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Gen Z: Purchase Decision on Go Green Products

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Abstract: This study aims to determine the effect of green brand trust and electronic word of mouth on purchasing decisions of Gen Z consumers on McDonald go green products, either partially or simultaneously. The approach used in this research is causal research. The sample consisted of 140 Gen Z respondents in the Karang Tengah Region, Tangerang City, Banten Province. The sampling technique used was purposive sampling. The data collection method was carried out using a questionnaire instrument with a Likert Summated Rating (LSR). The data analysis method was processed using SPSS Version 27. The results showed that green brand trust and electronic word of mouth had a positive and significant effect on purchasing decisions of Gen Z consumers for McDonalds go green products, both partially and simultaneously. The effect of the electronic word of the mouth variable is higher than the green brand trust variable on the purchase decision of Gen Z consumers on McDonalds go green products. Suggestions for realizing management for McDonalds marketers to increase information about McDonalds products that have gone green by holding events involving generation Z consumers in Karang Tengah, Tangerang City

Keyword: Green Brand Trust, Electronic Word Of Mouth, Purchasing Decisions.

INTRODUCTION

The generation of globalization has changed from traditional to modernization with technological advances. global warming is a warm subject matter of debate. Issues confronted inclusive of water pollutants, air pollution, and added to the waste trouble are increasing every 12 months. The principle reason is due to human activities. as a result of human sports that are not environmentally friendly, which include littering which is tough to recycle, it's far exacerbated by way of the presence of chemical waste from company production and environmental harm. With several new merchandise that were born following marketplace tendencies. Encouraging groups to innovate, to capture purchasers. The enterprise opposition is getting harder. Therefore, companies that want to development and expand ought to be aware of efficiency and effectiveness in the use of sources. The goals set through the agency ought to have the proper method in order that the goal marketplace is on the proper music in terms of generating capacity clients. The main reason of setting up a organization is to earn profit or earnings. Imposing a precise and correct advertising approach also can help a

organisation develop its enterprise. marketing method is a marketing mind-set that is used to acquire advertising and marketing desires. This strategy includes unique strategies to gain marketplace percentage. Of course, this can also help companies attract the attention of clients to make purchases. Each company truly has its personal market proportion, to whom the goal is determined. whether or not it is teens, adults, parents or youngsters. The time period is classified into numerous generations, particularly infant boomers, gen X, Gen Y (millennial), gen Z and gene Alpha.

This research is shown for McDonalds Gen Z eating place purchasers. Gen Z is known as one of the innovative and modern generations. According to (Rifda, 2022) Gen Z are those born after 1995 to 2010 or what may be known as the publish-millennial generation. This era is greater sensible and analytical in making choices. Gen Z has an open thoughts, each person is distinctive and loves to interact with one of a kind individuals or corporations. Gen Z also makes use of social media greater often than their predecessors. In truth, Gen Z really takes advantage of modern-day era in everyday life, and turns into a breath for them (Liew et al., 2021). Similarly, Gen Z is also very careful in making decisions, especially in buying, due to the fact there are many concerns that come to be their benchmarks, making it difficult to make a purchasing decision (Hastini et al., 2020).

Buy choices that exist in human existence are inseparable from buying and selling transactions, generally making purchasing decisions for a product in each very last purchase. When purchasers carry out tactics and activities associated with searching, selecting, buying, the use of, and comparing products and services to fulfill their wishes and dreams. Buying selections are usually the final stage of the shopping for method for a products or services, whilst clients purchase what they like. For producers, client choice is a very crucial issue to do not forget due to the fact failure to collect records from consumers impacts the failure or fulfillment of the goods produced with the aid of the organisation. A few businesses use one-of-a-kind or particular marketing techniques or principles, inclusive of using emblem ambassadors to green product concepts.

