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Submission date: 16-Sep-2021 03:44PM (UTC+0800)

Submission ID: 1649742695

File name: Masmira_Artikel-06.pdf (910.47K)

Word count: 6036

Character count: 33786

PalArch's Journal of Archaeology of Egypt / Egyptology

CONSUMER LOYALTY ON GREEN PRODUCT BASED ON COMMITMENT-TRUST THEORY

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Tanti Handriana, Masmira Kurniawati, Indrianawati Usman Consumer Loyalty On Green Product Based On Commitment-Trust Theory-- Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(4), 6810-6823. ISSN 1567-214x

Keywords: Loyalty, Trust, Commitment, Green Product, Sem

ABSTRACT

This study aims to analyse the role of commitment-trust theory in shaping consumer loyalty to green products. Green products are environmentally friendly products whose ingredients, manufacturing process, and the presence of these products do not damage the environment. This study uses a quantitative research approach, where data collection is carried out through a survey of 312 green product consumers. The structural equation modelling (SEM) with AMOS software is used as the analysis technique. The results of this study indicate that consumer trust and commitment to green products are influenced by product quality, brand image, and share values. Meanwhile, consumer loyalty to the green product is influenced by trust and their commitment to the green product. The implication of this research is the development of Commitment-Trust Theory promoted by Morgan and Hunt (1994).

INTRODUCTION

As living beings, we feel that there are more and more threats to the environment on earth here on earth. The depletion of natural resources, the narrower the tropical forest land, the reduction of non-renewable energy, increasing water and water pollution, various waste problems are problems that are currently being encountered. As a consequence, it will impact on the survival of all living things, especially humans. In the last 50 years, as much as 60% of the earth's ecosystem has been depleted, and by 2050 it is estimated that there will be a three to six-fold increase in the consumption of natural resources. In the same year, it was estimated that the world's population was more than 9 billion (Nayyar, 2016). This of course requires humans to play a major role in preserving the environment, especially in relation to their

consumption behavior. Therefore, understanding consumer behavior in saving the earth and the environment is crucial.

Understanding consumer behavior is defined as a process that involves individuals or groups in choosing, buying, using, or disposing of products, services or experiences to satisfy needs and wants (Solomon, 2016). Related to this, there are two approaches that can be taken, first, from the marketers / producer's side through green marketing, and second, from the consumer side through green buying behavior. For business people who have implemented environmentally friendly products, efforts to maintain relationships with consumers are deemed very important. Morgan and Hunt (1994) as initiators of the commitment-trust theory, propose that the role of commitment and trust of partners (consumers) in the company is the main thing. Therefore, this study will use a commitment-trust theory in order to measure and realize consumer loyalty in purchasing environmentally friendly products offered by companies, both products in the form of goods and products in the form of services.

With the creation of consumer loyalty, there will be many benefits that are felt by these consumers, as well as the benefits that will be obtained by the company. In the commitment-trust theory, consumer loyalty can be created thanks to the trust and commitment of consumers in the company. Therefore, this study will examine the role of the variables of product quality, brand image, share value, trust, and commitment in shaping consumer loyalty. Thus, the problem in this research is how is consumer loyalty to environmentally friendly products based on the theory proposed by Morgan and Hunt (1994), namely the commitment-trust theory.

There have been many previous studies using commitment-trust theory, with research objects in the form of car tire retailers (Morgan and Hunt, 1994), mobile phones (Mosavi and Ghaedi, 2012), banking (Cinomona, 2014; Tabrani, 2018; Rahmani-Nejad, 2014), non-profit organizations (Handriana, 2016; Barra, 2018), health care services (Waters, 2008), product distribution services (Bricci, 2016), Islamic Banking (Roberts-Lombard, 2020), and manufacture company (George et al. 2020), but there have not been many studies on green product research objects using the commitment theory -trust this. Therefore, the aims of this research are to analyze the customer's loyalty of green product by based on the theory of commitment-trust in the B2C domain on the object of research on environmentally friendly products. Given the increasingly alarming threat of environmental damage caused by human (consumer) behavior, research is expected to contribute to solving these problems.

Thus, this study aims to analyse consumer loyalty to green products based on trust and commitment with antecedents of product quality, brand image, and share values.

