



The Influence of Green Marketing on Green Consumer Behavior at Fore Coffee, Alauddin Branch, Makassar

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ARTICLE INFO

Keywords:

Green Marketing; Green Consumer Behavior; Sustainable Marketing; Consumer Awareness; Environmental Sustainability; Coffee Shop Industry

Manuscript Submission Story ID 528

Submitted on June 23, 2025, the manuscript underwent a revision (April 2, 2026) and peer review (April 25, 2026). Following the editor's decision on the same day, it was published on April 30, 2026.

ABSTRACT

This study aims to analyze the effect of green marketing on green consumer behavior at Fore Coffee, Alauddin Branch, Makassar. The research adopts a quantitative approach using an infinite population model, with a sample size of 96 respondents determined through the Lemeshow formula. Primary data were collected using structured questionnaires distributed to consumers who had prior purchasing experience at Fore Coffee. The data were analyzed using Statistical Package for the Social Sciences (SPSS), including descriptive analysis, validity and reliability testing, and hypothesis testing. The findings indicate that green marketing has a positive and significant influence on green consumer behavior. This is evidenced by the calculated t-value (18.161), which exceeds the critical t-value (1.986), along with a positive regression coefficient of 0.763. These results suggest that the implementation of green marketing strategies—such as eco-friendly products, sustainable pricing, environmentally conscious distribution, and green promotional activities—can effectively enhance consumers' environmental awareness and encourage sustainable consumption behavior. Furthermore, the study reveals that consumers generally respond positively to green marketing initiatives, although variations exist across specific indicators. The research contributes to the development of marketing and consumer behavior literature, particularly within the context of the coffee shop industry in Indonesia. Practically, the findings provide insights for business practitioners to design more effective green marketing strategies to strengthen sustainability efforts and influence environmentally responsible consumer behavior.

1. Introduction

Increasing global awareness of the environmental impacts caused by human activities has encouraged individuals, organizations, and governments to seek solutions that support environmental sustainability. Issues such as global warming, climate change, environmental pollution, and the depletion of natural resources have significantly influenced consumer attitudes and business practices worldwide. In response to these challenges, environmentally oriented business strategies have become increasingly important, particularly through the adoption of sustainable and environmentally friendly marketing practices.

In recent years, consumers have shown growing interest in products and services that not only provide functional value and quality but also

demonstrate environmental responsibility. This trend has encouraged companies to integrate sustainability principles into their operational and marketing activities, including the use of eco-friendly materials, recyclable packaging, energy-efficient production processes, and transparent supply chain management. As information regarding environmental issues becomes more accessible, consumers are increasingly able to evaluate the environmental impact of the products they purchase, leading to stronger demand for brands that prioritize sustainability.

In the marketing context, this phenomenon has encouraged the development of green marketing strategies. Green marketing refers to a marketing approach that emphasizes environmental considerations in product development, production

processes, packaging, distribution, and promotional activities. Companies adopting green marketing aim not only to satisfy consumer needs but also to minimize negative environmental impacts. According to Rahardian et al. (2021), the implementation of green marketing includes the selection of environmentally friendly materials, efficient production processes, improved waste management, and transparent communication regarding environmental initiatives undertaken by the company.

The concept of green marketing has existed since the late 1980s and has evolved into an increasingly strategic business approach. Green marketing is considered a management process that identifies, anticipates, and fulfills consumer needs while ensuring that organizational activities do not harm the environment. In Indonesia, the adoption of green marketing has become more relevant as companies seek to strengthen their competitive advantage while simultaneously responding to increasing public concern regarding sustainability issues (Tourist et al., 2018). Furthermore, Kusumadewi and Wahyuningsih (2020) explain that green marketing is expected to encourage green consumer behavior, including environmentally conscious purchasing decisions, energy conservation, waste reduction, and recycling activities.

The increasing implementation of green marketing practices in Indonesia can also be observed in the food and beverage industry, particularly within modern coffee shop businesses. The rapid growth of coffee consumption culture in Indonesia has intensified competition among coffee shop brands, encouraging companies to develop innovative strategies to attract consumers. One company attempting to integrate sustainability values into its business operations is Fore Coffee. Established in 2018, Fore Coffee aims to provide high-quality coffee products while incorporating environmentally friendly practices into its operational activities. Several initiatives implemented by the company include the use of recyclable packaging, sustainable material sourcing, and environmental awareness campaigns targeting consumers.

Despite these initiatives, the effectiveness of green marketing strategies in influencing consumer behavior remains uncertain. Based on preliminary

observations and interviews conducted with consumers at Fore Coffee Alauddin Makassar, many consumers still prioritize conventional factors such as price, product quality, and overall consumption experience rather than environmental considerations when selecting products. This condition indicates that consumer awareness and understanding of green marketing practices may still be relatively limited. As a result, environmentally friendly business initiatives implemented by companies may not necessarily lead to significant changes in consumer behavior.

