

# The Role of Green Marketing Mix Elements: An Analysis on the Drivers of Brand Equity in Indonesia = Peran Elemen Green Marketing Mix: Analisa Pendorong Brand Equity di Indonesia

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## Abstrak

Inisiatif green marketing merupakan tren berkembang yang terpicu oleh peningkatan isu lingkungan merupakan sebuah aspek penting dalam decision making sebuah perusahaan. Namun, demand untuk produk ramah lingkungan saat ini belum merata di berbagai segmen pasar dan budaya, sehingga memerlukan penelitian yang country-specific. Studi ini menganalisa pengaruh elemen-elemen green marketing mix terhadap customer-based brand equity dalam konteks industry makanan organik di Indonesia. Metodologi Partial Least Square – Structural Equation Modelling (PLS-SEM) digunakan untuk melakukan penelitian terhadap 368 responden dari seluruh Indonesia, yang mengungkapkan adanya beberapa elemen green marketing mix yang memiliki dampak positif terhadap customer-based brand equity seperti green product dan green price terhadap perceived quality; green promotions terhadap brand awareness/association, perceived quality, dan brand loyalty; dan ecolabelling terhadap brand awareness/association, perceived quality, dan brand trust. Namun, elemen green place tidak memiliki dampak positif terhadap semua dimensi CBBE. Selain itu, hubungan positif antar semua dimensi brand equity telah ditemukan. Studi ini mampu memberi panduan yang berguna bagi marketer untuk menerapkan inisiatif green marketing untuk meningkatkan pengetahuan konsumen Indonesia terhadap merek makanan organik dan mengatasi isu lingkungan yang kian naik.

.....The popularisation of green marketing initiatives is a growing trend as green issues have developed into a crucial aspect in corporate decision making. However, the demand for environmentally friendly products is unequal across different market segments and cultures, which calls for country-specific research. This study evaluates the influence of green marketing mix elements on customer-based brand equity in the Indonesian organic foods industry. Partial Least Square - Structural Equation Model (PLS-SEM) methodology is used to conduct research on 368 respondents across Indonesia, which has revealed that several green marketing mix elements positively impact some dimensions of customer-based brand equity such as green product and green price towards perceived quality; green promotions towards brand awareness/association, perceived quality, and brand loyalty; and eco-labelling towards brand awareness/association, perceived quality, and brand trust. However, no positive impact of green place has been found on any CBBE dimensions. Furthermore, positive inter-relationships among all dimensions of brand equity have also been found. The findings offer useful guidance for marketers to implement green marketing initiatives to raise the public's knowledge of organic food brands and address rising environmental issues.