

Customer Satisfaction Mediates Green Marketing And Brand Image on Customer Purchasing Decisions at Kfc Ahmad Yani Padang

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Article Info	Abstract
Received : 2023-08-09 Accepted : 2023-10-02 Published : 2024-01-15	This study aims to determine how much influence green marketing and brand image have on customer purchasing decisions through customer satisfaction as an intervening variable at KFC Ahmad Yani Padang. This study consists of two independent variables, namely green marketing and brand image as well as one variable of customer purchasing decisions and the intervening variable of customer satisfaction. The analysis method used is path analysis. The data collection method in this study was to use a questionnaire filled out by respondents, namely KFC Ahmad Yani Padang customers. The results of this study indicate that there is no significant effect of green marketing on customer satisfaction at KFC Ahmad Yani Padang, but brand image has a positive and significant effect on decisions and purchases. Simultaneously Green Marketing and Brand Image influence consumer purchasing decisions where brand image is the most dominant factor.
Key words: green marketing; brand image; customer satisfaction; purchase decision	

INTRODUCTION

In the current era of globalization, the development of the business world is accelerating, creating opportunities and challenges. This is followed by a fast-paced human lifestyle, causing people to want goods and food in an instant way. Currently, the level of people's busyness in meeting their needs is getting higher, causing people to put aside health by consuming foods that do not meet a healthy lifestyle.

According to Harwani and Fauziyah (2020), the majority of Indonesians apparently prefer to visit fast food outlets compared to other types of restaurants when they want to eat outside the home. In fact, consumers are the main determining factor for the sustainability of a company. Therefore, companies must really be able to know what consumers want and be able to realize it. Fast food restaurants are the right choice in the midst of the economic situation and population growth in Indonesia. This growth indicates that fast food restaurants have the potential to continue to grow, especially in Indonesia.

One of the largest fast food restaurant companies that occupy No. 1 Indonesia is PT Fast Food Indonesia, Tbk with a total of 734 outlets spread throughout Indonesia, the second position is held by Hoka-Hoka Bento, and the third position is held by CFC, with a total of 676 outlets and 434 outlets respectively. Of the several fast food restaurant rankings, it turns out that Burger King is only able to be in 10th position with a total of 98 outlets spread throughout Indonesia. This shows the high growth of fast food restaurant market share in Indonesia.

KFC was first established in Indonesia in October 1979 on Jalan Melawai Raya number 78-79, South Jakarta. KFC received a positive response from almost all segments of society, both the old and the young, so PT Fastfood Indonesia Tbk, as the only franchisee in Indonesia, began to expand its wings. This is evidenced by the existence of 514 outlets spread throughout Indonesia. 129 manufacturing companies experiencing financial distress in Riau province were selected as samples using purposive sampling method. The data were analyzed using multiple linear regression. The results show that the current ratio affects financial distress. The debt to equity ratio affects financial distress. Return on assets affects financial distress (Volta, 2020)

KFC is in the first position based on the top brand award, but every year the performance level of KFC's top brand index (TBI) fluctuates and is almost inferior to its competitor, McDonald's, which is in second place. In 2018, KFC's top brand index was 42.7%; in 2019, KFC's top brand index was 26.2%; in 2020, KFC's top brand index was 26.7; and in 2021, KFC's top brand index was 26.2. In addition, KFC's top brand award also experienced a decline in the 2021 top brand index (TBI) performance of 26.2% compared to the previous year's 2020 top brand index (TBI) performance of 23.9%. The decline in KFC's top brand index (TBI) performance was 0.2% (www.databoks.katadata.co.id). The problems that occur at KFC in consumer purchasing decisions can be seen from the sales volume.

Over time, KFC's reputation and performance unfortunately experienced a significant decline from the beginning of 2020 to the first quarter of 2021. PT Fast Food Indonesia Tbk (FAST) recorded a net loss in the first quarter of 2021 of IDR 61.47 billion from the same period in 2020, which recorded a net profit of IDR 5.41 billion. The decline in net profit was due to a decrease in the company's revenue to IDR 1.08 trillion, down 28.66% from revenue in the first quarter of 2020 of IDR 1.52 trillion. As of the end of the first quarter (March 31, 2021), the company had 14,604 permanent employees, down 631 employees from the end of last year which amounted to 15,235 employees. Looking back, the trend of cutting the number of employees carried out by the company is not new, at the end of September 2020, the company had 16,075 permanent employees, a decrease of 893 people compared to December 31, 2019 with 16,968 permanent employees. In other words, in less than a year and a half, the company has cut 2,364 employees. One of the reasons for cutting the number of employees is because the number of sales outlets has also been cut from a total of 738 outlets at the end of December 2020. The number of restaurant outlets is now 730, a reduction of 8 outlets. The company's assets have depreciated by 6.18% from the initial position at the end of last year of IDR 3.72 trillion to IDR 3.49 trillion (Ahjan et al., 2022).

