

THE EFFECT OF RECYCLED PACKAGING AQUA PRODUCTS PROMOTION ON ALFAMART SUNTER PERMAI JAYA CONSUMER PURCHASE BEHAVIORS

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Abstract

The marketing strategic of a company to attracts the target market with doing promotions of products by taking advantage of the environmental problems that are currently happening. Stategic promotion planning has a lot of environmentally friendly themes. This is also done by PT. Tirta Investama (DANONE-AQUA). Promotional mix is carried out as a company strategic to planning the product promotions. The elements of the promotional mix that must be met are advertising, personal selling, direct marketing, sales promotion, publicity, and interactive marketing. With the promotion mix, it is hoped that the objectives of the product promotion strategy can be implemented properly. The research design carried out in this study was quantitative and descriptive quantitative. The number of samples taken was 50 samples. The type of sampling used in this study is a quota sample. Data collection techniques were carried out by distributing questionnaires with two methods, paper questionnaires and googleform's barcode. The data analysis technique was carried out by testing the validity, reliability, normality, linearity, descriptive statistics, simple linear regression, and hypotheses. The conclusion in this study shows that the promotional variable for recycled packaging AQUA products has an effect on the consumer purchasing behaviors variables of Alfamart Sunter Permai Raya.

Keywords:

Promotion Mix, Product Promotion, Purchase Decisions

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INTRODUCTION

We can obtain various kinds of up-to-date information through news coverage in the mass media, both through conventional media (such as print media and broadcast media) and new media (internet, blogs, and social media). The media present a variety of information ranging from political, social, economic, cultural, and environmental issues. In raising an issue, the media set the agenda (Agenda Setting) which aims to increase public awareness of the issues raised.

The news in the media about environmental damage and efforts to overcome environmental damage also adds an important note for companies in managing waste and minimizing environmental damage caused by the production process and a series of other processes within the company.

The most widely heard issue regarding the environment is about the processing of plastic waste. Even the problem of plastic waste is a special concern for the government. In Jakarta itself, regulations regarding environmental issues are contained in Governor Regulation Number 142 of 2019, concerning the Obligation to Use Environmentally Friendly Shopping Bags, which come into force with sanctions ranging from fines of millions of rupiah to revocation of business permits for violators.

We know that a lot of plastic waste comes from the packaging of various kinds of daily necessities, such as soap, shampoo, cooking oil, mineral water, and others packaging products. This is the main reason for companies to take action on the waste generated from their production products.

According to the Central Statistics Agency (BPS), plastic waste in Indonesia reaches 64 million tons per year and 3.2 million tons of which is plastic waste that is thrown into the sea. Meanwhile, 10 billion pieces of plastic bags are wasted into the environment per year or 85,000 tons of plastic bags.

The company also participates in campaigning on environmental issues. The campaign carried out by the company along with the emergence of product innovation, aims to increase public awareness of the company's brand (brand awareness) as well as promote their products that support the company's campaign.

Reporting from Liputan6.com, product marketing campaigns through social media will become a trend in 2021. In Liputan6's interview with Giorrando Grissandy, CEO of Garis Temu, a creative marketing agency, it is said that there are at least three trends that can be anticipated in social media campaigns in 2021. First, campaigns that have a social impact. The second is influencer marketing. The third is a collaborated and nostalgic campaign.

PT Tirta Investama (Danone-AQUA) with a campaign themed #BijakBerplastik which began in 2018. AQUA's commitment is in line with the Indonesian government's mission to reduce marine waste by 70 percent by 2025. The #BijakBerplastik campaign relies on three pillars, namely collecting and recycling plastic waste (collecting), educating through schools/public spaces by collaborating with the government and related parties with the aim of encouraging awareness and a culture of recycling (education), and AQUA's commitment that all packaging can be recycled and increasing the proportion of recycled plastic in bottles to 50 percent by 2025 (innovation).

In 1983, AQUA launched a refillable gallon bottled water. Then in 1993, AQUA started to pioneer the first recycling program, namely "AQUA Peduli". Then, in 2018 with the #BijakBerplastik campaign.

Then in mid-2019, AQUA began to introduce the latest innovation product that supports the #BijakBerplastik campaign, namely AQUA recycled packaging called AQUA Life in Jakarta. This recycled AQUA product is a mineral water product with one hundred percent recycled plastic waste packaging, which is collected from used plastic bottles that are processed according to food safety standards that have met the requirements set by the government. So, even though the packaging for this AQUA product comes from recycled plastic waste, the packaging for this recycled AQUA product has met the standards set by BPOM, Halal, SNI and FSSC 22000. Thus, the quality of AQUA products in recycled packaging is the same as bottles

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with use virgin PET or new PET. In its distribution, this recycled packaging AQUA product was first distributed in Bali at the end of 2018. This recycled AQUA product received a positive response among the public.

