

# **The Role of Green Brand Image, Green Brand Equity and Product Quality toward Customers' Attitudes to Consume Eco Friendly Cosmetic Product (An Empirical Study: Millennial Generation Female Customers in Malang)**

**Ayu Febriyanti Puspitasari\***

Business Administration Department, State Polytechnic of Malang, Malang, Indonesia

## **Abstract**

This research is motivated by the increasingly competitive cosmetics product industry with an environmentally friendly concept in Malang. The phenomenon shows that there has been a change in consumption patterns in female Customers, especially cosmetic products from conventional cosmetics to environmentally friendly cosmetics. This study develops an original framework to explore the extent role of Green Brand Image, Green Brand Equity and product quality on the attitudes of female Customers of the millennial generation in Malang to consume of cosmetics with eco-friendly concepts. The population in this study is female Customers in Malang. The basis for determining the sample is stratified random sampling so that only female Customers are included in the millennial generation (ages 25-40 years) as the sample in this study. This research uses a quantitative approach with multiple regression analysis tools. Seeing the high response of millennial female Customers who are very adaptive to the changing times in using environmentally friendly cosmetic products, it is recommended that environmentally friendly cosmetic manufacturers continue to innovate on existing products. The concept of "Green" in terms of environmentally friendly packaging and cosmetic raw materials that do not use animals as a trial is an added value for female Customers, especially the millennial generation to make choices for consumption of cosmetic products with an environmentally friendly concept.

## **Keywords**

Green Brand Image; Green Brand Equity; product quality; consumer attitudes; environmentally friendly cosmetics; female Customers; millennial generation

Received: 25 June 2020; Accepted: 14 July 2020; Published Online: 31 August 2020

DOI: 10.21776/ub.apmba.2020.009.01.3

## Introduction

Currently the public is facing the era of the industrial revolution 4.0 where this era has brought people to digitalization in all aspects of life due to the rapid advancement of information technology. Society has faced the era of Industry 4.0, which among others is characterized by digitalization and automation in all elements of life. In fact, many people are still not aware of the real impact of changes occurring in the era of the industrial revolution 4.0 as it is today. Many significant changes to aspects of life will be faced in the 4.0 Industrial Revolution Era today. So it is very important for a country to make every effort to provide a socialization of understanding at all levels of society about the conditions and the real impact of the Industrial Revolution Era 4.0. This step taken by the government is important because indeed there are still many people who do not understand the real impact of the 4.0 Industrial Revolution. Some communities have undergone some of these many changes, but sensitivity to the real impact of these challenges can still be said to be very low. The real impact of the challenges in the era of the industrial revolution 4.0 also resulted in changes in consumption patterns of society.

The real impact of the industrial revolution era 4.0 is also correlated with environmental changes that occur. High levels of public consumption of various necessities of life have a negative impact on the environment. Therefore, low emission market products are needed through sustainable consumption and production (SCP) changes in consumption and production patterns. Today, the process of globalization is happening very rapidly throughout the world. Competition between companies is also very tight. The company is trying to do everything possible to become a competitor that can be calculated in the business world with the main goal of increasing the level of sales of each

company's products. This turned out to have a bad impact on the environment and cause global warming or better known as global warming. Global warming has become a subject of much discussion and has raised concerns among the wider community. The negative impact of global warming has changed the outlook and lifestyle of Customers. The public wants products that are safe for consumption and do not interfere with nature's sustainability. To deal with changes in consumer perspective as mentioned earlier and respond to Customers' interest in environmentally friendly products, companies must be responsive and smart in creating environmentally friendly products or better known as green products that are in accordance with Customers' desires and in accordance with the standards of environmentally friendly products that have been determined by the government

The development of the environmentally friendly products, especially cosmetics, in Malang City is currently growing rapidly. Environmentally friendly cosmetics companies try to create a product that is not only environmentally friendly but also has a good Green Brand Image and product quality. So that Malang City Customers as a potential market can accept the presence of environmentally friendly cosmetic products with a good Green Brand Image and product quality. Theoretically, a Brand is not just a name, symbol, picture or sign that is meaningless. The brand is the identity of a product that can be used as a measurement of whether the product is good and quality. Customers see a brand as the most important part in a product, and the brand can be an added value in the product (Kotler, 2004: 285). According to Kotler (2008: 335), certain brands are said to have positive customer-based Green Brand Equity when Customers react more favorably to certain products, and the way the product is marketed and identified when compared to when the brand has not yet been identified.

Certain brands are said to have negative customer-based Green Brand Equity if Customers react unfavorably to brand marketing activities in the same situation. There are three important elements in this definition. First, Green Brand Equity arises from differences in customer responses. Second, the difference in responsiveness is the result of the customer's introduction to the brand. Third, the different responses by customers that shape Green Brand Equity are reflected in perceptions, choices, and behaviors related to all aspects of brand marketing. Cosmetic products are very closely related to female Customers. Customers of cosmetics products both conventional and environmentally friendly in Malang City are dominated by the category of millennial female Customers. Based on this background, the role of Green Brand Image, Green Brand Equity and Product Quality on Consumer Attitudes on the Use of Environmentally Friendly Cosmetics is examined (Case Study: Millennial Generation Female Customers in Malang City).