By looking at the phenomena that occur above, the thing that Kentucky Fried Chicken (KFC) does is that it must be able to pay attention to marketing activities so that it is expected to influence consumer purchasing decisions. Purchasing decisions made by customers involve customer confidence in a product, so that there is confidence in the correctness of the actions taken. The more technological developments are integrated into social life and thus also into the business competition process, the greater the importance of consumer protection becomes, because the use of disruptive technologies, for example artificial intelligence, can shift the balance between providers and consumers in favour of economically strong providers (Stefan, 2021)

From a variety of consumer choices, now the purchase determination is not only influenced by internal factors but also external factors. This will have an impact on the consumer buying process. If the product performance matches consumer expectations, consumers will feel satisfied, and vice versa consumers will feel dissatisfied if expectations are different from reality. This will have an impact on market share (Sholikah, 2021).

One of the KFC outlets that has experienced fluctuations in sales volume is KFC Ahmad Yani Padang, which is caused by low consumer purchasing decisions. The problems that occur can be seen in the sales volume of KFC Ahmad Yani Padang Padang in 2019-2021.

Table 1.1: Sales Volume of KFC Ahmad Yani Padang in 2021

Month	2019		2020		2021	
	Sales Volume	Percentage	Sales Volume	Percentage	Sales Volume	Percentage
January	IDR 1,652,502,978		IDR 1,568,580,905		IDR 1,081,743,830	
February	IDR 1,467,826,026	-11,18%	IDR 1,417,713,755	-9,62%	IDR 914,139,304	-15,49%
March	IDR 1,792,550,275	22,12%	IDR 1,344,121,518	-5,19%	IDR 1,088,172,827	19,04%
April	IDR 1,731,255,843	-3,42%	IDR 870,856,572	-35,21%	IDR 1,070,099,566	-1,66%
May	IDR 1,685,345,104	-2,65%	IDR 1,284,980,037	47,55%	IDR 1,546,789,420	44,55%
June	IDR 2,362,078,695	40,15%	IDR 1,196,551,571	-6,88%	IDR 1,179,475,418	-23,75%
July	IDR 1,828,885,413	-22,57%	IDR 1,164,822,301	-2,65%	IDR 1,020,119,951	-13,51%

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August	IDR 1,500,521,073	-17,95%	IDR 1,183,215,343	1,58%	IDR 1,043,925,303	2,33%
September	IDR 1,530,396,945	1,99%	IDR 1,061,732,855	-10,27%	IDR 1,090,408,429	4,45%
October	IDR 1,466,960,010	-4,15%	IDR 1,242,716,074	17,05%	IDR 1,280,063,640	17,39%
November	IDR 1,414,672,401	-3,56%	IDR 1,141,084,633	-8,18%	IDR 1,189,114,924	-7,11%
December	IDR 1,656,979,240	17,13%	IDR 1,259,533,904	10,38%	IDR 1,408,743,471	18,47%

Source: KFC Ahmad Yani Padang Padang, 2022

Based on in table 1.1 above, it can be seen that the percentage of sales volume from 2019 to 2020 has fluctuated every year, this fluctuation is due to low purchasing decisions at KFC Ahmad Yani Padang, where customers make more purchases at other fast food places with similar fast food, where in 2019 in January KFC Ahmad Yani Padang had a sales volume of Rp. 1,652,502,978, then followed by February of Rp. 1,467,826,026 with a percentage of sales volume of -11.18%. 1,652,502,978, then followed in February by Rp. 1,467,826,026 with a percentage of sales volume of -11.18%. This sales volume fluctuation also occurred in 2020, where in January, KFC Ahmad Yani Padang had a sales volume of IDR 1,568,580,905, followed by February of IDR 1,417,713,755 with a sales volume percentage of -9.62%. Likewise in 2021 where in January KFC Ahmad Yani Padang had a sales volume of IDR 1,081,743,830, followed by February of IDR 914,139,304 with a percentage of sales volume of 19.04%.