Currently, this recycled AQUA product can be easily found in various modern markets, one of which is in mini markets, such as Indomaret and Alfamart. Reported on *Bisnis.tempo.co*, the Director General of Domestic Trade of the Ministry of Trade (Kemendag) Tjahya Widayanti assessed that Indonesian people tend to prefer to shop at minimarkets. Access to minimarkets is considered easier. Even in areas where large supermarkets are difficult to find, many minimarkets have been built.

The need for mineral water for human daily life, makes bottled mineral water products reach quite a lot of consumers. Consumption of mineral water is needed by all ages. Bottled mini-rail water is considered practical because it can be purchased anywhere, such as minimarkets, stalls, and even traders at red lights. People who work outside the home tend to buy bottled mineral water because it is more practical than bringing it from home. Therefore, the innovation of recycled packaging products from AQUA can be a solution for the many uses of plastic bottles in society.

LITERATURE REVIEW

Marketing Communication

According to Dr. M. Anang Firmansyah, S.E., M.M (2020) marketing communication is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands being sold. Meanwhile, according to Rahmat Doembana and M. Farhan (2017) marketing communication is defined as an activity that occurs between service or product providers and their consumers or clients. In marketing communications must include several things related to:

- a. The specialty of the product offered compared to other products
- b. Ease of getting the product. This will relate to information about the place and time of provision
- c. Opportunity for consumers to negotiate, especially from the aspect of price

Product Promotion

According to Rambat Lupiyoadi (2006: 120), promotion is one of the variables in the marketing mix which is very important to be implemented by companies in marketing service products. Promotional activities not only function as a communication tool between companies and consumers, but also as a tool to influence consumers in purchasing activities or using services according to their wishes and needs.

Promotion mix is an approach taken by the company in optimizing promotional efforts to reach a wider target market. Here are five forms of the promotion mix:

- a. Advertising. A form of non-personal communication about an organization/company, product, service, or idea that is paid for by the sponsor.
- b. Personal Selling. A personal presentation by a company salesperson aimed at making sales and building customer relationships. The company can directly demonstrate its products to consumers, as well as provide instructions about the product. Personal selling requires a large number of salespeople, both salesmen and salesgirls. By making a personal sale, the company can go directly to a potential target market.
- c. Direct Marketing. Direct relationships with targeted individual consumers to gain response and build lasting relationships. Direct marketing does not only use salespeople, but can be through other media, such as the internet, telephone, and mail.
- d. Sales Promotions. Short-term incentives to encourage a desire to buy or try a product or service. According to Lubis, sales promotion is a company activity in selling products that are marketed in such a way, even by placing and arranging them so that consumers can easily see them.





- e. Public Relations. Managing messages between individuals or organizations/companies with the public which is carried out in the short and long term. Public Relations handles the communication between the company and the public. Usually communication is done through the media in the form of public events, press conferences, videos, print media, blogs, social media, and others.
- f. Interactive (Internet) Marketing. The rapid development of technology especially the internet, and more community activities are in its scope. So, many marketers use the internet as a medium in carrying out marketing strategies.

Consumer Behavior

According to George R. Terry, decision making is the selection of behavioral alternatives from two or more existing alternatives. Meanwhile, James A.F Stoner defines decision making as a process used to choose an action as a way of solving problems.

According to Setiadi (2010), buying behavior is the activities of individuals directly involved in exchanging money for goods and services as well as in the decision-making process that determines these activities. When consumers decide to buy a product, it always involves physical activity (in the form of direct consumer activities through the stages of the purchase decision-making process) and mental activity (ie when consumers evaluate products according to certain criteria set by individuals).

There are three types of consumer buying behavior, namely:

- a. Trial Purchase. Trial buying is a phase of consumer behavior in which consumers evaluate products by using them directly.
- b. Repeat Purchase. Repurchase indicates that the product has met standards and acceptance from consumers so that consumers are willing to use it again.
- c. Long Term Purchase. When consumers do trials of a product, consumers will not always commit to using a product in the long term. From the process of personal evaluation, consumers will decide whether to use the product in the long term or not.

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Recycled Packaging

According to Cahorini and Rusfian (2011), packaging is an activity carried out by a company consisting of graphic design, product information, and design structure. Meanwhile, the definition of recycling according to the Big Indonesian Dictionary (KBBI), recycling is the re-circulation of a period, reprocessing materials that have been used, such as fiber, paper, and water in order to get new products. While recycling means doing, recycling, or reprocessing materials that have been used.