## Literature Review

### Green Marketing

Green marketing is a new phenomenon in the field of marketing and business, which has been widely expanded in recent years (Chang & Chen, 2014). In 1976, the Marketing Association of America defined green marketing as the positive and negative aspects of marketing on pollution, and the reduction of energy and other resources (Hamdi, Ghafari, & Afsardegan, 2011). Unfortunately, most people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms such as phosphate-free, recyclable, and compatible with the ozone are what most consumers associate with green marketing. However, they are just some signs of green marketing

(Elahi & Yaghubi, 2012) in general, green marketing is a much broader issue that can contain the consumer goods, technology, or services in the country (Hadizadeh Moghadam et al., 2012). Green marketing also includes all marketing activities that stimulate and confirm the attitude and environmental practices of customers (Chen, 2010).

### Green Brand Image

A strong brand is characterized by the recognition of a brand in society, high brand associations on a product, positive perception of the market and high consumer loyalty to brands. With a brand that makes a product that is different from another which is expected to facilitate Customers in determining the product to be consumed based on various considerations and cause loyalty to a brand. According to Aaker (1996) Brand Image or brand description is a description of the association and consumer confidence in certain brands. It can also be said that Brand Image is a concept created by Customers because of subjective reasons and personal emotions. Therefore, in this concept of consumer's perception becomes more important than the real situation. David aaker (2006: 53) states that Brand Image is defined as the perception of a brand that is reflected by brand associations in the consumer's memory that contains meaning for Customers. Brand Image exists not because of technology, features, or products, but something obtained from promotions, advertisements and users. Brand Image exists because of the recollection of a product, evaluation of quality, small purchase risk, and the experience and satisfaction given by the product. Keller (2003), seeing how important a Brand Image is in supporting the success of marketing a product has made the designers of the Brand Image try to fulfill the desire of Customers to be part of a larger social group, be seen

respectable by others, or to define according to the desired image.

As for green brand, the brand image refers to a consumer's perception of the brand to be environmentally sustainable and eco-friendly. Consumers tend to perceive higher quality and green brand image of an enterprise when it claims to provide eco-friendly products.

### **Green Brand Equity**

Nam, et al (2011) states that customer-based Brand Equity is a multidimensional concept consisting of brand loyalty, perceived quality, brand awareness, perceived quality, brand association (perceived quality) brand association) and other proprietary assets. Other proprietary brand assets are not included because one of the objectives of this study is to look at the concept of Brand Equity from the perspective of the customer, while other proprietary brand assets are more components of Brand Equity tends to be viewed from a company perspective. So that in the discussion of Brand Equity elements in this study only consists of 4 variables because the four elements of customer-based Brand Equity outside of other brand assets are known as the main elements. The value of a brand name added to a product is an illustration of Killa' s Brand Equity, (2008); Chang et al, (2013), or can be said that Brand Equity is a set of brand assets and liabilities associated with a brand, name, and symbol that increase or decrease the value given by an item or service to a company or its company customers.

Among the most important concepts in business activities is brand equity and the measurement there of, and remains a vital and challenging issue for managers and academic researchers. Aaker (1996) suggests that brand equity is an asset term, symbol, logo, or brand on it; according to which the value created by a brand, product, or service

company increases or decreases in the mind of the customer. Chen (2010) defines GBE as "a whole range of impressions, conceptions and apprehensions towards a brand in the customers' memory which is correlated to the sustainability and eco-friendly concerns." It is plausible that when a firm proclaims to deliver environmentally friendly products, the existing quality perceptions in consumer mind may positively influence to enhance a greener brand image. The main advantage of creating Green Brand Equity is the definite increase in environmental awareness, which companies can exploit for competitive advantage through the deployment of their products in different markets (Ailawadi&Keller, 2004).

### **Product Quality**

Product quality is defined as a thorough evaluation of the customer for the good performance of the goods or services (Mowen and Minor, 2002). In fierce competition as it is today, companies are required to offer quality products and have more value, so they look different from competing products. Quality is one of the factors that buyers consider before buying a product. Companies must have good quality or in accordance with the price offered when selling products or services in running a business. Gaspersz (2008, p.119) explains that the dimensions of the quality of this product include 8 dimensions, consisting of:

1. Performance, namely the main operational characteristics of the core product and can be defined as the appearance of a real product.
2. Reliability, reliability, namely the level of control of a product or the consistency of reliability of a product in its operational processes in the eyes of Customers.
3. Features, additional features (features) are secondary or complementary characteristics and can be defined as the level of completeness of the attributes that exist in a product.
4. Conformance, conformance to

specifications, namely the extent to which design and operating characteristics meet predetermined standards and can be defined as the level at which all units produced are identical and meet the promised target specifications. 5. Durability, durability is related to how long the product can continue to be used and can be defined as a measure of the expected age of operation of the product under normal and / or heavy conditions. 6. Serviceability, (service ability) includes speed, competence, comfort, easy to repair, and handling complaints that are satisfactory and can be defined as a measure of the ease of repairing a product that is damaged or failed. 7. Aesthetic, namely the beauty of the product to the five senses and can be defined as attributes attached to a product, such as color, model or design, shape. 8. Customer perceived quality, perceived. When applied to measuring food and beverage quality, Perceived Quality is the basic quality of a food and drink.

### **Consumer Attitude**

Attitudes are evaluations, feelings, and tendencies of a person towards an object or idea that is relatively consistent (Kotler and Armstrong 2006). Attitude puts people in a framework of thinking about liking or disliking something, about approaching or avoiding it. Attitude is also referred to as the most special and indispensable concept in contemporary social psychology. Attitude is also one of the most important concepts used by marketers to understand Customers (Peter & Olson, 2005: 23).

### **Research Methods**

In this study quantitative approaches or methods are used. In this research the object of research is the role of Green Brand Image, Green Brand Equity, product quality on

consumer attitudes. This research was conducted in the city of Malang by examining female Customers of millennial generation who had or liked the use of environmentally friendly cosmetic products. Malang City was chosen because in Malang, Malang City was included in one of the student cities and tourism cities with a fairly large composition of female Customers of the millennial generation.

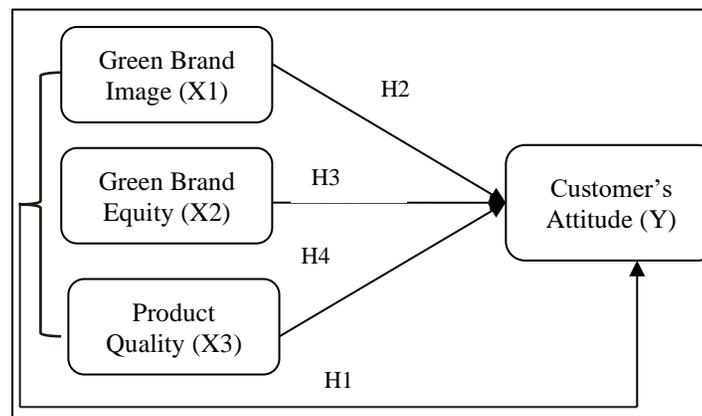
The population in this study is female Customers in the city of Malang. The basis for determining the sample is stratified random sampling, so that only female Customers are included in the millennial generation category (ages 25-40 years) as the sample in this study. The number of samples was determined using the Slovin formula so that in this study 100 samples were used. This research uses a quantitative approach with multiple regression analysis tools. The variables used in this study include: Green Brand Image (X1), Green Brand Equity (X2), product quality (X3) and consumer attitude (Y). The data collection method used in this study is the questionnaire method. This method is a data collection technique by giving a set of questions or written statements to respondents to be answered (Sugiyono, 2010: 199). In this study, questions were given to respondents regarding issues discussed in the study including Green Brand Image, Green Brand Equity, product quality and consumer attitudes about the use of environmentally friendly cosmetic products. The answers given by each respondent were measured using a Likert Scale. According to Sugiyono (2010: 132), this scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. Definitions of operational variables are explained below:

**Table 1. Definitions of Operational Variables**

Variables	Indicators	Sources
Green Brand Image	A. Brand Personality B. Brand Symbol C. Green Value Proposition D. Brand Essence	Washburn <i>and</i> Plank (2002) Nugroho (2008)
Green Brand Equity	A. Green Brand Awareness B. Green Brand Loyalty C. Perceived Quality	Moradi <i>and</i> Zarei (2011) Killa, (2008) Chang et al, (2008),
Product Quality	a. Product Quality b. Durability of the product c. Comfortability of the product d. Securit of the product	Wijaya (2011:11) Machfoedz (2010 : 62)
Consumer's Attitude	1. Consumer's opinion 2. Consumer's preference 3. Consumer's attitude to reuse the product. 4. Consumer's attitude to use the product continuously	Chen <i>and</i> Chang (2008) Peter & Olson (2005:23).

### Conceptual Framework

Conceptual framework of this research is shown in the figure 1 below:



**Figure 1. Green Brand Image, Green Brand Equity and Product Quality Towards Consumer's Attitude**

From Figure 1 can be seen that there are 3 main variables which are independent variables used in this study, and are related to Consumer Attitude (Y), namely Green Brand Image (X1), Green Brand Equity (X2), and Product Quality (X3). The hypotheses in this study are:

H1. Green Brand Image, Green Brand Equity and Product Quality, are simultaneously suspected to influence Attitude of Customers will use environmentally friendly cosmetic products.