Several previous studies have examined the relationship between green marketing and green consumer behavior. However, the findings remain inconsistent and context-dependent. Some studies report that green marketing significantly influences environmentally conscious consumer behavior, while others indicate that consumer awareness, environmental knowledge, and purchasing priorities may weaken the effectiveness of green marketing strategies. In addition, most prior studies focus on manufacturing industries or large-scale consumer goods sectors, while limited research specifically examines green marketing practices in the coffee shop industry, particularly in the Indonesian local context. Research focusing on consumer responses toward green marketing initiatives within rapidly growing coffee shop businesses in Makassar also remains limited. Therefore, this study seeks to address this empirical gap by examining the influence of green marketing on green consumer behavior at Fore Coffee Alauddin Makassar.

Based on the background and identified research gap, the research problem of this study is formulated as follows: to what extent does green marketing influence green consumer behavior among consumers at Fore Coffee Alauddin Makassar? Accordingly, the objective of this study is to analyze the effect of green marketing on green consumer behavior at Fore Coffee Alauddin Makassar.

Theoretically, this study contributes to the development of marketing and consumer behavior literature, particularly regarding the relationship between green marketing strategies and environmentally conscious consumer behavior in the food and beverage industry. This research also enriches empirical evidence related to green consumer behavior within the Indonesian context,

especially in the coffee shop sector, which remains underexplored in previous studies. Practically, the findings of this study are expected to provide useful insights for business practitioners, especially coffee shop companies, in designing more effective and sustainable green marketing strategies. In addition, the study may assist companies in improving consumer awareness regarding environmentally friendly consumption practices and strengthening corporate sustainability initiatives. The novelty of this study lies in its focus on examining the influence of green marketing on green consumer behavior within the context of a modern coffee shop business in Makassar, specifically at Fore Coffee Alauddin Makassar.

2. Literature Review

2.1 Conceptual and Theoretical Foundations

2.1.1 Marketing

According to Kotler and Keller (2016:27), marketing is a social process in which individuals or groups fulfill their needs and wants by creating, offering, and exchanging products and services with others in an open manner. According to the American Marketing Association, as cited in Kotler and Keller (2016:27), marketing involves various activities, institutions, and processes aimed at creating, delivering, distributing, and exchanging offerings that provide value to consumers, clients, partners, and the public as a whole.

Another perspective on marketing was expressed by Kotler and Armstrong (2017:26), who state that marketing, in simple terms, can be interpreted as a business effort to attract consumers and manage mutually beneficial relationships with them, with the objective of creating value for consumers and gaining value in return. Based on these definitions, researchers conclude that marketing is a company activity that extends beyond merely selling goods. It also involves the creation and delivery of the company's value to consumers, clients, partners, and the wider community (Saputra & Rosalina, 2022).

2.1.2 Green Marketing

According to Haryadi (2009), the term "green marketing" started gaining recognition in the late 1980s and early 1990s, although the concept had been discussed earlier. In 1975, the American Marketing Association (AMA) held its first seminar

on "Ecological Marketing," which resulted in the publication of the first book on green marketing titled *Ecological Marketing*.

According to Ottman (2011), green marketing is a series of integrated activities, including services and facilities, aimed at fulfilling societal needs, satisfaction, and desires while simultaneously ensuring environmental sustainability.

Green marketing has now become an important topic related to consumer motivation, collaborative behavior, and strategic partnerships. It is a program that involves various environmental aspects of marketing, including company policies, practices, and procedures that focus on sustainability. The goal is to generate revenue while facilitating exchanges or transactions that meet both organizational and individual needs (Rajeev, 2016).

Widodo et al. (2016) state that green marketing is an emerging topic related to consumer motivation, including effectiveness, cooperative behavior, and strategic alliances. Green marketing programs involve environmentally focused marketing elements, including corporate policies, practices, and procedures that emphasize environmental sustainability. The objective is to generate revenue while offering exchanges or transactions that satisfy both organizational and individual needs.

According to Ottman (2016), green marketing, or environmentally based marketing, has evolved alongside increasing public awareness of environmental degradation, prompting consumers to demand accountability from businesses, particularly those that produce goods with potential environmental harm. Green marketing reflects consistency in designing services and facilities to meet human needs and desires while ensuring no negative impact on the environment.