LITERATURE REVIEW

Green Marketing

The company's efforts to design products, determine prices, distribute, and promote these products with attention to environmental protection aspects are a definition of green marketing (Polonsky, 2011 and Fisher, 2012; Patil, 2012). Companies that have implemented green marketing will produce green products, namely products that will not pollute the earth, do not destroy natural resources, and can be recycled (Shamdasani et al., 1993). Likewise, Appleton (2018) states that as evidence the company has implemented green marketing practices, namely: (a) products are free from toxic materials and ozone depleting properties; (b) products are designed to be reusable in the long time; (c) the product is manufactured following environmentally friendly guidelines; (d) the product is recyclable; (e) packaging that is environmentally friendly, biodegradable, recyclable and / or used conservatively; and (f) business processes that do not use materials excessively.

Green Buying Behavior

Business people need to understand who green consumers are and what motivates green buying behavior (Lin and Huang, 2012), because the attitude of green consumers is to reflect their concern for environmental protection, that is, they will make purchases on products that do not cause pollution and waste, buy organic food, use energy saving lamps & energy saving equipment, and so on. Green buying behavior is also known as green purchasing behavior. Green buying behavior is an innovative and ethical social behavior, which will bring personal benefits and social benefits (Sobhanifard and Balighi, 2018). In accordance with the definition of consumer behavior, what is meant by green buying behavior is that it includes all stages of consumers consuming a product (both goods and services) that are environmentally oriented, starting from the stage of product selection to the stage of product disposal by considering safety and comfort. the environment.

Product Quality

A product is anything that can be offered to the market to satisfy wants or needs (Kotler and Keller, 2016). In the marketing mix, the product becomes the first component of the marketing mix that must exist. Without a product there is no point in pricing, place and promotion. The perceived product quality is the customer's impression of the quality level of the product offered to him if the customer buys it (Dedeke, 2016). Meanwhile, according to Tsiotsou (2006), defines it as a consumer evaluation of the overall advantages of a product. Customers assess product quality by evaluating product performance, the extent to which the product conforms to manufacturing standards and product-specific attributes. A quality product is the key to a company's competitive advantage. Products with the best quality will always be at the forefront of products compared to competitors' products.

In making a purchase, consumers consider the quality of the product they are going to buy. With good product quality, it is likely that consumer confidence in these products will also increase. Likewise, consumer commitment to environmentally friendly products is also expected to increase as well. Studies conducted by Anuwichanont and Mechinda (2009), Ercis et al. (2012) found that product quality affects trust. Meanwhile, a study conducted by Walter et al. (2002), and Kim et al. (2018) proved that product quality has an effect on commitment.

H1: Product quality influences trust

H2: Product quality influences commitment

Brand Image

Brand image is the perception or image and trust held by consumers, which is inherent in the mind and memory of a consumer (Kotler and Keller, 2016). A good brand image cannot be obtained instantly, companies need to strive carefully and earnestly. Consumers often buy products with well-known brands because they feel more comfortable with familiar things, the assumption that well-known brands are more reliable, readily available and easy to find, and have unquestionable quality, so that better-known brands are more frequent selected by consumers over brands that are not (Aaker, 1991). Brand image consists of consumer associations on the advantages of the product and the personal characteristics that consumers see in that brand.

Brand image that is perceived positively by consumers is expected to lead them to trust the products they consume more and increase consumer commitment to environmentally friendly products. From the results of studies conducted by Ball et al. (2006), Alhaddad (2015), and Erkmen and Hancer (2019), it was found that brand image influences consumer trust. Meanwhile, MacMillan et al. (2005), Deheshti et al. (2018) and Kim and Chao (2019) obtained findings from their reset that brand image affects commitment.

H3: Brand image influences trust

H4: Brand image influences commitment

Share Values

Shared values as the customers have the same perception of values (Morgan and Hunt, 1994). Meanwhile, Wang (2008) shared value is the extent to which one partner relationship has concerns about the welfare of the other partner. Similarities in the values felt and owned and embraced by consumers and companies that produce green products play a role in building relationships between the two parties, so that it is expected to increase consumer confidence and consumer commitment to environmentally friendly products. Morgan and Hunt (1994), MacMillan et al. (2005), Mosavi and Ghaedi (2012), and Chinomona et al. (2014) have conducted a study with the finding that share values affect trust. Likewise, studies conducted by Morgan and Hunt (1994),

Cohen (2009). Chinomona et al. (2014) and Min (2018) found that share values also influence commitment.