H2. Green Brand Image is thought to influence customer's attitudes about the use of environmentally friendly cosmetic products.

H3. Green Brand Equity is thought to influence customer's attitudes about the use of environmentally friendly cosmetic products.

H4. Product quality is thought to influence consumer attitudes about the use of friendly cosmetic products environment

## Results

### Research Findings

#### Validity and Reliability Test

Validity test is used to measure the validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire (Imam Ghozali, 2005). Measuring the validity can be done by correlating the score between the

questions with the total construct score or variable. Meanwhile, to find out the score of each question item is valid or not, then the following criteria are set below:

1. If  $r$  count  $>$   $r$  table and the value is positive, So that the variable is valid.
2. If  $r$  count  $<$   $r$  table, So that the variable is not valid.
3. If  $r$  count  $>$   $r$  table, and the value is negative, So that  $H_0$  is still rejected and  $H_1$  is accepted. All items in this variable show the valid result as shown in table 2 below:

**Table 2. Validity Test Result**

Variables	Items	$r_{Obtain}$	Significant Values	Note
X1	X1.1	0,313	0,002	Valid
	X1.2	0,529	0,000	Valid
	X1.3	0,534	0,000	Valid
	X1.4	0,252	0,011	Valid
	X1.5	0,266	0,007	Valid
	X1.6	0,410	0,000	Valid
	X1.7	0,420	0,000	Valid
	X1.8	0,470	0,000	Valid
	X1.9	0,511	0,000	Valid
	X1.10	0,535	0,000	Valid
	X1.11	0,787	0,000	Valid
	X1.12	0,711	0,000	Valid
	X1.13	0,686	0,000	Valid
	X1.14	0,804	0,000	Valid
	X1.15	0,799	0,000	Valid
X2	X2.1	0,454	0,000	Valid
	X2.2	0,448	0,000	Valid
	X2.3	0,485	0,000	Valid
	X2.4	0,455	0,000	Valid
	X2.5	0,525	0,000	Valid
	X2.6	0,484	0,000	Valid
	X2.7	0,453	0,000	Valid
	X2.8	0,447	0,000	Valid
	X2.9	0,452	0,000	Valid

	<b>X<sub>2.10</sub></b>	0,437	0,000	Valid
	<b>X<sub>2.11</sub></b>	0,457	0,000	Valid
	<b>X<sub>2.12</sub></b>	0,486	0,000	Valid
	<b>X<sub>2.13</sub></b>	0,669	0,000	Valid
	<b>X<sub>2.14</sub></b>	0,828	0,000	Valid
	<b>X<sub>2.15</sub></b>	0,798	0,000	Valid
	<b>X<sub>2.16</sub></b>	0,720	0,000	Valid
<b>X<sub>3</sub></b>	<b>X<sub>3.1</sub></b>	0,540	0,000	Valid
	<b>X<sub>3.2</sub></b>	0,477	0,000	Valid
	<b>X<sub>3.3</sub></b>	0,502	0,000	Valid
	<b>X<sub>3.4</sub></b>	0,548	0,000	Valid
	<b>X<sub>3.5</sub></b>	0,497	0,000	Valid
	<b>X<sub>3.6</sub></b>	0,459	0,000	Valid
	<b>X<sub>3.7</sub></b>	0,519	0,000	Valid
	<b>X<sub>3.8</sub></b>	0,628	0,000	Valid
	<b>X<sub>3.9</sub></b>	0,586	0,000	Valid
	<b>X<sub>3.10</sub></b>	0,535	0,000	Valid
	<b>X<sub>3.11</sub></b>	0,574	0,000	Valid
	<b>X<sub>3.12</sub></b>	0,783	0,000	Valid
	<b>X<sub>3.13</sub></b>	0,732	0,000	Valid
	<b>X<sub>3.14</sub></b>	0,626	0,000	Valid
	<b>X<sub>3.15</sub></b>	0,676	0,000	Valid
	<b>X<sub>3.16</sub></b>	0,752	0,000	Valid
	<b>X<sub>3.17</sub></b>	0,789	0,000	Valid
	<b>X<sub>3.18</sub></b>	0,719	0,000	Valid
<b>Y</b>	<b>Y<sub>1</sub></b>	0,713	0,000	Valid
	<b>Y<sub>2</sub></b>	0,519	0,000	Valid
	<b>Y<sub>3</sub></b>	0,379	0,000	Valid
	<b>Y<sub>4</sub></b>	0,669	0,000	Valid
	<b>Y<sub>5</sub></b>	0,707	0,000	Valid
	<b>Y<sub>6</sub></b>	0,565	0,000	Valid
	<b>Y<sub>7</sub></b>	0,689	0,000	Valid
	<b>Y<sub>8</sub></b>	0,720	0,000	Valid
	<b>Y<sub>9</sub></b>	0,697	0,000	Valid
	<b>Y<sub>10</sub></b>	0,796	0,000	Valid
	<b>Y<sub>11</sub></b>	0,855	0,000	Valid