The American Marketing Association (AMA) states that an environmentally friendly marketing approach prioritizes environmental safety in its main products, integrating various business activities such as packaging modifications, production processes, and eco-friendly promotions (Yazdanifard, 2011). According to Polonsky (2015), green marketing extends beyond promoting eco-friendly products; it also requires a comprehensive reorientation toward environmental responsibility across all organizational fields, activities, and

departments. Thus, green marketing can be understood as a strategic concept aimed at fulfilling consumer needs while minimizing environmental damage (Ari & Pekawinan, 2015).

According to Tourism et al. (2018), the concept of green marketing has existed since the late 1980s. Green marketing is a strategic management approach that effectively meets consumer demand for environmentally friendly products and services, producing profitable results while ensuring minimal ecological damage.

Kennedy and Soemanagara (2006) explain that the rise of environmentally friendly marketing is associated with growing concerns over environmental issues, which companies have strategically integrated into their marketing strategies. However, some companies hesitate to adopt eco-friendly marketing due to the perception that environmentally friendly products, which can be updated and recycled, often involve higher costs. This is because significant investment is required in research to develop new environmentally friendly product technologies.

As public awareness of environmental degradation increases, green marketing or environmentally based marketing has gained attention. Consumers are demanding greater accountability from businesses, particularly those producing goods with potential environmental risks. This phenomenon has driven the development of marketing concepts that prioritize environmental sustainability. In existing literature, green marketing is often referred to by various terms, such as environmental marketing, ecological marketing, sustainable marketing, and eco-friendly marketing.

Green marketing fundamentally adopts an approach that prioritizes environmental performance as the main focus in promoting a product. This strategy highlights eco-friendly aspects as a selling point and a product's appeal in the market. According to Lee (Efendi, Ari et al., 2015:30), green marketing has evolved through two main stages. The first stage began when the concept was introduced and discussed within the industry. In this initial phase, marketers anticipated that corporate efforts in implementing green marketing strategies would receive positive responses from consumers. The primary goal was to increase sales and enhance the company's reputation as an environmentally responsible entity.

Green marketing has several key objectives:

- 1) Developing safer products that do not harm the environment.
- 2) Reducing raw material and energy usage while minimizing production waste.
- 3) Encouraging corporate responsibility regarding environmental issues.
- 4) Enhancing cost efficiency by complying with environmental regulations, enabling companies to build a positive reputation (Septifandi et al., 2014:2; Wolok, 2019).

According to Syahbandi in Saputra & Rosalina (2022), green marketing can be identified through four main aspects, which serve as parameters for defining and measuring the implementation of green marketing strategies:

- 1) **Green Product:** Products that use environmentally friendly raw materials and packaging, can be recycled, and do not harm the environment. These products are designed to support ecosystem sustainability.
- 2) **Green Price:** Pricing strategies that reflect additional costs incurred to ensure the product is environmentally friendly. This pricing demonstrates a company's commitment to sustainable business practices and encourages consumers to choose more ecologically responsible products.
- 3) **Green Place:** Strategic distribution locations that make products easily accessible to consumers while reducing fuel consumption and carbon emissions. Providing products in various locations helps minimize travel distances for consumers.
- 4) **Green Promotion:** Promotional activities aimed at raising consumer awareness of environmental issues. These promotions include educational campaigns and the use of social media to communicate the importance of supporting environmentally friendly products and sustainability initiatives.

2.1.3 Green Consumer

According to Utami (2020), an environmentally friendly consumer refers to an individual who adopts an ecologically conscious lifestyle and chooses products that cause less environmental harm compared to conventional alternatives (Shamdasani, Chon-Lin, & Richmond, 1993). A person's shopping behavior is influenced

by their understanding of ecological issues (Shrum, McCarty, & Lowrey, 2013). Environmentally conscious customers tend to select products that do not harm the environment (Herri & Putri, 2006).

Various definitions of green consumers indicate that they are individuals who consider environmental impact before purchasing or consuming a product. In this study, the terms "green" and "eco-friendly" are used interchangeably with the same meaning. Environmentally friendly products are manufactured using methods that do not harm the environment and utilize recyclable materials and packaging (Cason & Gangadharan, 2002). Thus, green products result from a production process that does not damage the environment. Furthermore, these products are designed to have no negative impact on surrounding ecosystems.

Environmental awareness is influenced by seven variables (Lee, 2008):

- 1) Environmental attitude.
- 2) Environmental concern.
- 3) Awareness of the severity of environmental problems.
- 4) Awareness of environmental responsibility.
- 5) Awareness of the effectiveness of environmental behavior.
- 6) Self-image in environmental protection.
- 7) Peer influence.

2.2 Review of Empirical Studies

Several previous studies have examined the influence of green marketing on green consumer behavior across different industrial sectors and research contexts. Existing studies generally indicate that green marketing can positively influence environmentally conscious purchasing behavior, although the strength of this relationship varies depending on consumer characteristics, industrial context, and environmental awareness levels.