H5: Share values influences trust

H6: Share values influences commitment

Trust

In social exchange theory, the trust is a key variable and a critical success factor in a relationship (Morgan and Hunt, 1994). The existence of trust in a relationship is self-justifying that everyone has an incentive to maintain every relationship that they develop (Cook, et al. 2005). Trust is also called the fundamental relationship building block model and most relationship models include the variable trust in it. Because commitment is vulnerable and rare, if individuals do not have confidence in the organization, commitment will not be created (Garbarino and Johnson, 1999). Ghazinejad, (2018) found a positive relationship between trust and commitment perfectly, as well as the results of studies conducted by Barra, et al. (2018), and Tabrani, et al. (2018). Due to the important role of trust in green consumers, Mezger et al. (2020) conducted a study on the measurement of trust of green consumers. Although the results of the study by Brown et al. (2018) show different findings from previous studies, that trust can increase commitment, but commitment can also scrape trust.

H7: Trust influences commitment

Commitment

Likewise, Rusbult, et al. (1998) who explains that commitment is a strong predictor of voluntary decisions to remain in a relationship. As for Ramirez, et al. (2017) interpreting Commitment is an emotional attachment or feeling that consumers have towards a preferred brand with the hope of creating a long-term relationship with it, and which encourages them to buy and use the brand forever. The concept of commitment originates from industrial / organizational psychology and is seen as an interest in continuing activities, namely maintaining relationships with business partners. Meyer and Herscovitch (2001) explain that commitment is a multidimensional construct so that there is no single agreement regarding the dimensions of commitment. Another definition states that commitment is considered as an ongoing desire in the long run to manage a valuable relational (Moorman et al., 1993).

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The Loyalty is a firmly held commitment to repurchasing or repatronized a preferred product consistently in the future (Oliver, 1999). Meanwhile, Chai et al., (2015), interpret loyalty is the willingness of consumers to pay more for products they like consistently in the future. Loyal consumers can take the form of the possibility to buy back in the future, recommend products / brands to others, talk about positive things about the product / brand, and not be easily tempted by offers from competitors. Thus, consumers' trust and commitment to environmentally friendly products is suspected to form consumer loyalty to

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green products. Previous studies conducted by Camarero and Garrido, (2011), Naskrent and Siebelt (2011), Bricci, et al. (2016), Park (2017), Tabrani, et al. (2018), and Barra, et al. (2018) found that trust has influence on loyalty. Likewise, research conducted by Wel, et al. (2011), Anwar (2011), Rahmani-Nejad (2014) who found that commitment affects loyalty.

H8: Trust influences consumer loyalty to green products

H9: Commitment influences consumer loyalty to green products

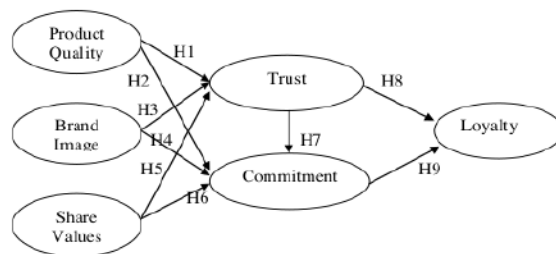


Figure 1. Research Model

MATERIAL AND METHODS

This study uses quantitative research approach, namely by using a survey method on 312 people who have bought green products. In this study, there are three exogenous variables, product quality, brand image, and share values. Meanwhile, endogenous variables in this study also amounted to three, namely trust, commitment, and loyalty. The product quality is defined as perception of the quality of environmentally friendly products. Brand image is the beliefs, ideas, and impressions that consumers have of green products. Share variable values are values that are shared by producers and consumers of green products. Meanwhile, the operational definition of the trust variable is consumers' trust in a green product. The variable commitment is defined as the level of consumer commitment to green products. Finally, loyalty variable is defined as the level of consumer loyalty to environmentally friendly products. The measurement of research indicators uses a 5-level Likert scale.

The sample in this study amounted to 312 respondents, they are consumers of environmentally friendly products in Indonesia. Sampling in this research uses a non-probability sampling approach, with the sampling method is purposive sampling. Meanwhile, the analysis technique used to process the data in this research is the Covariance Based Structural Equation Model, using AMOS software.