Companies in Indonesia have followed the idea of green merchandise to preserve on the way to offer solutions to environmental problems in order now not to pollute the surroundings. Green products are merchandise that do not harm the environment and herbal sources or reason pollution that may harm the environment and air. However, customer awareness that they do no longer care about the environment and the shortage of patron responsibility in the direction of the environment is a assignment for every company to discover a strategy to this environmental problem. Consequently, the enterprise attaches significance to the idea that the logo has a terrific picture in society. According to (Riadi, 2020) brand trust is a business enterprise's expectation to behavior transactions with customers on the idea of agree with, especially inside the advertising and marketing enterprise. Inexperienced emblem consider gives a logo that is committed to protecting the environment the capacity to contain the general public's hobby in client product selections, so that purchasers consider in merchandise which might be environmentally friendly. This is why McDonalds released the green brand consider. in line with when product brands have a superb price among consumers, customers commonly compare product brands negatively. Vice versa, if the purchaser evaluates positively he comes to a decision to shop for the product. However products which are already environmentally friendly are often taken into consideration inferior with higher expenses in comparison to conventional products. The organisation's manner of advertising and marketing environmentally pleasant products by means of utilising technological advances.

The fast improvement of growing facts era has changed all aspects of human lifestyles. The life of the digital technology makes modifications within the new era. Making it less difficult for the public to talk with diverse statistics approximately various decisions. The rapid improvement of the net has modified the way a person does enterprise, keep, paintings

and live. Communication technology, particularly the internet, does no longer make distance a barrier and quickens the communication process. One of the communications among businesses and purchasers is to carry out promotions. With a growing fashion, manufacturers will notify promotional activities and adjust to current developments. Phrase of mouth conversation is a shape of verbal exchange that is presently developing. Word of mouth is a shape of sales promotion wherein the goodness of the product is recommended by using phrase of mouth. one of the communications created is loose. However, in this point in time, the entirety could be very state-of-the-art, making the traditional way of phrase of mouth develop into digital phrase of mouth (e-WOM), that's greater at ease and powerful while using social media packages. One of the most famous social media is Instagram. through making use of Instagram, McDonald's implemented an electronic word of mouth (e-WOM) advertising method to make it faster and more effective. Instagram is a photograph and video sharing software evolved by means of Bubern, Inc. in 2010. With Instagram, commercials in the shape of pictures or motion pictures may be disbursed to different Instagram customers. McDonalds makes use of Instagram to put it up for sale this in an appealing way on every of its merchandise and additionally advertises about environmental care on Instagram. through Instagram, McDonalds desires to make it simpler to proportion promotional information with people searching for products/services and invitations purchasers to practice environmental care, specifically gen Z. When they see the gives listed on McDonald's Instagram, clients right away acquire the promotional gives as well as the information they get to realize the significance of shielding nature.

The professional McDonald's website (*McDonald's Indonesia*, n.d.) released a motion #StartWithoutStraws as McDonald's contribution in promoting a better surroundings. One of the go green movements that ambitions to reduce plastic waste by putting in straw dispensers in all McDonald's restaurants in Indonesia concurrently. Changes in McDonald's packaging design that use environmentally pleasant substances with the aid of introducing pass green on its packaging together with: no straw campaign, converting coffee stirrers from plastic to timber, replacing plastic luggage with paper luggage and reusable baggage to decrease plastic use and waste. This corporation sees an increase in environmental pollution, so the corporation makes use of natural substances in its products that don't pollute the surroundings.

Green Brand Trust and Purchasing Decisions

Green brand trust is defined by means of (Silvia et al., 2014) as the capacity to depend on branded services and products based totally on agree with that comes from credibility, the goodness of a product's potential to shield the environment. inexperienced emblem consider is the level of consumer consider in a brand or company that is dedicated to enforcing accountable environmental and social practices. Therefore, numerous indicators that may be interpreted from the point of view (Kotler & Armstrong, 2020) concerning green brand trust are: Product relevance and relevance, Credibility and transparency, Differentiation and overall performance of electronic word of Mouth (e-WOM). Based totally on research conducted by (Hidayah et al., 2022) shows that green brand trust has a high quality and significant impact on purchasing decisions for organic food products at Hypermart Yogyakarta. This shows that the better the green brand trust, the better the choice to purchase organic meals products at the Yogyakarta hypermart. This research is in line with studies (Amallia et al., 2022) where the more secure an environmentally pleasant product can meet the expectancies of potential purchasers given by means of the product, the extra it'll have an impact on the preference of ability purchasers for environmentally friendly products, satisfied attitudes, and satisfied customers while see products that are more environmentally friendly in Yogyakarta.