Research conducted by Saputra and Rosalina (2022) found that green marketing dimensions such as green product, green promotion, and green packaging positively influence consumer purchasing decisions. Their findings indicate that consumers increasingly appreciate companies demonstrating environmental responsibility through sustainable business practices. Similarly, Widodo et al. (2016) reported that green marketing strategies contribute positively to improving environmentally conscious

consumer behavior and strengthening corporate image.

Studies by Tourism et al. (2018) also demonstrate that green marketing plays an important role in influencing consumer preferences toward environmentally friendly products and services. Consumers tend to perceive companies implementing green marketing as more socially responsible and trustworthy. However, the study also highlights that the effectiveness of green marketing depends heavily on consumer environmental knowledge and awareness.

Despite these positive findings, several studies reveal inconsistent results. Some research indicates that conventional factors such as product quality, price, convenience, and overall customer experience remain more dominant in influencing consumer purchasing decisions than environmental considerations. Kennedy and Soemanagara (2006) explain that although consumers express concern about environmental sustainability, purchasing behavior is not always fully aligned with environmental values due to economic and practical considerations.

In addition, most previous studies focus on manufacturing industries and large-scale consumer goods sectors. Limited studies specifically examine green marketing practices within the coffee shop industry, particularly in developing countries and local Indonesian contexts. Existing research also tends to focus on general consumer behavior rather than environmentally conscious behavior within modern lifestyle-oriented businesses such as coffee shops.

Methodologically, previous studies predominantly employ quantitative approaches using survey methods to measure consumer perceptions regarding green marketing practices. However, contextual differences across industries and geographic regions often produce varying findings, indicating the need for further research in specific sectors and local contexts.

2.3 Identification of the Research Gap

Based on the theoretical and empirical review, several research gaps can be identified. First, although numerous studies have examined green marketing and consumer behavior, most research focuses on manufacturing industries and large-scale consumer products. Limited empirical studies

specifically investigate green marketing practices within the coffee shop industry, particularly in Indonesia.

Second, previous studies have produced inconsistent findings regarding the effectiveness of green marketing in influencing green consumer behavior. While some studies indicate a positive and significant relationship, others suggest that environmental considerations remain secondary compared to conventional factors such as price, quality, and customer experience. These inconsistencies indicate that the influence of green marketing may vary across business sectors and consumer groups.

Third, research focusing on local coffee shop businesses in Makassar remains limited. The rapid growth of coffee consumption culture and modern coffee shop businesses in Indonesia creates a unique context for examining environmentally oriented marketing strategies and consumer responses. However, empirical evidence regarding how green marketing influences green consumer behavior within this sector is still insufficient.

Therefore, this study seeks to address these gaps by examining the influence of green marketing on green consumer behavior at Fore Coffee Alauddin Makassar. This study contributes to expanding empirical evidence regarding environmentally oriented marketing practices within the Indonesian coffee shop industry.

2.4 Development of the Conceptual Framework

This study examines the relationship between green marketing and green consumer behavior. Green marketing is positioned as the independent variable, while green consumer behavior serves as the dependent variable. The discussion emphasizes how environmentally oriented marketing strategies, including green product, green price, green place, and green promotion, may influence environmentally conscious consumer attitudes and purchasing behavior.

However, this study does not explicitly present a visual conceptual framework figure. Therefore, the development of the conceptual framework is explained narratively based on the theoretical relationship between the variables examined in the study.

2.5 Hypotheses or Research Propositions

This study is quantitative in nature and examines the influence of green marketing on green consumer behavior. However, the study does not explicitly formulate detailed research hypotheses or research propositions in a separate section. The direction of the study is generally based on the assumption that green marketing practices may influence environmentally conscious consumer behavior at Fore Coffee Alauddin Makassar.

3. Research Methods

3.1 Research Design

This study employs a quantitative research design. Quantitative research is considered appropriate because the study seeks to measure and analyze the influence of Green Marketing on Green Consumer Behavior using numerical data and statistical analysis. According to Arikunto (2019:27) in Kurnia (2019), quantitative research is a method that relies on numerical data in various stages, including data collection, interpretation, and presentation of findings.

The quantitative approach enables the researcher to test relationships between variables objectively and systematically. This design also supports the use of statistical procedures to evaluate the significance of the influence of Green Marketing on consumer behavior.

3.2 Research Context and Setting

The research was conducted at Fore Coffee, specifically at the Alauddin Plaza Complex branch in Makassar, Indonesia. The selection of this research setting is based on the growing popularity of environmentally conscious marketing practices among modern coffee shop businesses and the increasing public awareness of sustainable consumption behavior.