The fluctuation in sales volume of KFC Ahmad Yani Padang is due to the low purchasing power of consumers to make purchases at KFC Ahmad Yani Padang. One of the causes of this decline is due to the large number of fast food restaurants in Padang City that sell food similar to KFC but at a lower price, resulting in consumers being less interested in KFC in Padang City. There are several factors that can cause low customer purchasing decisions, one of which is green marketing, brand image, and customer satisfaction,

Currently, KFC Ahmad Yani Padang has implemented green marketing, increasingly aggressively implementing green brand marketing strategies. Now KFC Ahmad Yani Padang no longer provides straws because of its focus on contributing to the environment. In addition to suppressing plastic straws, KFC Ahmad Yani Padang also directly suppresses the use of glass lids which are also made of plastic. However, the green marketing program carried out by KFC Ahmad Yani Padang is not yet optimal because there are still many people who are not familiar with this Green Action program.

The results of research conducted by Sorongan et al. (2022) show that green marketing has a positive and significant effect on purchasing decisions. The results of the same research conducted by Yulianto et al. (2022) show that green marketing has a positive and significant effect on purchasing decisions.

Based on observations made, there is a growing issue in the community indicating that the decline in purchasing decisions at KFC is caused by the circulating issue that KFC Indonesia outlets use ingredients containing lard on the burger menu. Regarding KFC Indonesia outlets using ingredients containing lard, it is widely circulated on social media (Facebook and WhatsApp chain messages). The ingredients are soy sauce and mayonnaise. The message contained an invitation to Muslims to boycott KFC for using lard for a long time. The intended menu for using pork oil is the burger menu (Bramasta, 2021). However, the news is only hoax news spread by someone to bring down KFC, which of course makes KFC's brand image tarnished by the public.

The results of research conducted by Dewi and Indiani (2022) show that brand image has a positive and significant effect on purchasing decisions. The same research results conducted by Zagoto and Taryo (2022) show that brand image has a positive and significant effect on purchasing decisions. In terms of customer satisfaction based on observations, it was found that there were complaints from consumers of KFC Ahmad Yani Padang, where a consumer placed a telephone order for home delivery with an agreement at twelve o'clock at night the order would arrive at the consumer's house, but in reality the order arrived at five in the morning. This condition makes consumers disappointed with the service provided and feel

disadvantaged because they have to wait almost five hours. As a result, consumers feel that the quality of service in fast food restaurants is low, in addition to other problems such as unfriendly staff serving consumers, insufficient order quantities, and incomplete or incorrect order conditions.

The results of research conducted by Chania et al. (2022) show that customer satisfaction has a positive and significant effect on purchasing decisions. The results of the same research conducted by Baehaqi (2022) show that customer satisfaction has a positive and significant effect on purchasing decisions.

Hypothesis Development

Based on the framework and problem formulation described above, the following hypothesis can be formulated:

The Effect of Green Marketing on Customer Satisfaction

This happens because the fulfillment of human needs and desires has the potential to have a positive impact on the natural environment. In addition, it is also a way to show how marketing activities can make consumers satisfied with the best material utilization of limited resources and meet company goals.

The results of research conducted by Astuti et al. (2021) show that green marketing has a positive and significant effect on customer satisfaction, while research conducted by Yahya (2022) shows that green marketing has no effect on customer satisfaction.

H₁ : Green marketing has a positive and significant effect on customer satisfaction.

The Effect of Brand Image on Customer Satisfaction

The results of research conducted by Isyanto (2022) show that brand image has a positive and significant effect on customer satisfaction, while research conducted by Hernikasari et al. (2022) shows that brand image has no effect on customer satisfaction.

H₂ : Brand image has a positive and significant effect on customer satisfaction.

The Effect of Green Marketing on Purchasing Decisions

According to Ramanakumbar (2021), green marketing is an activity carried out by companies that care about the environment or green issues by providing environmentally friendly goods or services to create consumer and community satisfaction. Other definitions of green marketing put forward by marketing experts include social marketing, ecological marketing, and environmental marketing.

The results of research conducted by Sorongan et al. (2022) show that green marketing has a positive and significant effect on purchasing decisions, while research conducted by Yulianto et al. (2022) shows that green marketing has no effect on purchasing decisions.

H₃ : Green marketing has a positive and significant effect on purchasing decisions.