HYPOTHESIS

According to Margono (2004: 80), the hypothesis comes from the words hypo and thesis. Hypo means less than, while thesis means opinion. So a hypothesis is an opinion or conclusion that is temporary. The hypothesis is a possible answer to the problem posed.

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A hypothesis is a provisional opinion or statement that must go through a testing process first. Based on the problems in this study regarding the presence or absence of influence, the hypotheses proposed in this study are:

H0 : There is no effect of promotion of recycled packaging AQUA products on consumer purchasing behavior of Alfamart Sunter Permai Raya.

H1 : There is an effect of promotion of AQUA products in recycled packaging on consumer purchasing behavior of Alfamart Sunter Permai Raya.

RESEARCH METHODS

The research object is Alfamart Sunter Permai Jaya's consumer behaviors. The increasing public awareness of the environment has made many companies think of innovations that support community environmental concerns. For example, the recycled AQUA product, this has been distributed in Jakarta since mid-2019. Currently, the recycled AQUA product can be purchased at minimarkets and supermarkets in Jakarta. The promotions were carried out regarding the launch of this innovative product from AQUA. Promotions can be found in minimarkets and supermarkets in Jakarta. Promotions are carried out such as giving discounts or free product gifts. AQUA also actively provides information and interacts with consumers through its social media pages (Instagram, TikTok, Twitter, Facebook, YouTube, and others) in increasing consumer awareness of the existence of recycled packaging AQUA products.

The scientific research used by the researcher in this research is quantitative. The method used in this research is descriptive quantitative method, which is a quantitative research in which the description is in numbers or numeric (statistics). The point is that this research is related to the elaboration using statistical figures.

There are independent variables or independent variables that stand alone and cannot be changed by the presence of other variables. According to Sugiyono (2009), the independent variable known as the independent variable is the variable that affects or is the cause of the change or emergence of the dependent variable. The independent variable in this study is the recycled packaging AQUA product.

According to Kerlinger (2006: 49), research variables are constructs or properties to be studied which have varying values. A variable is also a symbol or value to which we put any value or number. There are two types of variables in this study, namely the independent variable or independent variable and the dependent variable or dependent variable. The dependent variable in this study is the consumers of Alfamart Sunter Permai Raya.

Meanwhile, data collection technique by researchers in this study is a literature review. According to M. Nazir (1988:111), literature review is data collection techniques by conducting a review study of books, literatures, notes, and reports that have to do with the problem being solved. The technique of collecting literature in this research is sought through books and also the internet. Where literature studies in the form of documents, books, journals, literature, and photographs are sought to complete this research.

In this study, the data analysis technique that the researcher will use is the qualitative data analysis. The data used in research is in the form of numbers (numeric). Thus, data analysis was carried out through statistical test calculations. Before analyzing the data that has been collected, the data will be processed and simplified through the stages of data management that will be carried out, including:

- a. Editing. The editing or editing process is carried out with the aim of examining the contents of the questionnaire sheet is quite good and appropriate, so that the data can be processed further.
- b. Coding and Skoring. Coding is the process of assigning a number to each question in the questionnaire. Scoring is the process of assigning a number to each answer choice based on the measurement scale used. In this study, there is a Likert scale where there are five forms of assessment at the level of answers provided.



- c. Validity and Reliability Test. The validity test is used to assess errors in the research carried out, as well as to test the questions that have been made by the researcher on the research questionnaire which will then determine which questions will be discarded or replaced. Reliability test is used to show the extent to which the results of the measurement are relatively consistent when the measuring instrument is used repeatedly.
- d. Normality and Linearity Test. According to Ghazali (2016), the normality test is carried out to test whether in a regression model, an independent variable and a dependent variable or both have a normal or abnormal distribution. Linearity test is conducted to determine whether or not there is a linear relationship between the dependent variables on one or more independent variables to be tested.
- e. Statistic Descriptive Test. According to Sugiyono (2013: 29), descriptive statistical test is a method that serves to describe or provide an overview of the object under study through data or samples that have been collected as they are, without analyzing and making generally accepted conclusions.