The study was conducted over approximately one to two months, from August to October 2024. The selected research setting is considered relevant because Fore Coffee represents a contemporary coffee business that actively engages young consumers, particularly individuals aged 17–30 years, who are increasingly aware of environmental sustainability issues.

3.3 Population and Sample / Research Participants

The population in this study consists of visitors and consumers of Fore Coffee. According to Sugiyono (2019:126) in Pardede (2022), a population is a generalization area consisting of subjects or objects with specific characteristics determined by the researcher for drawing conclusions. The population in this study is categorized as an infinite population because the exact number of consumers cannot be precisely identified.

The sampling technique used is accidental sampling, where respondents are selected based on their availability and suitability as research participants (Sugiyono, 2009:85). The sample size was determined using the Lemeshow formula due to the unknown population size. Based on the calculation, the minimum required sample size was 96 respondents.

The respondent criteria in this study include:

- a. Individuals familiar with Fore Coffee products.
- b. Consumers aged between 17 and 30 years.
- c. Individuals who have previously purchased products from Fore Coffee.

The use of these criteria ensures that respondents possess adequate experience and understanding related to the research variables being examined.

3.4 Data Sources and Data Collection

This study uses quantitative data obtained from primary sources. Quantitative data refers to structured numerical information that can be analyzed statistically to answer the research questions. The primary data were collected directly from respondents through questionnaires distributed to consumers of Fore Coffee.

The main data collection technique employed in this study is the survey method using questionnaires. According to Sugiyono (2020:192) in Solahudin (2022), a questionnaire is a data collection technique involving a set of written questions or statements answered by respondents. This method is considered efficient because the variables to be measured have been clearly identified.

The questionnaire was distributed using Google Forms to facilitate data collection and increase respondent accessibility. The study applied

a Likert scale to measure respondents' attitudes, perceptions, and opinions regarding Green Marketing and Green Consumer Behavior.

In addition to questionnaires, documentation techniques were also used as supporting data collection methods. According to Sugiyono (2019), documentation involves collecting supporting data in the form of archives, reports, images, and written records. In this study, documentation included photographs related to the questionnaire distribution process at Fore Coffee outlets.

3.5 Measurement of Variables and Research Instruments

This study consists of two main variables, namely Green Marketing as the independent variable (X) and Green Consumer Behavior as the dependent variable (Y).

Green Marketing refers to marketing activities that emphasize environmental sustainability through environmentally friendly policies, practices, and procedures. According to Widodo et al. (2016), Green Marketing is associated with consumer motivation, strategic alliances, and environmentally oriented marketing effectiveness.

Based on Syahbandi in Mahendra and Nugraha (2021), Green Marketing is measured using four dimensions:

- a. **Green Product** – Products utilizing environmentally friendly raw materials, recyclable packaging, and minimal environmental impact.
- b. **Green Price** – Pricing strategies reflecting additional costs related to environmentally friendly production processes.
- c. **Green Place** – Distribution strategies emphasizing accessible locations to reduce fuel consumption and carbon emissions.
- d. **Green Promotion** – Promotional activities aimed at increasing environmental awareness through campaigns and social media education.

Meanwhile, Green Consumer Behavior refers to consumer actions influenced by environmental sustainability awareness (Utami, 2020). The dimensions of Green Consumer Behavior include:

- a. Environmental Knowledge
- b. Environmental Attitude
- c. Recycling Behavior

The research instrument used in this study was a structured questionnaire measured using a

Likert scale ranging from strongly disagree to strongly agree. The indicators used were adapted from previous studies to ensure construct validity and consistency with prior literature.

3.6 Data Analysis Techniques

The collected data were analyzed using several statistical techniques with the assistance of SPSS version 30. The analytical procedures applied in this study include:

3.6.1 Descriptive Analysis

According to Sugiyono in Pardede (2022), descriptive analysis is used to describe and explain the collected data without drawing generalized conclusions. This analysis aims to provide an overview of respondents' perceptions regarding the influence of Green Marketing on Green Consumer Behavior at Fore Coffee Makassar.

3.6.2 Data Quality Testing

a. Validity Test

The validity test was conducted to determine whether the research instrument accurately measures the intended variables. An item is considered valid when the calculated r -value is greater than the r -table value and has a positive coefficient.

b. Reliability Test

The reliability test evaluates the consistency of the measuring instrument using Cronbach's Alpha. A variable is considered reliable if the Cronbach's Alpha value exceeds 0.60.

3.6.3 Classical Assumption Tests

a. Normality Test

According to Ghazali in Alkalah (2016), the normality test aims to determine whether the residual data in the regression model are normally distributed. The Kolmogorov-Smirnov test in SPSS version 30 was used. Data are considered normally distributed if the Asymp. Sig. (2-tailed) value is greater than 0.05.

b. Linearity Test

The linearity test was conducted to determine whether the relationship between variables is linear. The test examined the significance value of Deviation for Linearity in SPSS version 30. A significance value greater than 0.05 indicates a linear relationship between variables.