The Effect of Brand Image on Purchasing Decisions

According to Keller and Keller (2017), the definition of brand image is the way people perceive brands. In order for the brand image to be embedded in the minds of consumers, marketers must demonstrate brand identity through available communication suggestions and brand contacts. Brand image is the public's perception of the company or its products. This can be realized because the image is perceived homogeneously in every human head or vice versa, where each person has a different perception, so that if the homogeneous perception results in a positive image, it will greatly benefit the company.

The results of research conducted by Dewi and Indiani (2022) show that brand image has a positive and significant effect on purchasing decisions, while research conducted by Zagoto and Taryo (2022) shows that brand image has no effect on purchasing decisions.

H₄ : Brand image has a positive and significant effect on purchasing decisions.

The Effect of Customer Satisfaction on Purchasing Decisions

According to Sunyoto (2019), customer satisfaction is the level of a person's feelings after comparing the perceived performance or results compared to his expectations. So the level of customer satisfaction is a function of the difference between perceived performance and expectations. Customers can experience one of three general levels of satisfaction. If performance is below expectations, the customer will feel dissatisfied. If performance matches expectations, the customer will be satisfied; if performance exceeds expectations, the customer will be very satisfied and happy.

The results of research conducted by Chania et al. (2022) show that customer satisfaction has a positive and significant effect on purchasing decisions, while research conducted by Baehaqi (2022) shows that customer satisfaction has no effect on purchasing decisions.

H₅ : Consumer loyalty has a positive and significant effect on purchasing decisions.

The Effect of Green Marketing on Purchasing Decisions Through Customer Satisfaction as an Intervening Variable

According to Tanjung et al. (2019), customer satisfaction is an important concept in marketing and customer research. Satisfaction is perhaps most easily understood as an evaluation of the surprises inherent in the experience of product acquisition or consumption.

The results of research conducted by Cesariana et al. (2022) show that green marketing has a positive and significant effect on purchasing decisions through customer satisfaction, while research conducted by Chania et al. (2022) shows that green marketing has no effect on purchasing decisions through customer satisfaction.

H₆ : Green marketing has a positive and significant effect on purchasing decisions through customer satisfaction.

The Effect of Brand Image on Purchasing Decisions Through Customer Satisfaction as an Intervening Variable

According to Kotler and Armstrong (2018), customer satisfaction is a feeling of pleasure or disappointment that arises after comparing product performance (or results) to expected performance (or results). Customer satisfaction is an important concept in marketing and customer research. Basically, satisfaction is a summary of the psychological state created when the emotions surrounding inappropriate expectations are multiplied by the feelings formed within the customer about the consumptive experience.

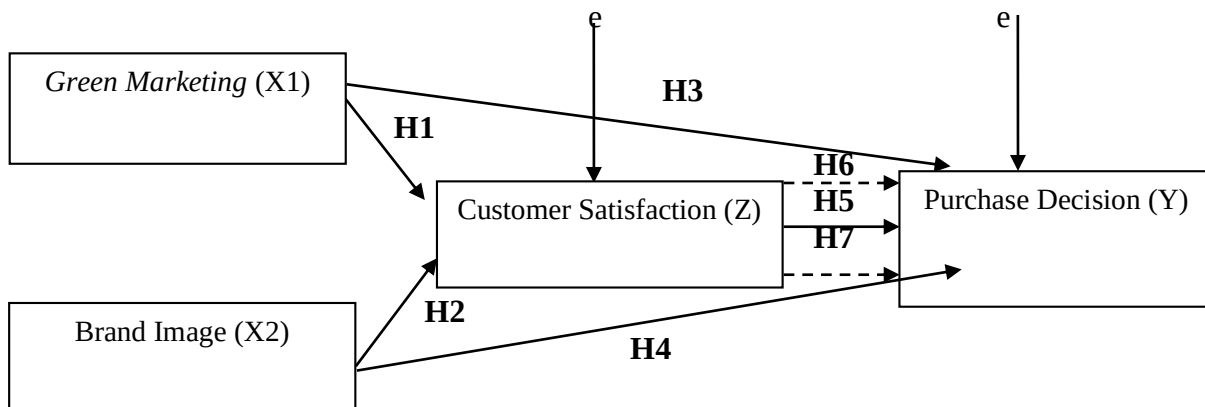
The results of research conducted by Baehaqi (2022) show that brand image has a positive and significant effect on purchasing decisions through customer satisfaction, while research conducted by Albi (2022) shows that brand image has no effect on purchasing decisions through customer satisfaction.

H₇ : Brand image has a positive and significant effect on purchasing decisions through customer satisfaction.