RESULTS AND DISCUSSION

In this study, data were obtained from respondents and processed using SPSS 28 computer programs and Microsoft Excel. Then, a hypothesis test was conducted on the analyzed data. The results of this analysis explain the effect on the promotion of AQUA products in recycled packaging (X) on consumer purchasing behavior of Alfamart Sunter Permai Raya (Y):

- a. From the results of distributing questionnaires to respondents, namely consumers of Alfamart Sunter Permai Raya, on the promotional variable for recycled packaging AQUA products (X), the research results obtained. Based on the first promotion mix, namely advertising (advertising), more respondents agree and strongly agree with the environmentally friendly concept and complete information from the recycled packaging AQUA advertisement, thus making consumers interested in the product. However, 1 respondent disagreed and 1 respondent strongly disagreed with the attractiveness of the eco-friendly advertising concept regarding recycled AQUA products. And, 1 respondent disagreed and 3 respondents strongly disagreed with the statement regarding advertisements with complete information having a purchase attractiveness.
- b. Based on the second promotion mix, namely personal selling, more respondents are neutral, agree, and strongly agree with purchases that occur because of personal offers from AQUA and Alfamart cashiers. However, 3 respondents did not agree with purchasing the product because of an offer from AQUA directly. And, 12 respondents disagreed and 1 respondent strongly disagreed with the statement regarding product purchases from offers made by Alfamart cashiers.
- c. Based on the third promotion mix, namely direct marketing, more respondents agree and strongly agree with the attractiveness of recycled packaging AQUA products due to information and content that is well created and conveyed to consumers through social media platforms. However, 3 respondents did not agree with the attractiveness of the product due to the information conveyed through social media and 9 respondents did not agree with AQUA's activity in creating content on its social media.
- d. Based on the fourth promotion mix, namely sales promotion (sales promotion), more respondents agree and strongly agree with the attractiveness of the promotion of discounts and free gifts from recycled packaging AQUA. However, there was 1 respondent disagreed and 2 respondents did not agree with the statement.
- e. Based on the fifth promotion mix, namely public relations (publicity), more respondents agree and strongly agree with the recycled packaging AQUA products, it is known from the #BijakBerplastik campaign and the company's efforts in terms of environmental awareness with the launch of AQUA products in recycled packaging. repeat. However, 2 respondents strongly disagreed and 2 respondents did not agree with the existence of AQUA products in

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recycled packaging, which is known from the #BijakBerplastik campaign. None of the respondents who disagreed with the existence of recycled AQUA products were aware of the company's environmental concerns.

Based on the sixth promotion mix, namely interactive (internet) marketing, more respondents agreed and strongly agreed with the quiz with prizes and the #SatuAQUASatuPohon program conducted by AQUA in interacting with consumers or followers of AQUA's social media. However, 2 respondents disagreed and 3 respondents strongly disagreed with the attraction with the quiz with prizes conducted by AQUA. And, 2 respondents disagreed and 2 respondents strongly disagreed with the attractiveness of the #SatuAQUASatuPohon program conducted by AQUA.

Based on purchasing behavior, namely the existence of trial purchases, more respondents agree and strongly agree with the purchase which is accompanied by curiosity about the packaging and the promotion of recycled packaging AQUA products. However, 1 respondent did not agree with the purchase which was accompanied by curiosity about the recycled packaging of AQUA products and 3 respondents did not agree with the purchase due to the existing promotions.

Based on purchasing behavior, namely repeat purchases, the majority of respondents agree and strongly agree with repeated purchases made because of the suitability of needs with the size (1.1 liters) and quality of the product. However, 3 respondents did not agree with the repurchase made because the size of the recycled AQUA product was in accordance with their needs and 1 respondent felt strongly disagree with the repurchase of the recycled AQUA product because of the product quality.

Based on purchasing behavior, namely long-term purchases, more respondents agree and strongly agree with long-term purchases because they believe in the credibility of the AQUA brand and the environmentally friendly concept of recycled AQUA products. However, 1 respondent disagreed with long-term purchases based on the belief in the credibility of the AQUA brand and no respondent disagreed with long-term purchases because they liked the environmentally friendly concept that was brought to AQUA's recycled packaging products.

CONCLUSIONS

Based on the implementation of the research and the results of data analysis on a total of 50 respondents regarding "The Effect of Promotion of AQUA Recycled Packaging on Consumer Purchase Behavior of Alfamart Sunter Permai Raya", the conclusions obtained are as follows:

1. Based on the results of hypothesis testing, there is an influence between the promotion of recycled packaging AQUA products on the purchasing behavior of consumers at Alfamart Sunter Permai Raya. This is evidenced by the results of the t statistic test, where the t value, it is known that the calculated t value is $6.899 > t$ table 2.011. And, the magnitude of the significant value is $0.001 < 0.005$. Based on the results of hypothesis testing, the hypothesis H1 is accepted, namely "There is an Influence of Promotion of AQUA Products in Recycled Packaging on the Purchase Behavior of Alfamart Sunter Permai Raya.
2. The promotional variable for recycled packaging AQUA products (X) has an influence on the consumer purchasing behavior of Alfamart Sunter Permai Raya (Y) by 49.8% and the remaining 50.2% is influenced by other factors outside of this study.

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