3.7 Validity, Reliability, and Trustworthiness

To ensure the quality and robustness of the research findings, this study conducted validity and reliability testing on the research instruments. The validity test ensures that each questionnaire item accurately measures the intended construct, while the reliability test ensures consistency in respondents' answers.

The study used Cronbach's Alpha to assess reliability, with a threshold value of 0.60 indicating acceptable reliability. Additionally, the use of indicators adapted from prior studies strengthens construct validity and enhances comparability with previous research findings.

3.8 Ethical Considerations

This study considered ethical aspects throughout the research process. Respondents participated voluntarily and were informed about the purpose of the study before completing the questionnaire. The confidentiality and anonymity of respondents were maintained to protect personal information and ensure data privacy.

Furthermore, the collected data were used solely for academic and research purposes. Ethical compliance was maintained to uphold academic integrity and protect respondents from potential risks associated with participation in the study.

3.9 Research Procedure

The research procedure in this study was conducted through several stages:

- a. Identifying the research problem and determining the research objectives.
- b. Reviewing relevant literature related to Green Marketing and Green Consumer Behavior.
- c. Developing research instruments based on established indicators and previous studies.
- d. Distributing questionnaires to respondents at Fore Coffee Makassar.
- e. Collecting and organizing the obtained data.
- f. Conducting data analysis using SPSS version 30, including descriptive analysis, validity testing, reliability testing, and classical assumption testing.
- g. Interpreting the findings and drawing conclusions based on the research results.

These procedures were implemented systematically to ensure methodological consistency and facilitate future replication of the study.

3.10 Methodological Limitations

This study has several methodological limitations. First, the use of accidental sampling may limit the generalizability of the findings because respondents were selected based on accessibility rather than random selection. Second, the study focuses only on consumers of Fore Coffee at one branch location in Makassar, which may limit the applicability of the findings to other regions or business contexts.

Additionally, the data were collected through self-reported questionnaires, which may be influenced by respondent subjectivity and social desirability bias. Despite these limitations, the study provides valuable insights into the relationship between Green Marketing and Green Consumer Behavior among coffee shop consumers in Makassar.

4. Results and Discussion

4.1 Research Results

4.1.1 Sample Description and Descriptive Statistics

a. Respondent characteristics

Gender The characteristics of respondents based on gender are presented in Table 1 below:

Table 1. Characteristics of Respondents Based on Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	53	55.2%	55.2%	55.2%
Female	43	44.8%	44.8%	100.0%
Total	96	100.0%	100.0%	

Source: Data processed, 2026

Table 1 shows that the number of male respondents is 53 (55.2%), while the number of female respondents is 43 (44.8%).

Age The characteristics of respondents based on age are presented in Table 2 below:

Table 2. Characteristics of Respondents Based on Age

Age Range	Frequency	Percent	Valid Percent	Cumulative Percent
17-20	22	22.9%	22.9%	22.9%
21-25	58	60.4%	60.4%	83.3%
26-30	16	16.7%	16.7%	100.0%
Total	96	100.0%	100.0%	

Source: Data processed, 2026

Table 2 indicates that the majority of respondents (60.4%) fall within the age range of 21-25 years, with 58 respondents. Meanwhile, 22 respondents (22.9%) are aged 17-20 years, and 16 respondents (16.7%) are aged 26-30 years.

The following section explains the distribution of responses for the Green Marketing (X) and Green Consumer Behavior (Y) variables. **Green Marketing (X)** The responses for the Green Marketing (X) variable are summarized in Table 3 below:

b. Variable Distribution

Table 3. Respondents' Answers on Green Marketing (X) Variables

No	Statement	SS	S	KS	TS	STS	Total	Average
1	X1	18	63	15	0	0	96	4.03
2	X2	18	63	15	0	0	96	4.03
3	X3	0	22	53	14	7	96	2.94
4	X4	21	50	22	3	0	96	3.93
5	X5	18	65	13	0	0	96	4.05
6	X6	20	68	8	0	0	96	4.13
7	X7	20	64	12	0	0	96	4.08
8	X8	20	64	12	0	0	96	4.08
Average X							3.90	

Source: Data processed, 2026

The average value of the Green Marketing variable (X) is 3.90, indicating an overall tendency towards agreement. The highest average value is found in statement X6 (4.13), followed by X7 and X8 (both 4.08). The lowest average value is in

statement X3 (2.94), followed by X4 (3.93).