Conceptual Framework

From the formulation of the problem and the theoretical basis above, it can be said that there is an influence of the independent variables of green marketing and brand image on purchasing decisions as the dependent variable, while customer satisfaction is the intervening variable:

Figure 1.1: Framework



METHODS

In this study using quantitative methods with a descriptive approach, according to Sugiyono (2019), quantitative methods are based on the philosophy of positivism and are used to research on certain populations and samples; sampling techniques are generally carried out randomly; data collection using research instruments; and data analysis is quantitative / statistical with the aim of testing predetermined hypotheses. The population in this study were all customers of KFC Ahmad Yani Padang. The population in this study used unknown population, which is not known with certainty, to determine the number of samples (Sugiyono, 2019). Referring to the minimum number of samples that must be taken, the existing indicators are 15 multiplied by 5, so that the number of respondents taken is 75 people. Then the method used in this research is nonprobability, which Nonprobability sampling is a sampling technique that does not provide equal opportunities / opportunities for each element or member of the population to be selected as a sample. Then this sampling technique uses purposive sampling, which is a sampling technique carried out with certain considerations (Sugiyono, 2019). The criteria used are KFC Ahmad Yani Padang customers who make purchases more than 2 times.

The formula used to determine the number of samples to be taken is

Sample Size = Number of Indicators multiplied by (x) 5-10

Sample Size = Number of Indicators (15 x 5) = 75

Research hypothesis testing was carried out with a Structural Equation Model (SEM) approach based on Partial Least Squares (PLS). PLS is a structural equation model (SEM) based on components or variants. Structural equation modeling (SEM) is one of the fields of statistical study that can test a series of relationships that are relatively difficult to measure simultaneously (Hair et al., 2020). According to Ghazali (2020), the Partial Least Square (PLS) based Structural Equation Model (SEM) is an alternative approach that shifts from a covariance-based SEM approach to a variant-based approach. Covariance-based SEM generally tests causality or theory, while PLS is more of a predictive model. However, there are differences between covariance-based SEM and component-based PLS in the use of structural equation models to test theories or develop theories for predictive purposes. The path analysis that will be used in this study is the Structural Equation Model (SEM) partial least squares (PLS) using Smart PLS 3.3 software.

RESULTS AND DISCUSSION

External Model Testing (Measurement Model)

This research model will be analyzed using the Partial Least Square (PLS) method and assisted by SmartPLS 3.0 software. PLS is an alternative Structural Equation Modeling (SEM) method that can be used to overcome problems in the relationship between very complex variables, but the number of data samples is small (75-100 samples) and has non-parametric assumptions, meaning that the data does not refer to one particular distribution.

Covergent Validity Test Results

Each indicator of the research variable has many outer loading values > 0.60 , so it can be concluded that the above statements are declared feasible or valid for research use and can be used for further analysis.

Discriminant Validity Test Results

The correlation value of the construct with its indicator is greater than the correlation value with other constructs. Thus, all constructs or latent variables have good discriminant validity, which is good at composing their respective variables.

Average Variance Extrated (AVE) Test Results

Table 1.2: Results of Average Extracted Variance (AVE)

	Average Variance Extracted (AVE)
Brand Image (X2)	0,515
Green Marketing (X1)	0,606
Customer Satisfaction (Z)	0,638
Purchase Decision (Y)	0,538

Source: Output Data, (2022)

Based on the table above, it can be seen that all the constructs or variables above meet the criteria for good validity. This is indicated by the Average Variance Extracted (AVE) value above 0.50 as the recommended criterion. And thus, it can be stated that each variable has good discriminant validity.

Reliability Test Results or Construct Reliability

Table 1.3: Compost Reliability Results

	Cronbach's Alpha	rho_A	Composite Reliability	Information
Brand Image (X2)	0,883	0,889	0,905	Reliable
Green Marketing (X1)	0,869	0,875	0,902	Reliable
Customer Satisfaction (Z)	0,857	0,859	0,898	Reliable
Purchase Decision (Y)	0,891	0,896	0,912	Reliable

Source: Output Data, (2022)

Based on the table above, it can be seen that the composite reliability and Cronbach's alpha values are above 0.75, so it can be concluded that the construct has good reliability and has a high level of reliability, so it is in accordance with the required minimum value limit. Then, when viewed from the composite reliability value, it is almost close to one (1), which means that the questionnaire used is reliable with a reliability coefficient level ranging from 0.8 to 1.0, which indicates that all variables used have a high reliability coefficient. For rho_A, it has a value greater than > 0.7 , indicating that the four latent variables have met the specified criteria so

that it can be explained that these latent variables have good reliability as measuring instruments.

