEARCH METHOD

This study utilized quantitative research, which involves using numerical data to test hypotheses and address research questions (Sugiyono, 2015). This type of research follows specific procedures for data collection and analysis (Victoria et al., 2021). The population consists of all elements in the research, while the sample is a portion of the population that provides data for the study. Sampling techniques are categorized into Probability Sampling and Non-probability Sampling. Sample size determination can be achieved through various methods such as Isaac and Michael's method, the Harry King Nomogram formula, and the Krejcie formula, assuming a normal distribution of the population. In cases where the population is not normally distributed, such as a homogeneous population, these methods may not be necessary (Amin et al., 2023). When the population is too large to study entirely

due to constraints like limited funds, time, and energy, researchers can use a sample from the population. In this study, 85 samples were taken from the population.

RESULT AND DISCUSSION

Inferential Statistical Analysis Test

a. Validity Test

Table 1. Validity Test Results

Statement Item	Sig Result.	Terms	Decision
Item 1 – X1	0.000	Sig. Is <0.05	All X1 variable questionnaire items are declared valid
Item 2 – X1	0.000		
Item 3 – X1	0.000		
Item 4 – X1	0.000		
Item 5 – X1	0.000		
Item 6 – X1	0.000		
Item 1 – X2	0.000	Sig value. instrument X2 <0,05	All items Questionnaire variable X2 declared valid
Item 2 – X2	0.000		
Item 3 – X2	0.000		
Item 4 – X2	0.000		
Item 5 – X2	0.000		
Item 6 – X2	0.000		
Item 7 – X2	0.000		
Item 8 – X2	0.000		
Item 1 – Y	0.000	Sig value. instrument Y <0,05	All items Questionnaire variable Y declared valid
Item 2 – Y	0.000		
Item 3 – Y	0.000		
Item 4 – Y	0.000		
Item 5 – Y	0.000		
Item 6 – Y	0.000		

Source: Data Processed by Researchers, 2024

Based on table 1 above, it can be explained that the statement items of the green marketing variable (X1) as many as 6 items obtained a significance value of r count <0.05, this means that all of these items are declared valid. Digital marketing variable statement items (X2) as many as 8 items obtained a significance value of r count <0.05, this means that all of these items are declared valid. The statement item of the customer loyalty variable (Y) is at the value of r count <0.05, so it is declared valid. Overall, all questionnaire items can be concluded to be valid and suitable for further testing.

b. Reliability Test

Table 2. Reliability Test Results

No	Variable	Alpha Cronbach	Description
1	Green Marketing	0,758	Reliable

2	Digital Marketing	0,748	Reliable
3	Customer loyalty	0,745	Reliable

Source: Data Processed by Researchers, 2024

In table 2 above, the results of this reliability test show that all variables have Cronbach's $\alpha > 0.60$, so it can be interpreted that all factors are reliable and good as measuring instruments in the research hypothesis.

Classical Assumption Test

a. Normality Test

Table 3. Normality Test Results

		Unstandardized Predicted Value
N		85
Normal Parameters a,b	Mean	0000000
	Std. Deviation	1,735291553
Most Extreme Differences	Absolute	,083
	Positive	,083
	Negative	-,072
Test Statistic		,083
Asymp. Sig. (2-tailed)		,200 ^{c,d}

Source: Data Processed by Researchers, 2024

Based on the data above, it is known that the results of the sig value or probability value of $0.200 > 0.05$ so that it can be concluded that the data is normal.

b. Multicollinearity Test

Table 4. Multicollinearity Test Results

Research Variables	Tolerance	VIF	Conclusion
Green Marketing	0,781	1.280	No multicollinearity
Digital Marketing	0,781	1.280	No multicollinearity

Source: Data Processed by Researchers, 2024

Based on table 4 above, it can be concluded that the tolerance value of the independent variables which includes green marketing is 0.781, digital marketing is 0.781. While the VIF value for X1 is 1.280 and X2 is 1.280 for all variables < 10.0 . So the overall data on the independent and dependent variables does not have multicollinearity.

c. Linearity Test

Table 5. Linearity Test Results

No	Variable	Sig	Description
1	Green Marketing	0,237	Linear
2	Digital Marketing	0,134	Linear

Source: Data Processed by Researchers, 2024

Based on table 5 above, it can be explained that the linearity test results for each item between green marketing variables (X1) have a value of 0.237. The reliability value of the digital marketing variable (X2) is 0.134. Based on the provisions, it can be concluded that the value of all variables is more than 0.05. This can be interpreted that the questionnaire data of all research variables have a good level of linearity, or in other words, the questionnaire data are linear. These results indicate that the data from the distribution of questionnaires are suitable for further testing.

d. Heteroscedasticity Test

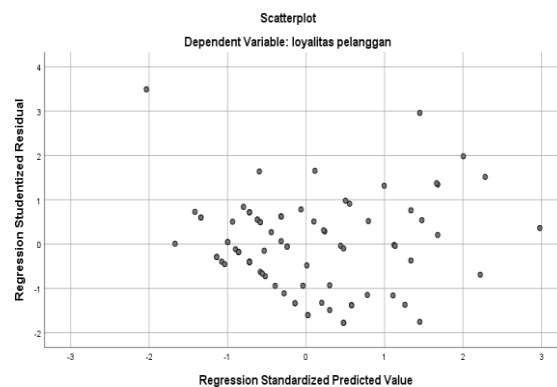


Figure 1. Heteroscedasticity Test Results

In Figure 1 above explains the results of the distribution of questionnaire instrument data using a scatter plot in a study. The scatter results show that the data spreads following the 0 axis line above and below the axis line, it can be concluded that the data used does not occur in the same data variant (heteroscedasticity). So the data on green marketing and digital marketing variables can be continued to carry out the next analysis in predicting customer loyalty.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Test Results