Source: Primary Data Processed, 2019

### Reliability Test

The reliability test can be carried out using of the SPSS (Statistics program for social study) program, which will provide facilities to measure reliability with the Cronbach

Alpha ( $\alpha$ ) statistical test. A constructs or variables are said to be reliable if it gives a Cronbach Alpha value  $> 0.60$  (Ghozali, 2005). The results of data processing show that all variables are very reliable in this study as in table 3 below:

**Table 3. Reliability Test Result**

Variables	Alpha Cronbach Coefficient	Notes
X <sub>1</sub>	0,828	Reliable
X <sub>2</sub>	0,859	Reliable
X <sub>3</sub>	0,832	Reliable
Y	0,817	Reliable

Source: Primary Data Processed, 2019

### Classical Assumption Test

#### Non Multicollinearity Test Result

The presence of multicollinearity can be seen from the Variance Inflation Factor (VIF). If the VIF value  $> 10$  indicates the presence of

multicollinearity. If on the contrary  $VIF < 10$ , there will be no multicollinearity. A good regression model shouldn't show the correlation between independent variables. VIF values in the regression results are presented in Table 4 below:

**Table 4. Non Multicollinearity Test Result**

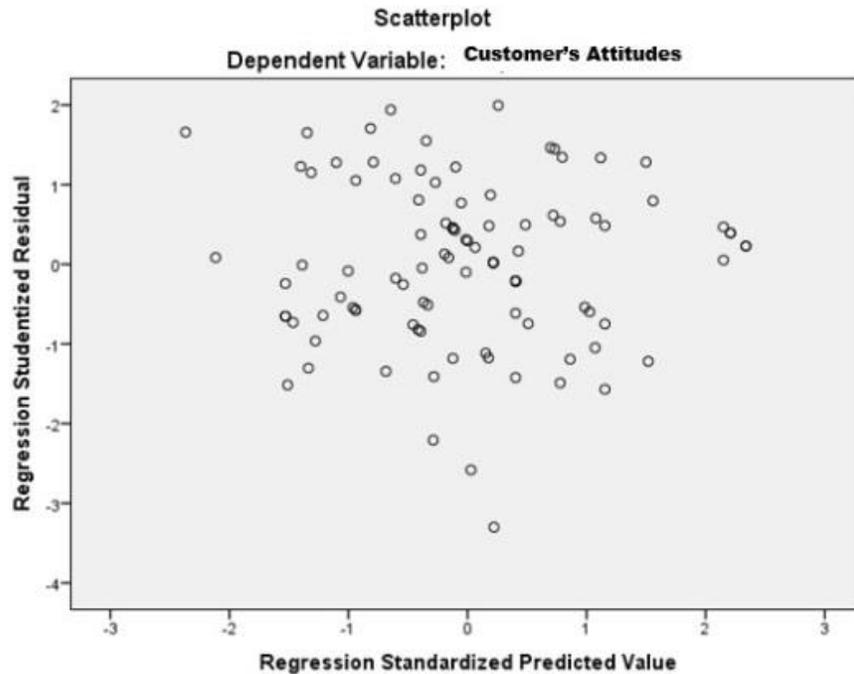
Independent Variable	Tolerance	VIF	Non
X <sub>1</sub>	0,547	1,827	Non Multi Collinearity
X <sub>2</sub>	0,568	1,759	Non Multi Collinearity
X <sub>3</sub>	0,526	1,900	Non Multi Collinearity

Source: Primary Data Processed, 2019

#### Non Heteroscedasticity Test Results

The presence of heteroscedasticity can be done by looking at the presence of certain patterns on the scatterplot graph. Assume that, the Y axis is the predicted Y, and the X axis is residual (the predicted Y - the actual Y). If there are certain patterns that are regular, such as dots that form regular

patterns (wavy, widened and then narrowed). It indicates that heteroscedasticity has occurred. If there is no clear pattern, and the points spread above or on that number 0 on the Y axis, then heteroscedasticity does not present. The results of heteroscedasticity testing can be seen in the following scatterplot charts:



Source: Primary Data Processed, 2019

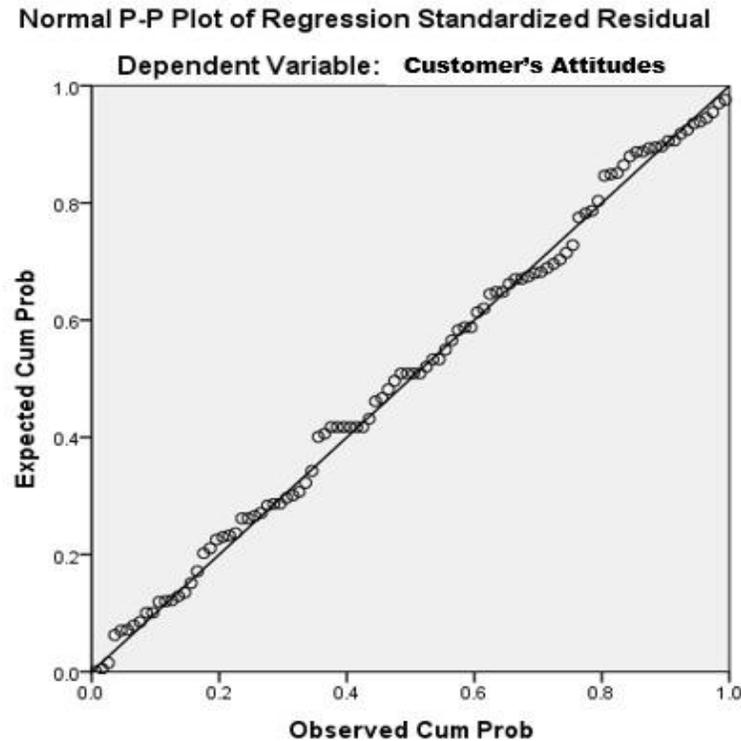
**Figure 2. Scatterplot Grap**

Based on the scatterplot graph, it is seen that the points spread randomly and scattered both above and in that the number 0 on the Y axis. Thus it can be concluded that there is no heteroscedasticity in the regression model, so that the regression model is feasible to be used to predict the effect of Green Brand Image, equity brand and product quality towards consumer attitudes about the use of environmentally friendly cosmetic products (Empirical Study: Millennial Generation Female Consumers in Malang).

### Normality Test Results

Normality can be detected by looking at the spread of data (points) on the diagonal axis of the graph or by looking at the histogram of the residuals. The basis of decision making according to Ghozali (2005: 112), is as follows:

1. If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model meets the normality assumption.
2. If the data spreads far from the diagonal and or does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the assumption of normality.



Source: Primary Data Processed, 2019

**Figure 3. PP Plot Diagram**

Based on the P-P plot above, it can be seen that the residual data (points) spread and coincide with a diagonal line and follow the

direction of the diagonal line. The pattern shows that the residual data has a normal distribution.

**Multiple Linear Regression Analysis**

**Table 5. Results Summary of Multiple Regression Analysis**

Variables	<i>beta</i>	Sig.	Notes
	(Standardized Coefficient)		
X <sub>1</sub>	0,445	0,000	<b>Significant</b>
X <sub>2</sub>	0,107	0,210	<b>Not Significant</b>
X <sub>3</sub>	0,338	0,000	<b>Significant</b>
A (alfa)	=	0,05	
R Coefficient	=	0,781	
Determinant(R <sup>2</sup> )	=	0,610	
F-Count	=	49,947	
F Table	=	0,117	
Sig. F	=	0,000	
t-table	=	2,410	

Source: Primary Data Processed, 2019

Given that the measurement of the data used in this study is used to measure a person's attitudes, opinions, and perceptions, the regression model used is a standardized regression model where the data are not the same. In standardized regression, the size of the variable or the size of the answer has been equalized. From Table 5 above we get the standardized linear regression model as follows:

$$Y = b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 0,445X_1 + 0,107X_2 + 0,338X_3$$

Y : Customer's Attitude  
 X1 : Green Brand Image  
 X2 : Green Brand Equity  
 X3 : Product Quality

### The simultaneous Effect of Green Brand Image, Green Brand Equity, and Product Quality on Consumer Attitudes

Simultaneous testing is performed to show whether all independent variables consisting of Green Brand Image (X1), Green Brand Equity (X2), product quality (X3), have a significant influence simultaneously on employee loyalty variables (Y). The F test is done by comparing the calculated F value with the F table value. All variables are tested simultaneously using the F or ANOVA test, if the calculated F value is greater than the F table, then  $H_0$  is rejected and accepts  $H_a$ . By using SPSS 20 software, the F test results are as follows:

The hypotheses used in testing the coefficients of the regression model simultaneously are presented in the following Table 6:

**Table 6. Simultaneous Test of the Regression Model Hypothesis**

Hypothesis	Value	Decision
$H_0 : \beta_i = 0$ (There is no significant influence among $X_1, X_2, X_3$ , towards Y)	F = 49,947 sig = 0,000	$H_0$ rejected,
$H_a : \beta_i \neq 0$ (There is significant influence among $X_1, X_2, X_3$ , towards Y) $\alpha = 0,05$	$F_{table} = 0,117$	$H_a$ accepted

Source: Primary Data Processed, 2019

Table 6 above shows that the value of  $df_1 = 3$  and  $df_2 = 96$  obtained F table value of 0.117. Based on Table 6, testing the hypothesis of the regression model simultaneously or simultaneously using the F test can be seen that F-count is greater than F-table ( $49.947 > 0.117$ ) and a significance of 0.000, which means it is smaller than alpha ( $\alpha = 0.05$ ). So it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted Green Brand Image (X1), Green Brand Equity (X2), and product quality (X3), towards consumer attitudes (Y).