RESULTS AND DISCUSSION

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The results of the research findings are expected to be able to make a contribution to the development of consumer behavior theory, particularly the buying behavior of green products in developing countries. In accordance with

the SEM concept, this study focuses on two tests, namely testing the measurement model and testing the structural model.

Testing The Measurement Model

Testing on the measurement model includes testing the validity and reliability. The validity test includes the convergent and discriminant validity test. The result of convergent validity test for product quality variables (4 indicators: 0.804; 0.877; 0.822; 0.863), brand image (4 indicators: 0.792; 0.861; 0.821; 0.853) share values (3 indicators: 0.837; 0.869; 0.802), trust (4 indicators: 0.871; 0.846; 0.902; 0.892), commitment (4 indicators: 0.723; 0.853; 0.771; 0.875), and loyalty (4 indicators: 0.851; 0.862; 0.891; 0.908). Hair et al. (2014) explained that if the indicators are greater than 0.5, it can be said to meet convergent validity. Thus, it can be concluded that the six variables in this research meet the convergent validity, because all research indicators have a standardized loading factor > 0.5 . Hair et al. (2014) describes that a good rule of thumb for convergence validity test is that standardized loading estimate should be ≥ 0.5 , and ideally ≥ 0.7 .

Meanwhile, in the discriminant validity test, the results of the Average Variance Extracted (AVE) value of the product quality variable = 0.707; brand image = 0.709; share values = 0.752; trust = 0.702, commitment = 0.812, and loyalty variable = 0.826. Because the AVE value in the six research variables is greater than the squared correlation estimate, it can be concluded that all latent variables / construct variables in this study meet the discriminant validity. The AVE is calculated with the mean variance extracted for the items loading on a construct and is a summary indicator of convergence (Hair, et al., 2014).

The results of calculating construct reliability with the formula in Hair et al. (2014) for variables: product quality = 0.809, brand image = 0.830, share values = 0.735, trust = 0.804, commitment = 0.852, and loyalty = 0.762. Because the construct reliability value of the six variables is more than 0.70, it can be concluded that all variables in this study meet the reliability test. Thus, it can be concluded that the testing of the measurement model in this study is fulfilled, both validity testing (convergent and discriminant) and reliability testing, therefore testing is carried out on the structural model (research hypothesis testing).

Structural Model Testing

From the results by using the AMOS software, it is obtained Chi-Square of estimate model = 694.795 (not good), probability level = 0.000 (not good), CMIN/DF = 3.187 (good), AGFI = 0.991 (good), RMSEA = 0.078 (good), GFI = 0.951 (good), CFI = 0.984 (good), and TLI = 0.979 (good). Based on several measures of absolute fit indices, incremental fit indices, and parsimony fit indices, it can be concluded that this research model is fit.

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Next are the test results of the 9 hypotheses in this study which are shown in Table 1, where as the basis for testing is to see the magnitude of C.R. In this study a 5% significance level was used using two tails testing, thus the cut-off of C.R. is > 1.96 .

Table 1. The Results Of Structural Model

Hypothesis	Research Variables	C.R.	Standardized Regression	Remark
H1	Product Quality →	2.815	0.192	
H2	Product Quality	2.027	0.085	Accepted
H3	Brand Image → Trust	2.134	0.164	Accepted
H4	Brand Image →	2.793	0.171	Accepted
H5	Share Values →	4.448	0.318	Accepted
H6	Share Values →	3.795	0.264	Accepted
H7	Trust →	10.203	0.578	Accepted
H8	Trust → Loyalty	7.865	0.442	Accepted
H9	Commitment	3.895	0.264	Accepted

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From Table 1 it appears that all the hypotheses in this study are supported, because t value (C.R.) in the nine hypotheses > 1.96 . This shows that quality of green products purchased by consumers has an effect on consumer's trust in green products, brand image variable affects trust of consumer in green products, brand image influences consumer commitment to green products, share values affect consumer confidence in green products, share values affect consumer commitment to green products, consumer trust in green products affects consumer commitment to green products, consumer trust in green products affects the loyalty of consumers to environmentally friendly products, and the commitment of consumers influences consumer loyalty to environmentally friendly products.