Inner Model Testing (Structural Model)

Analysis of Variance Test Results (R^2) or R Square

Analysis of Variance (R^2) is used to determine the effect of the independent variable on the dependent variable. The coefficient of determination can be seen in table 1.8 below:

Table 1.4: R-Square Test Results

	R-Square	Adjusted R-Square
Customer Satisfaction (Z)	0,482	0,468
Purchase Decision (Y)	0,648	0,633

Source: Output Data, (2022)

Based on the table above, it can be seen that the R-square value for the purchasing decision variable is 0.648, which means that the effect of green marketing variables, brand image, and customer satisfaction on purchasing decisions is 64.8%, while the remaining 35.2% is explained by other variables outside this study. Then the R-square value for the customer satisfaction variable is 0.482, which means that 48.2% of the customer satisfaction variable is influenced by the green marketing and brand image variables, while the remaining 51.8% is influenced by other variables outside this study.

Hypothesis Test Results

Table 1.5: Hypothesis Test Results

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T statistic (O/STDEV)	P-value
Brand Image (X2) -> Customer Satisfaction (Z)	0,166	0,179	0,105	1,584	0,114
Brand Image (X2) -> Purchase Decision (Y)	0,315	0,323	0,102	3,100	0,002
Green Marketing (X1) -> Customer Satisfaction (Z)	0,599	0,593	0,083	7,184	0,000
Green Marketing (X1) -> Purchase Decision (Y)	0,351	0,356	0,093	3,762	0,000
Customer Satisfaction (Z) -> Purchase Decision (Y)	0,299	0,291	0,128	2,341	0,020

Source: Output Data, (2022)

Based on the table above, the following hypothesis can be drawn:

1. The effect of Green marketing (X_1) on customer satisfaction (Z)

From table 1.9 above, it can be seen that the original sample value is 0.599 with a t-statistic value greater than 1.96 or (7.184 > t-table 1.96) with a p-value smaller than alpha (0.000 < 0.05), it can be obtained that H_0 is rejected and H_a is accepted. The results showed that green marketing has a significant effect on customer satisfaction.

2. The effect of brand image (X_2) on customer satisfaction (Z)

From table 1.9 above, it can be seen that the original sample value is 0.166 with a t-statistic value smaller than 1.96 or (1.584 < t-table 1.96) with a p-value greater than alpha (0.144 > 0.05), it can be obtained that H_0 is accepted and H_a is rejected. The results showed that brand image has no significant effect on customer satisfaction.

3. The effect of green marketing (X1) on purchasing decisions (Y)

From table 1.9 above, it can be seen that the original sample value is 0.351 with a calculated t value greater than 1.96 or $(3.762 > t \text{ table } 1.96)$ with a p-value smaller than alpha $(0.000 < 0.05)$, it can be obtained that H_0 is rejected and H_a is accepted. The results showed that green marketing has no significant effect on purchasing decisions.

4. The effect of brand image (X2) on purchasing decisions (Y)

From table 1.9 above, it can be seen that the original sample value is 0.315 with a calculated t value greater than 1.96 or $(3.100 > t \text{ table } 1.96)$ with a p-value smaller than alpha $(0.002 < 0.05)$, it can be obtained that H_0 is rejected and H_a is accepted. The results showed that brand image has a significant effect on purchasing decisions.

5. The effect of customer satisfaction (Z) on purchasing decisions (Y)

From table 1.9 above, it can be seen that the original sample value is 0.299 with a t-statistic value greater than 1.96 or $(2.341 > t \text{ table } 1.96)$ with a p-value smaller than alpha $(0.020 < 0.05)$, it can be obtained that H_0 is rejected and H_a is accepted. The results showed that customer satisfaction has a significant effect on purchasing decisions.

Table 1.6: Indirect Effect

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T statistic (O/STDEV)	P-value
Brand Image (X2) -> Customer Satisfaction (Z) -> Purchase Decision (Y)	0,050	0,049	0,036	1,361	0,174
Green Marketing (X1) -> Customer Satisfaction (Z) -> Purchase Decision (Y)	0,179	0,177	0,087	2,059	0,040

Source: Output Data, (2022)

Based on the table above, the following hypothesis can be drawn:

6. The effect of Green marketing on purchasing decisions through customer satisfaction as an intervening variable

From table 1.10 above, it can be seen that the original sample value is 0.170 with a calculated t value greater than 1.96 or $(2.059 > t \text{ table } 1.96)$ with a p-value smaller than alpha $(0.040 < 0.05)$, it can be obtained that H_0 is rejected and H_a is accepted. The results showed that customer satisfaction can mediate the effect of green marketing on purchasing decisions.