### T test

Testing the regression model partially is used to determine whether each independent variable forming an individual regression model has a significant effect on the Y variable or not. To test this relationship is to compare the value of t-count with t-table. The independent variable forming the regression model is said to have a significant effect if  $t\text{-count} > t\text{-table}$  or significant  $< \alpha = 0.05$ . Testing the regression model partially in this study as follows:

### 1. Partial Influence of Green Brand Image on Consumer Attitudes

Based on Table 7, testing the regression coefficient of the Green Brand Image variable (X1) can be written in Table 7:

**Table 7. Hypothesis Test Coefficient Regression Variable X<sub>1</sub>**

Hypothesis	Value	Decision
H <sub>0</sub> : $\beta_1 \neq 0$ (X <sub>1</sub> has significant influence towards Y)	$sig = 0,000$	H <sub>0</sub> rejected,
H <sub>a</sub> : $\beta_1 = 0$ (X <sub>1</sub> has no significant influence towards Y)		H <sub>a</sub> accepted
$\alpha = 0,05$		

Source: Primary Data Processed, 2019

Variable X1 has a regression coefficient of 0.445 and a significant value of 0.000 is obtained. The test statistic value is significantly greater than  $\alpha = 0.05$ .  $t\text{-count} > t\text{-table}$  This test shows that H<sub>0</sub> is accepted, and it can be concluded that the Green Brand

Image variable (X1) has a significant effect on the consumer attitude variable (Y).

### 2. Partial Influence of Green Brand Equity on Consumer Attitudes

Based on Table 8, testing the regression coefficient of the Green Brand Equity variable (X2) can be written in Table 8:

**Table 8. Hypothesis Test Coefficient Regression Variable X<sub>2</sub>**

Hypothesis	Value	Decision
H <sub>0</sub> : $\beta_2 = 0$ (X <sub>2</sub> has significant influence towards Y)	$sig = 0,210$	H <sub>0</sub> rejected,
H <sub>a</sub> : $\beta_2 \neq 0$ (X <sub>2</sub> has no significant influence towards Y)		H <sub>a</sub> accepted
$\alpha = 0,05$		

Source: Primary Data Processed, 2019

Variable X2 has a regression coefficient of 0.107 and a significant value of 0.210 is obtained. The test statistic value is significantly greater than  $\alpha = 0.05$ . This test shows that H<sub>a</sub> is rejected, and it can be concluded that the Green Brand Equity variable (X2) does not significantly

influence the consumer attitude variable (Y).

### 3. Partial Effect of Product Quality on Consumer Satisfaction

Based on Table 9, testing the hypothesis of the product quality variable regression coefficient (X3) can be written in Table 9:

**Table 9. Hypothesis Test Coefficient Regression Variable X<sub>3</sub>**

Hypothesis	Value	Decision
H <sub>0</sub> : $\beta_2 = 0$ (X <sub>3</sub> has significant influence towards Y)	<i>sig</i> = 0,000	H <sub>0</sub> rejected,
H <sub>a</sub> : $\beta_2 \neq 0$ (X <sub>3</sub> has no significant influence towards Y)		H <sub>a</sub> accepted
$\alpha = 0,05$		

Source: Primary Data Processed, 2019

Variable X<sub>3</sub> has a regression coefficient of 0.338 and a significant value of 0.000 is obtained. The statistical value of the test is significantly smaller than  $\alpha = 0.05$ . This test shows that H<sub>a</sub> is accepted so that it can be concluded that the product quality variable (X<sub>3</sub>) significantly influences the consumer attitude variable (Y).

### Dominant Test Results

To determine the independent variable that most influences the Y variable, it can be done by comparing the regression coefficient ( $\beta$ ) between one variable to another. The dominant independent variable whose effect on the Y variable is the variable that has the greatest regression coefficient. To compare the regression coefficients of each independent variable, the ranking table is presented as follows:

**Table 10. Summary of Regression Analysis Result**

Rank	Variables	Beta Coefficient	Impact
1	X <sub>1</sub>	0,445	Positive
2	X <sub>2</sub>	0,107	Positive
3	X <sub>3</sub>	0,338	Positive

Source: Primary Data Processed, 2019

This study develops an original framework to explore the extent role of Green Brand Image, Green Brand Equity and product quality on the attitudes of female Customers of the millennial generation in Malang to consume of cosmetics with eco-friendly concepts. Based on Table 10, the Green Brand Image variable (X<sub>1</sub>) is the variable that has the greatest regression coefficient. This means that the Y variable is more

influenced by the Green Brand Image variable (X<sub>1</sub>) than the Green Brand Equity variable (X<sub>2</sub>) and product quality (X<sub>3</sub>). The coefficients owned by the variables X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub> are positive, this shows a direct relationship that means Green Brand Image, Green Brand Equity and product quality on consumer attitudes (Y).