Variable	B	T _{value}	T _{table}	Sig. t	Description
Green Marketing	-0,401	-6,659	1,989	0.000	Ha1 Accepted
Digital Marketing	0.692	14,641	1,989	0.000	Ha2 Accepted
Constant (a)					6,461
R					0,851
R Square (R ²)					0,723
F _{value}					107,202
Sig. Fvalue					0,000
F _{table}					3,108

Source: Data processed by researchers, 2024

Based on table 6 above, the regression equation in this study is obtained, namely: $Y = a - \beta_1.X_1 + \beta_2.X_2 + e$. From this formula, it is obtained that $Y = 6.461 - 0.401X_1 + 0.692X_2$. These results can be described as follows:

- 1) That the constant value (a) is 6.461. This means that if the independent variables which include green marketing and digital marketing do not change by 1 unit, then the amount of customer loyalty is 6.461 units.
 - 2) The regression coefficient value of X1 is -0.401. This can be interpreted that the value is negative, if the green marketing variable changes by 1 unit, the amount of customer loyalty will increase by 0.401 units.
 - 3) The regression coefficient value of X2 is 0.692. This can be interpreted that the value is positive, if the digital marketing variable changes by 1 unit, the amount of customer loyalty will increase by 0.692 units.
- a. Determinant Coefficient Test (R²)

Based on table 6 above, the calculation results regarding the coefficient of determination can be described. If the R² value is close to 1, then the relationship between the independent variables and customer loyalty can be said to be very strong. These results are presented as follows:

- 1) The correlation value (R) of 0.851 means that the relationship between green marketing (X1), digital marketing (X2) to customer loyalty (Y) is in the medium / strong enough category.

- 2) The coefficient of determination (R^2) is 0.723. This means that the influence of green marketing (X_1), digital marketing (X_2) on customer loyalty (Y) is 72.3% while the rest comes from other variables and indicators not included in this study.

Hypothesis Test

a. T Test

Table 7. T-test Results

Hypothesis	Data Analysis Results	Description
It is suspected that green marketing (X_1) has a partial effect on customer loyalty (Y). Partially on customer loyalty (Y).	$t_{\text{statistic}}$ of 6.659 > t table of 1.663 Significant. t (0.000) < 0.05 (One-Tailed)	Ha1 Accepted
It is suspected that digital marketing (X_2) has a partial effect on customer loyalty (Y).	$t_{\text{statistic}}$ of 14.641 > t table of 1.989 Significant. t (0.000) < 0.05	Ha2 Accepted

Source: Data processed by researchers, 2024

Based on table 7 above, the partial hypothesis in this study can be presented through the calculation of the t test value as follows:

1) Green marketing variable t test (X_1)

The green marketing variable has a negative t statistic value of -6.659 and has a significant value of (0.000) < 0.05. So that the calculation of the t table on this variable using 1 side (one-tailed) and obtained a t table value of 1.663. So, in the green marketing variable (X_1) the t statistic of 6.659 > t table of 1.663 and a sig value of (0.000) < 0.05 means that H_0 is rejected and H_a is accepted, which means that partially there is a significant influence between green marketing (X_1) and Customer Loyalty (Y) in chicken intestine chips MSMEs in the Doko area, Ngasem District, Kediri Regency.

2) Digital marketing variable t test (X_2)

The results of the calculation of the t statistic value of 14.641 > t table of 1.989 and significant. t (0.000) < 0.05 means that H_0 is rejected and H_a is accepted, which means that partially there is a significant influence between digital marketing (X_2) on Customer Loyalty (Y) in chicken intestine chips MSMEs in the Doko area, Ngasem District, Kediri Regency.

b. F Test

Table 8. F Test Results

Hypothesis	Data Analysis Results	Description
It is suspected that green marketing (X1) and digital marketing (X2) simultaneously affect customer loyalty (Y).	Fstatistic of 107.202> Ftable of 3.11 Significant. t (0.000) <0.05	Ha3 Accepted

Source: SPSS Output Results, 2024

Based on table 8 above, it shows that Fstatistic of 107.202> Ftable of 3.11 with a significant value of F of 0.000 < sig. 0,05. Based on these calculations, it can be explained that Ha is accepted and Ho is rejected. It can be explained that green marketing (X1) and digital marketing (X2) simultaneously have a positive and significant effect on customer loyalty (Y) in chicken intestine chips MSMEs in the Doko area, Ngasem District, Kediri Regency.

CONCLUSION

This research uncovers that green marketing has a partial but significant impact on customer loyalty in chicken intestine chips MSMEs in Kediri. Additionally, digital marketing also has a partial but significant impact on customer loyalty in chicken intestine chips MSMEs in Kediri. Lastly, both green marketing and digital marketing together have a significant impact on customer loyalty in chicken intestine chips MSMEs in Kediri.

This research shows that green marketing and digital marketing both have a significant impact on customer loyalty in chicken intestine chips MSMEs in Kediri. Based on these findings, it is recommended that MSMEs in Kediri focus on improving their green marketing strategies by promoting environmentally friendly practices to strengthen customer loyalty. Additionally, investing in digital marketing tools such as social media, email marketing, and digital advertising can greatly enhance customer engagement. Combining green marketing with digital marketing can create a more effective overall strategy. It is also important to regularly gather and analyze customer feedback to understand their preferences and improve marketing strategies. Engaging with customers through surveys, social media interactions, and loyalty programs can help maintain and increase loyalty. Providing training for employees on the latest trends and best practices in green and digital marketing will ensure competitiveness and effective implementation of innovative strategies. Lastly, continuously

monitoring the effectiveness of these strategies and being adaptable to market trends and customer feedback will help maintain long-term customer loyalty.

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