7. The effect of brand image on purchasing decisions through customer satisfaction as an intervening variable

From table 1.10 above, it can be seen that the original sample value is 0.050 with a t-statistic value smaller than 1.96 or $(1.361 < t \text{ table } 1.96)$ with a p-value greater than alpha $(0.174 > 0.05)$. It can be obtained that H_0 is accepted and H_a is rejected. The results showed that customer satisfaction cannot mediate the effect of brand image on purchasing decisions.

Table 1.11: Hypothesis Testing Results

Hypothesis	Statement	Probability Value	Significance Level	Results
H ₁	It is suspected that green marketing affects customer satisfaction at KFC Ahmad Yani Padang.	0,114	0,05	Rejected
H ₂	It is suspected that green marketing affects purchasing	0,000	0,05	Accepted

	decisions at KFC Ahmad Yani Padang.			
H ₃	It is suspected that brand image affects customer satisfaction at KFC Ahmad Yani Padang.	0,002	0,05	Accepted
H ₄	It is suspected that brand image has no effect on purchasing decisions at KFC Ahmad Yani Padang.	0,000	0,05	Accepted
H ₅	It is suspected that customer satisfaction affects purchasing decisions at KFC Ahmad Yani Padang.	0,020	0,05	Accepted
H ₆	It is suspected that green marketing affects purchasing decisions through customer satisfaction at KFC Ahmad Yani Padang.	0,040	0,05	Accepted
H ₇	It is suspected that the influence of brand image affects purchasing decisions through customer satisfaction at KFC Ahmad Yani Padang.	0,174	0,05	Rejected

DISCUSSION

Based on the results of the research that has been conducted, the author can implement the following:

1. The effect of green marketing on customer satisfaction

There is a significant influence between green marketing on customer satisfaction at KFC Ahmad Yani Padang. Where it can be seen that the original sample value is 0.599 with a calculated t value greater than 1.96 or ($7.184 > t \text{ table } 1.96$) with a p-value smaller than alpha ($0.000 < 0.05$), it can be obtained H₀ rejected and H_a accepted.

The results of research conducted by Astuti et al. (2021) show that green marketing has a positive and significant effect on customer satisfaction, while research conducted by Yahya (2022) shows that green marketing has no effect on customer satisfaction.

2. The Effect of Brand Image on Customer Satisfaction

There is an influence of brand image on customer satisfaction at KFC Ahmad Yani Padang. Where it can be seen that the original sample value is 0.166 with a t-statistic value smaller than 1.96 or ($1.584 < t \text{ table } 1.96$) with a p-value greater than alpha ($0.144 > 0.05$), it can be obtained that H₀ is accepted and H_a is rejected. Brand image can be an added value for products, both in the form of services and goods. This added value is very beneficial for companies and producers, therefore companies try to continue to introduce their brands from time to time, especially to consumers who become their market.

The results of research conducted by Isyanto (2022) show that brand image has a positive and significant effect on customer satisfaction, while research conducted by Hernikasari et al. (2022) shows that brand image has no effect on customer satisfaction.

3. The Effect of Green Marketing on Purchasing Decisions

There is a positive and significant influence of green marketing on purchasing decisions at KFC Ahmad Yani Padang. Where it can be seen that the original sample value is 0.351 with a calculated t value greater than 1.96 or $(3.762 > t \text{ table } 1.96)$ with a p-value smaller than alpha $(0.000 < 0.05)$, it can be obtained H_0 rejected and H_a accepted. According to Ramanakumbar (2021), green marketing is an activity carried out by companies that care about the environment or green issues by providing environmentally friendly goods or services to create consumer and community satisfaction. Other definitions of green marketing put forward by marketing experts include social marketing, ecological marketing, and environmental marketing.

The results of research conducted by Sorongan et al. (2022) show that green marketing has a positive and significant effect on purchasing decisions, while research conducted by Yulianto et al. (2022) shows that green marketing has no effect on purchasing decisions.