The acceptance of H1 indicates that consumer perceptions of quality green products influence and increase their trust in environmentally friendly products. This finding is in line with the study conducted by Corritore, et al. (2003), Anuwichanont and Mechinda (2009). Ercis et al. (2012) stated that product quality has an effect on trust. Likewise, with the acceptance of H2, this shows that good quality green products make consumers more committed to environmentally friendly products. The same thing was also found from a study conducted by Walter et al. (2002), and Kim et al. (2018). That product quality affects commitment.

Meanwhile, Hypothesis 3 and Hypothesis 4 are also supported, this indicates that the positive brand image of a green product can make consumers feel trust in the product, and make consumers commit to green products. Consumer trust in environmentally friendly products is determined by a positive brand image. This is supported by research conducted by Ball et al. (2006), Alhaddad (2015), Chinomona (2016), Erkmen and Hancer (2019). Likewise, the high level of consumer commitment to environmentally friendly products is also

determined by the brand image that consumers perceive as good / positive (H4). This finding is in line with the results of studies by Priyadarshi (2011), Deheshti et al. (2018), and Kim and Chao (2019). Thus, it is very important for business people to be able to create and maintain a good brand image in society.

The shared values that consumers believe in environmentally friendly products show a positive influence on their belief in green products. Share values can be created and built by producers / marketing of environmentally friendly products by paying attention to the values and culture that exist in the local community. The acceptance of H5 means that the results of this study are in line with the findings of previous studies conducted by Morgan and Hunt (1994), Mosavi and Ghaedi (2012), and Chinomona et al. (2014) that share values affect trust. Next is the test results on H6, showing that share values affect consumer commitment to environmentally friendly products. This indicates that the shared values believed by consumers and green products will make them consumers who have a commitment to the use of environmentally friendly products. The findings of this study are supported by Morgan and Hunt (1994), Cohen (2009), Chinomona et al. (2014), and Min (2018).

Table 1 shows that H7 is accepted, that consumer confidence in environmentally friendly products leads them to commit to the consumption of green products. The positive direction of the relationship indicates that the higher consumer confidence, the higher their commitment to the consumption of green products. Thus, these findings support the findings of previous studies (Morgan and Hunt, 1994; Mosavi and Ghaedi 2012; Handriana, 2016; Bricci, et al., 2016, Barra, et al., 2018; Tabrani, et al., 2018; and Ghazinejad, 2018). Next is the testing of Hypothesis 8, as seen in Table 1 that this hypothesis is also supported. This supports the findings of previous studies that consumers with a high level of trust will be followed by loyalty, as explained by Flavian et al. (2005), Dagger, et al. (2010), Camarero and Garrido, (2011), Naskrent and Siebelt (2011), Bricci, et al. (2016), Park (2017), Tabrani, et al. (2018), Barra, et al. (2018), and Rahmani-Nejad (2014). Green product marketers should continue to maintain consumer trust in green products so that they buy back in the future, have positive word of mouth, buy more, and are not easily tempted by products produced by competitors.

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The last, the result of this research show that H9 is supported. The commitment of consumers to environmentally friendly products make them loyal to these products, they are happy to make future purchases, buy in larger quantities, and do positive word of mouth on the green products they consume. The results of this study are in line with the results of the previous study Wel, et al. (2011), Anwar (2011), and Rahmani-Nejad (2014) stated that commitment affects consumer loyalty. Thus, it can be concluded that trust and commitment are determinants of consumer loyalty, as proposed by Morgan and Hunt (1994).

CONCLUSION

The research model in this study is supported empirically, means that the criterion variable (consumer loyalty) could be explained by the antecedent

variables. In addition, this research model also supports the Trust and Commitment concept. From the results of the analysis, it appears that the loyalty criterion variable is directly influenced by trust and commitment variables. The theoretical contribution obtained from this research is related to the concept of trust and commitment in the setting of green product buying behavior. The practical contribution of this study is that consumer trust and commitment are important points in maintaining their loyalty in consuming green products.

Limitation And Study Forward

In this study did not include demographic factors from respondents. For further researchers, it is suggested to link studies on green product buying behavior with generation categories (Gen Z, Gen Y / Millennial, Gen X, and baby boomers), and used the demographic variable as a moderator variable in shaping consumer loyalty to green products.

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