H1: The effect of green brand trust on purchasing decisions

Electronic Word of Mouth and Purchase Decisions

Electronic word of mouth presents a new form of communication among receiver and sender. in line with (Muis et al., 2020), digital phrase of mouth is ready tremendous or bad statements made through potential clients, actual customers and previous customers approximately products or businesses through the internet which have been notified to human beings. actual and previous customers about a product or company through the internet. According to (Arif., 2021) dissemination of statistics through electronic word of mouth is achieved through on-line or internet media along with through blogs, microblogs, patron evaluation websites, forums, digital consumer communities, and social networking websites that can result in interactions between one patron and any other, with the existence of on-line social verbal exchange will automatically be capable of assist purchasers proportion studies approximately the products or services they get within the shopping technique. According to (Benowati & Purba, 2020). The signs and dimensions of electronic word of mouth are divided into: intensity in digital word of mouth, content material, valence of opinion in purchase decision. Electronic word of mouth is a shape of advertising conversation that incorporates fine and bad statements from capacity clients about a product or organisation (Abbas et al., 2020). This is consistent with the research carried out (Yulindasari & Fikriyah, 2022) with the aid of getting masses of opinions, and getting high quality statistics on on line platforms, and getting tips from consumers, purchasing decision will even growth.

H2: The effect of electronic word of mouth on purchasing decisions

Green Brand Trust, Electronic Word of Mouth and Purchase Decisions

Consumer purchasing decisions are primarily based on what they want to shop for, which is the result of various influencing factors together with own family, price preferences, the facts furnished, and the blessings or advantages derived from products and services. Shopping decisions are defined by (Kotler & Amstrong, 2020) "within the assessment stage, the consumer bureaucracy alternatives most of the brands in the desire set and may also form an intention to buy the maximum favored brand". (Kotler & Keller, 2019) explains shopping decision indicators: trouble recognition, information search, buy choice, post-purchase behavior, The function of purchase decision. In a study (Amanda et al., 2021) with the research name "the impact of brand trust and electronic word of mouth on purchasing decisions for duo sister hijab" the effects of this have a look at indicate that brand trust and electronic word of mouth (e-WOM) have a nice and significant effect on the purchasing decision of Duo sister hijab Bengkulu. these effects suggest that as brand trust and electronic word of mouth (e-WOM) growth, purchasing choices additionally boom. In studies (Kuant & Erdiansyah, 2022) with the name "effect of electronic word of Mouth (E-WoM) and brand trust on Modelano customer purchase decisions" has a significant effect on consumer purchasing decisions on Modelano products. This proves that most customers purchase Modelano products after first seeking data with electronic word of mouth (e-WOM) and trusting the brand in the Modelan brand that makes selections.

H3: The impact of green brand trust and electronic word of mouth on purchasing decisions

METHOD

Researchers use a informal relationship, with an associative studies approach. Associative research is a studies problem formulation that aims to decide the impact among two or more variables (Sugiyono, 2019). The populace on this examine were all purchasers at McDonalds in the Karang Tengah area. To calculate the determination of the number of samples from this selected population in addition, the use of a minimal sample length of 5 instances the quantity of indicators or as a whole lot as $5 \times 28 = 140$ respondents. The sampling technique used changed into purposive sampling. facts became taken in might also 2023. Information changed into dispensed the usage of a questionnaire with a Likert score

scale. The method of facts analysis in this look at became assisted by the use of statistical software program, specifically SPSS V.27.