4. The Effect of Brand Image on Purchasing Decisions

There is a positive and significant influence of brand image on purchasing decisions at KFC Ahmad Yani Padang. Where it can be seen that the original sample value is 0.315 with a calculated t value greater than 1.96 or $(3.100 > t \text{ table } 1.96)$ with a p-value smaller than alpha $(0.002 < 0.05)$, it can be obtained H_0 rejected and H_a accepted. According to Keller and Keller (2017) the definition of brand image is the way people actually perceive brands. In order for the brand image to be embedded in the minds of consumers, marketers must demonstrate brand identity through available communication suggestions and brand contacts.

The results of research conducted by Dewi and Indiani (2022) show that brand image has a positive and significant effect on purchasing decisions, while research conducted by Zagoto and Taryo (2022) shows that brand image has no effect on purchasing decisions.

5. The Effect of Customer Satisfaction on Purchasing Decisions

There is a positive and significant influence of brand image on purchasing decisions at KFC Ahmad Yani Padang. Where it can be seen that the original sample value is 0.299 with a calculated t value greater than 1.96 or $(2.341 > t \text{ table } 1.96)$ with a p-value smaller than alpha $(0.020 < 0.05)$, it can be obtained H_0 rejected and H_a accepted. According to Sunyoto (2019), customer satisfaction is the level of a person's feelings after comparing the perceived performance or results compared to his expectations.

The results of research conducted by Chania et al. (2022) show that customer satisfaction has a positive and significant effect on purchasing decisions, while research conducted by Baehaqi (2022) shows that customer satisfaction has no effect on purchasing decisions.

6. The Effect of Green Marketing on Purchasing Decisions Through Customer Satisfaction

There is an influence of green marketing on purchasing decisions through customer satisfaction at KFC Ahmad Yani Padang. Where it can be seen that the original sample value is 0.170 with a t-statistic value greater than 1.96 or $(2.059 > t \text{ table } 1.96)$ with a p-value smaller than alpha $(0.040 < 0.05)$, it can be obtained that H_0 is rejected and H_a is accepted. The results showed that customer satisfaction can mediate the effect of green marketing on purchasing decisions. According to Tanjung et al. (2019), customer satisfaction is an important concept in marketing and customer research. Satisfaction is perhaps easiest to understand if it is described as an evaluation of the surprises inherent in the product acquisition or consumption experience.

The results of research conducted by Cesariana et al. (2022) show that green marketing has a positive and significant effect on purchasing decisions through customer satisfaction, while research conducted by Chania et al. (2022) shows that green marketing has no effect on purchasing decisions through customer satisfaction.

7. The Effect of Brand Image on Purchasing Decisions Through Customer Satisfaction

There is an influence of brand image on purchasing decisions through customer satisfaction at KFC Ahmad Yani Padang. Where the original sample value is 0.050 with a t-statistic value smaller than 1.96 or ($1.361 < t\text{-table } 1.96$) with a p-value greater than alpha ($0.174 > 0.05$), it can be determined that H_0 is accepted and H_a is rejected. The results showed that customer satisfaction cannot mediate the effect of brand image on purchasing decisions. According to Kotler and Armstrong (2018) customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (or results) of the product against the expected performance (or results).

The results of research conducted by Baehaqi (2022) show that brand image has a positive and significant effect on purchasing decisions through customer satisfaction, while research conducted by Albi (2022) shows that brand image has no effect on purchasing decisions through customer satisfaction.

CONCLUSION AND SUGGESTIONS

CONCLUSION

Based on the results of the discussion, several conclusions can be drawn that there is no significant influence between green marketing on customer satisfaction at KFC Ahmad Yani Padang. However, there is a significant influence between brand image on customer satisfaction at KFC Ahmad Yani Padang.

Green Marketing, Brand Image and customer satisfaction have a positive and significant effect on purchasing decisions at KFC Ahmad Yani Padang. The results of this study indicate that Green Marketing, Brand Image, Good company customer satisfaction will encourage consumers to increase purchasing decisions for a product will be higher, and vice versa the weaker the Green Marketing, Brand Image and customer satisfaction of a product, the potential for a purchase decision by consumers will easily decrease. Customer satisfaction is able to mediate the influence of green marketing on purchasing decisions.

The results of this study indicate that if Green Marketing, Brand Image and customer satisfaction owned by a product or service are getting better, it can affect Green Marketing, Brand Image and customer satisfaction in deciding to purchase a product. Customer satisfaction cannot mediate the effect of communication on purchasing decisions at KFC Ahmad Yani Padang.

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