## Conclusion

Based on the results of the study, conclusions can be drawn:

1. The results of the research conducted show that Green Brand Image, Green Brand Equity, and Product Quality simultaneously influence the Consumer Attitude of the use of environmentally friendly cosmetic products, so the hypothesis states that the alleged variable Green Brand Image, Green Brand Equity, and Product Quality together (simultaneously) influences the attitude of Consumers about the use of environmentally friendly cosmetic products proven to be true.
2. Green Brand Image, partially influences the attitude of Consumers about the use of environmentally friendly cosmetic products, so the hypothesis stating that alleged Green Brand Image, partially affects the attitude of Consumers is accepted.

3. Green Brand Equity, does not have a partial effect on Consumer Attitudes on the use of environmentally friendly cosmetic products, so the hypothesis that alleged Green Brand Equity has a partial effect on Consumer Attitudes is accepted.
4. Product Quality, partially influences the attitude of Consumers about the use of environmentally friendly cosmetic products, so the hypothesis stating that the alleged Product Quality, partially influences the attitude of Consumers to be accepted.

## Notes on Contributor

**Ayu Febriyanti Puspitasari** is a junior lecturer in Department of Business Administration State Polytechnic of Malang. Her research interest are Brand Management, Social Media Marketing, Consumer Behaviour and Tourism&Hospitality Marketing.

## References

- Aaker. (1996). *Building Strong Brands*. New York: Free Press.
- Aaker, A. David., (1997). *Manajemen Ekuitas Merek*. Jakarta: Mitra Utama
- Ailawadi, K. L., & Keller, K. L. (2004). Understanding retail branding: Conceptual insights and research priorities. *Journal of Retailing*, 80, 331–342.  
<http://dx.doi.org/10.1016/j.jretai.2004.10.008>
- C. Mowen, John dan Michael Minor. (2002). *Perilaku Konsumen*. Jakarta : Erlangga.
- Chang, C.-H., & Chen, Y.-S. (2013). Managing green brand equity: The perspective of perceived risk theory. *Quality & Quantity*, 48, 1753–1768.
- Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93, 307–319.  
<http://dx.doi.org/10.1007/s10551-009-0223-9>
- Gaspersz, V. (2008). *Total Quality Managment*. Jakarta: Penerbit Gramedia Pustaka Utama
- Ghozali, Imam, (2005). *Aplikasi Analisis Multivariate dengan program SPSS*. Badan Penerbit Universitas Diponegoro, Semarang.
- Judith H. Washburn &Richard E. Plank .,(2002), *Measuring Brand Equity: An Evaluation of a Consumer-Based Brand Equity Scale*. *The Journal of Marketing Theory and Practice*

- 10(1):46-62, DOI: <https://dx.doi.org/10.1080/10696679.2002.11501909>
- Killa, Maklon Felipus, (2008). Pengaruh Pembelian Periklanan dan Promosi pada Harga dan Ekuitas Merek. *Jurnal Ekonomi dan Bisnis Malang*. 23(4), 2008.
- Kotler, Philip and Gary Armstrong. (2008). *Prinsip-prinsip Pemasaran*. Edisi 12. Jilid 1. Jakarta: Erlangga.
- Kotler, P. & Armstrong G. (2006). *Principles of Marketing*. 11th Edition, New Jersey: Prentice Hall International Inc. Kuncoro, Mudrajad. 2009. *Metode Riset Untuk Bisnis dan Ekonomi*. Jakarta : Erlangga.
- Machfoedz, Mahmud. (2010), “*Komunikasi Pemasaran Modern*”, Cetakan Pertama, Cakra Ilmu, Yogyakarta.
- Nam, J., Ekinci, Y., & Whyatt, G., (2011). Brand equity, brand loyalty and consumer satisfaction, *Annals of Tourism Research*, Vol. 38, Pp. 1009-1030.
- Narges Delafrooz & Armin Goli., (2015). The factors affecting the green brand equity of electronic products: Green marketing, *Cogent Business & Management: Taylor&Francis Group*
- Nugroho, Setiadi. 2008. *Perilaku Konsumen*. Cetakan Ketiga. Kencana Prenada Media Group, Jakarta
- Peter. J. P dan Olson, J. C. (2005). *Consumer Behavior*, 7th Ed. McGraw-Hill.
- Sugiyono. (2007). *Metode Penelitian pedidikan pendekatan kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono, (2008), *Metode Penelitian Bisnis*. Bandung: Alfabeta
- Sugiyono. (2010). *Metode Penelitian Kuantitatif Kualitatif & RND*. Bandung : Alfabeta
- Tony Wijaya, 2011, *Manajemen Kualitas Jasa*, Cetakan ke-1, Kembangan-Jakarta Barat: PT.Indeks