RESULTS AND DISCUSSION

To find out the magnitude of the influence between Green Brand Trust and Electronic Word Of Mouth on purchasing decisions, by looking for a comparison between t count and t table H_0 is accepted and H_1 is rejected if the price $t \text{ count} < t \text{ table}$ with alpha 0.05. H_0 is rejected and H_a is accepted if $t \text{ count} > t \text{ table}$ or if sig. value < 0.05 . Based on Table. shows the results of the regression test obtained by the Green Brand Trust variable t count $15.410 > t \text{ table } 1.977$, and a significance value of $0.000 < 0.05$, then the conclusion H_1 is accepted. So it can be concluded that there is a positive and significant effect of Green Brand Trust on the decision to purchase McDonald's products. The results of this study support research (Hidayah et al., 2022). That, the attachment between the community's green brand trust is directly proportional to the purchase decision. This means that green brand trust can influence someone to decide to buy McDonalds products. McDonalds products that are already environmentally friendly make people more confident that by buying McDonalds products they are directly participating in protecting nature.

Table 1. Results of Multiple Regression Tests

	Unstandardized		Standardized	t	Sig
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	2.408	1.873		1.286	0.201
Green Brand Trust	0.563	0.104	0.297	5.391	0.000
Electronic Word Of Mouth	0.761	0.064	0.660	11.967	0.000

Source: Primary Data Processed with SPSS Version 27 (2023)

Based on Table1 shows that the results of the regression test obtained the Electronic Word Of Mouth variable t count $22.260 > t \text{ table } 1.977$, and a significance value of $0.000 < 0.05$, then the conclusion H_2 is accepted. So it can be concluded that there is a positive and significant effect of Electronic Word Of Mouth on McDonalds product purchasing decisions. The results of this study support research (Prayoga & Rachman, 2020), but this research does not support research (Purwaningdyah, 2019). According to (Dewi et al., 2021) electronic word of mouth is one of the key variables in marketing in influencing consumers to make purchasing decisions, for various reasons such as advertised products will be widely disseminated which makes consumers a reference in forming expectations for these products. This shows that electronic word of mouth is carried out through online media such as blogs, microblogs, e-mail, consumer review sites, forums, virtual consumer communities and social networks. helps consumers share information about the products or services they receive in the buying process.

For simultaneous hypothesis testing between green brand trust and electronic word of mouth on purchasing decisions, F count is 312.674. $> F \text{ table } 3.06$, or by comparing the value (p sig. F) $0.000 < 0.05$, then the decision is H_3 is accepted. The relationship between green brand trust and electronic word of mouth shows a strong influence on purchasing decisions. Because the relationship is positive, it means that the better the green brand trust and electronic word of mouth together, the higher the purchase decision for McDonalds go green products. Therefore, the green brand trust and electronic word of mouth variables will continue to increase, even influencing consumer purchasing decisions.

Table 2. Test Results for The Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	0.906	0.820	0.818	4.50990

Source: Primary Data Processed with SPSS Version 27 (2023)

Checking the coefficient of determination is carried out to find out how much influence the unbiased variable has on the structured variable. The R square value is 0.820, then multiplied by 100% according to the coefficient of the component of the determination test ($R^2 \times 100\%$), so that a result of 82% is obtained. while the remaining 18% is influenced by other variables not tested.

CONCLUSION

Based on research conducted by the author which aims to determine the factors that influence green brand trust, electronic word of mouth and purchasing decisions on go green McDonalds products assisted by SPSS version 27 in processing data, it can be concluded as follows Green Brand Trust has a positive and significant influence on purchasing decisions. This means that the green brand trust exercised by McDonalds is good, so the higher the green brand trust is used, the more it increases and influences consumer purchasing decisions. Therefore, companies need to improve in disseminating good information from all promotional activities or other information that is being carried out or promoted through social media. Electronic Word Of Mouth has a positive and significant effect on purchasing decisions. This means that the electronic word of mouth offered by McDonalds consumers is good enough. So, the higher the electronic word of mouth used by consumers, the higher the purchase decision for the product. Therefore, the company is expected to increase electronic word of mouth in accordance with the standardization of go green products that have been spread, so as to provide benefits for consumers and enable consumers to survive and be interested in buying McDonald's products. Green Brand Trust and Electronic Word Of Mouth have a positive influence simultaneously or together and significantly on purchasing decisions. Thus, it can be concluded that there is a positive influence simultaneously or jointly and significantly between green brand trust and electronic word of mouth on purchasing decisions. This means that the higher the digital green brand trust and electronic word of mouth, the higher the consumer purchasing decision.

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