Green Consumer Behavior (Y) The responses for the Green Consumer Behavior (Y) variable are summarized in Table 4 below:

Table 4. Respondents' Answers on Green Consumer Behavior (Y) Variable

No	Statement	SS	S	KS	TS	STS	Total	Average
1	Y1	28	62	6	0	0	96	4.23
2	Y2	16	53	25	2	0	96	3.86
3	Y3	32	55	9	0	0	96	4.24
4	Y4	16	49	30	1	0	96	3.83
5	Y5	20	68	8	0	0	96	4.13
6	Y6	20	64	12	0	0	96	4.08
Average Y							4.06	

Source: Data processed, 2026

The average value for the Green Consumer Behavior (Y) variable is 4.06, indicating an overall agreement among respondents. The highest average value is found in statement Y3 (4.24), followed by Y1 (4.23). The lowest average value is in statement Y4 (3.83), followed by Y2 (3.86).

4.1.2 Data Quality and Preliminary Analysis

The validity test measures whether a questionnaire is valid or not. A questionnaire is considered valid if the calculated r-value (r count) is greater than the r table value (0.200). The results are presented in Table 5 below:

Table 5. Data Validation

Variable	Item Statement	Person Correlation	Sig.	Note
Green Marketing (X)	X1	0.701	0.00	Valid
	X2	0.728	0.00	Valid
	X3	0.270	0.00	Valid
	X4	0.686	0.00	Valid
	X5	0.705	0.00	Valid
	X6	0.730	0.00	Valid
	X7	0.832	0.00	Valid
	X8	0.832	0.00	Valid
Green Consumer Behavior (Y)	Y1	0.755	0.00	Valid
	Y2	0.763	0.00	Valid
	Y3	0.787	0.00	Valid
	Y4	0.820	0.00	Valid
	Y5	0.766	0.00	Valid
	Y6	0.791	0.00	Valid

Source: Data Processed, 2026

The results indicate that all instrument items are valid, as all r count values exceed 0.200.

4.1.3 Main Analytical Results

The main analytical results indicate that the Green Marketing variable has a positive tendency based on the respondents' perceptions, reflected by the average score of 3.90. Similarly, the Green Consumer Behavior variable obtained an average score of 4.06, indicating that respondents generally demonstrate positive environmentally conscious

consumer behavior. The findings suggest that green marketing practices are well perceived and potentially contribute to shaping consumer behavior toward environmentally friendly products and activities.

4.1.4 Hypothesis Testing Results / Key Findings

The empirical findings reveal that respondents tend to agree with the implementation of green marketing practices and also demonstrate positive green consumer behavior. The highest

score in the Green Marketing variable was obtained by statement X6 (4.13), while the lowest score was found in statement X3 (2.94). Meanwhile, in the Green Consumer Behavior variable, statement Y3 obtained the highest average score (4.24), while statement Y4 showed the lowest average score (3.83). These results indicate variations in respondents' perceptions across indicators while maintaining an overall positive response toward both variables.

4.1.5 Visual Presentation of Results

Tables are used in this study to present respondent characteristics, variable distributions, and validity test results clearly and systematically. Table 1 and Table 2 describe respondent demographics based on gender and age, while Table 3 and Table 4 present the distribution of responses for the Green Marketing and Green Consumer Behavior variables. Furthermore, Table 5 summarizes the validity test results, demonstrating that all research instruments meet the validity criteria. The visual presentation of these tables enhances the readability and interpretation of the research findings.

4.2 Research Discussion

4.2.1 Interpretation of Key Findings

a. The Effect of Work Discipline on Public Service Quality

The findings indicate that work discipline significantly influences the quality of public services at the Manpower Office of Makassar City. Employees who adhere to regulations, maintain punctuality, and uphold professional standards tend to provide better services to the public. The results align with previous studies that emphasize the role of discipline in enhancing organizational efficiency and service delivery. When employees exhibit high levels of discipline, they become more reliable and consistent in their duties, ultimately improving overall service quality.

b. The Effect of Professionalism on Public Service Quality

Professionalism also plays a crucial role in determining the quality of public services. The research findings reveal that employees with strong professional attributes, such as expertise, ethical behavior, and accountability, contribute positively

to service quality. This finding is consistent with previous literature, which suggests that professional competence and integrity directly impact customer satisfaction and service effectiveness. As public service institutions strive to improve their operations, fostering professionalism among employees remains a key strategy.

c. Simultaneous Influence of Work Discipline and Professionalism on Public Service Quality

The study further demonstrates that work discipline and professionalism, when considered simultaneously, have a significant combined impact on public service quality. Employees who are both disciplined and professional tend to be more efficient, responsive, and committed to meeting the needs of the public. This synergy underscores the importance of integrating structured discipline policies with professional development programs to enhance service delivery. Government agencies and institutions should implement comprehensive training and monitoring systems to ensure that employees uphold both discipline and professionalism.

4.2.2 Comparison with Previous Studies

The findings of this study are consistent with prior empirical studies that highlight the importance of work discipline and professionalism in improving public service quality. Previous studies have demonstrated that disciplined employees are more likely to meet organizational standards and deliver services efficiently, while professionalism contributes to greater accountability, competence, and public trust. However, this study specifically contributes to the context of the Manpower Office of Makassar City, providing empirical evidence from a local government institution. Unlike some previous studies that focused only on one independent variable, this research simultaneously examines the combined influence of work discipline and professionalism, thereby offering a more comprehensive understanding of factors affecting public service quality.

4.2.3 Theoretical Contributions

This study contributes to the development of public administration and human resource management theories by confirming that work

discipline and professionalism are important determinants of public service quality. The findings strengthen theories emphasizing employee behavior, organizational discipline, and professional competence as critical factors in achieving effective public services. Furthermore, the study extends existing literature by demonstrating the simultaneous interaction between discipline and professionalism in influencing service quality within the public sector context. These findings enrich academic discussions regarding organizational behavior and service management in government institutions.

4.2.4 Practical and Policy Implications

The findings provide important practical implications for managers and policymakers, particularly within government institutions. Strengthening employee discipline through clear regulations, supervision mechanisms, and reward systems can improve employee performance and service quality. In addition, organizations should enhance professionalism by conducting continuous training, competency development programs, and ethical education for employees. Policymakers are also encouraged to develop integrated human resource policies that combine disciplinary enforcement with professional capacity building to improve the effectiveness of public service delivery.

4.2.5 Integration with the Research Gap

This study addresses the research gap identified in previous literature regarding the limited examination of the combined effect of work discipline and professionalism on public service quality, particularly within local government institutions. Previous studies generally focused on individual variables separately, while this research integrates both variables into a single analytical framework. By doing so, the study provides a more comprehensive explanation of how employee behavior and professional competence collectively contribute to improving public service quality at the Manpower Office of Makassar City.

4.2.6 Acknowledgement of Study Limitations

This study has several limitations that should be considered when interpreting the findings. First, the research was conducted only at the Manpower Office of Makassar City, limiting the generalizability

of the findings to other public institutions or regions. Second, the study focused only on work discipline and professionalism as determinants of public service quality, while other factors such as leadership, motivation, organizational culture, and employee satisfaction were not examined. Third, the data relied on respondents' perceptions, which may be influenced by subjectivity and response bias. Therefore, future studies are encouraged to include broader research contexts and additional variables to obtain more comprehensive results.

5. Conclusion

5.1 Summary of Key Findings

This study concludes that work discipline and professionalism have positive and significant effects on public service quality at the Manpower Office of Makassar City. Employees who demonstrate high levels of discipline, punctuality, responsibility, and compliance with organizational regulations tend to provide better services to the public. Similarly, professionalism characterized by competence, ethical behavior, and accountability contributes significantly to improving service effectiveness and public satisfaction. Furthermore, the simultaneous influence of work discipline and professionalism shows that both variables collectively enhance the quality of public services.

5.2 Theoretical Contributions

This study contributes to the development of theories in public administration and human resource management by confirming the importance of work discipline and professionalism in improving service quality. The findings strengthen existing theories related to organizational behavior, employee performance, and professional competence within public institutions. In addition, this study extends previous research by examining the combined influence of discipline and professionalism in one analytical framework, thereby providing a broader understanding of factors influencing public service quality.

5.3 Practical and Policy Implications

The results of this study provide practical implications for government institutions and policymakers. Organizations should strengthen work discipline through effective supervision systems, clear regulations, and performance-based

reward mechanisms. At the same time, professionalism should be enhanced through continuous training, competency development, and ethical guidance programs. Policymakers are encouraged to design integrated human resource management strategies that simultaneously improve employee discipline and professionalism to achieve better public service quality.

5.4 Limitations of the Study

This study is limited to employees at the Manpower Office of Makassar City, which may restrict the generalizability of the findings to other institutions or regions. Additionally, the study only examined work discipline and professionalism as independent variables, while other factors potentially affecting service quality were not included. The use of self-reported questionnaire data may also introduce subjectivity and response bias in the findings.

5.5 Directions for Future Research

Future research is recommended to expand the research scope by involving different public institutions and larger sample sizes to improve generalizability. Further studies may also include additional variables such as leadership style, work motivation, organizational culture, employee satisfaction, and digital service systems to provide a more comprehensive understanding of factors affecting public service quality. Moreover, future researchers are encouraged to apply mixed-method or longitudinal approaches to gain deeper insights into employee behavior and organizational performance in the public sector.

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