

The Effect of Green Product, Perceived Quality, and Health Awareness on Purchase Interest in Impiana Private Villas Seminyak Restaurant

I Made Sukarmajaya ^{1*}, Gede Ginaya ², Ni Nyoman Mastiani Nadra ³

¹ Study Programme of Tourism Business Management, Department of Tourism, Politeknik Negeri Bali

² Study Programme of Tourism Business Management, Department of Tourism, Politeknik Negeri Bali

³ Study Programme of Tourism Business Management, Department of Tourism, Politeknik Negeri Bali

*Corresponding Author: sukarmajaya@gmail.com

Abstract: Buying interest is related to consumer plans to buy certain products and how many units of product are needed in a certain period. The formulation of the problem and the purpose of this study was to determine the effect of green products, perceived quality, and health awareness on buying interest. The research was conducted at Impiana Private Villas Seminyak Restaurant. The population of this research is all visitors at Impiana Private Villas Seminyak in 2021, as many as 90 people. Therefore, the sample in the study was 90 people. The data collection methods were observation, interviews, questionnaires, and literature study. The data analysis techniques used are Validity, Reliability, Classical Assumptions, Multiple Linear Regression, Coefficient of Determination, t-test, and F-test. The research results are: (1) green products, perceived quality, and health awareness have a positive and significant effect on buying interest, where the calculated f value is 81.281, and the significance value is 0.000. (2) green product has a positive and significant effect on buying interest, where the t-count value is 4.160, and the significance value is 0.000. (3) perceived quality has a positive and significant effect on buying interest, where the t-count value is 3.219, and the significance value is 0.002. (4) health awareness has a positive and significant effect on buying interest, where the t-count value is 4.279, and the significance value is 0.000. (5) green products, perceived quality, and health awareness affect buying interest by 73%.

Keywords: buying interest, green product, health awareness, perceived quality

History Article: Submitted October 2022

Introduction

The rapid growth of the world economy has led to the use of natural resources that exceed reasonable limits, resulting in environmental changes. Changes are commonly known as Global Warming, and one phenomenon that occurs in it is the Green House Effect. In Indonesia, the industrial sector is the main sector that uses fossil fuel energy, so it is the largest contributor to carbon emissions in forming the Greenhouse Effect (Leonardo, 2014). Over time, people realized that world economic growth would harm the environment and society. Therefore, companies from various sectors are trying to develop products and processes that can reduce the industry's negative impact on the environment (Schubert et al., 2010). Freeman (2011) explained that the operations of the industrial sector, including the hospitality sector, which involves hotels and restaurants, impact the environment. The clearing of new land for the establishment of restaurant business premises, the use of hazardous chemicals, and carelessness in handling resources by restaurants of villas in Indonesia, including in Bali. In 2021, the Central Statistics Agency stated that in Bali, there were 19,850 newly established villas and the like (BPS Province of Bali, 2021). A large number of consumers consider staying. These considerations will have an impact on consumer buying interest to stay. Interest is the tendency of an individual to be attracted to like an object. According to Yamit (2013), consumer buying interest is a post-purchase evaluation or evaluation result after comparing what is felt with his expectations. While Durianto (2013), buying interest is related to consumer plans to buy certain products and how many units of product are needed in a certain period.

One of the villas in Bali is Impiana Private Villas Seminyak, located in the Seminyak area, Kuta, precisely on Jl. Kunti I No.118X, Seminyak, Kuta, Badung Regency. Impiana Private Villas Seminyak features a restaurant as the hallmark. To increase consumer buying interest in Impiana Private Villas Seminyak Restaurant, consumers must consider several factors, namely green products, perceived quality, and health awareness. Green products are one of the factors that influence buying interest. According to Handayani (2017), a green

product is a product that is designed and in the environment in a way to reduce environmental effects in production, distribution, and consumption. Sofhan (quoted from Putra, 2021) stated that green products have dimensions, i.e., labels, packaging, and product perceptions. A product with a green product dimension is not described in the environment in the production, distribution, and consumption process. Research conducted by Atmondo (2019) and Choirah (2020) shows that the green product variable positively and significantly affects buying interest. The next factor that also influences buying interest is perceived quality. Perceived quality is defined by Zeithaml (2013) as a consumer's assessment (perception) of the superiority of a product as a whole. High Perceived Quality indicates that consumers have

Determine the differences and advantages of the product with similar products after going through a long time. Perceived quality can be useful for brands in various ways, such as being a step to strengthen existence, being the basis for consumers to pay premium prices, and being a stimulus to attract consumer interest. Furthermore, it is a step toward strengthening differentiation. Finally, this can also be a reason for consumers to purchase. Based on research conducted by Rooney et al. (2019) and Trifyanto (2001) shows the study's results that the perceived quality variable has a positive and significant effect on buying interest. Humans make various efforts to realize a healthy life (Wijaya, 2016). Health awareness is the conscious mind of each individual who knows the importance of their health and the things that can damage them. Muammar (2015) states that health awareness is an individual's awareness of his physical health condition, such as a healthy lifestyle, daily activities, and individual routines in monitoring his health condition.

Methodology

This research is located at Impiana Private Villas Seminyak Restaurant in the Seminyak area, Kuta, precisely on Jl. Kunti I No.118X, Seminyak, Kuta, Badung Regency, Bali. Data collection is carried out at the Food and Beverage Department, especially at the Impiana Private Villas Seminyak Restaurant. The independent variables in this study are green product (X_1), perceived quality (X_2), and health awareness (X_3). The dependent variable in this study is buying interest (Y). In this study, the population is all visitors at Impiana Private Villas Seminyak in 2021, as many as 90 people. The sampling method used in this study is a saturated sampling technique. Thus the sample size of this study amounted to 90 people. In this study, the authors used data collection methods consisting of 3 ways: observation, distributing questionnaires, and studying documentation. The data analysis technique in this study will begin with testing the validity and reliability of the list of questions used in the questionnaire. Furthermore, descriptive statistics describe the data as information that is clearer and easier to understand. Classical assumptions are used before the multiple linear regression model is used to test the hypothesis. It consists of a normality test, a multicollinearity assumption test, and a heteroscedasticity test. The analytical tool used is multiple linear regression analysis. This analysis determines the effect of two independent variables on one dependent variable, simultaneously between green products, perceived quality, health awareness, and buying interest. Multiple regression analysis can be formulated as Equation (1).

$$y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \quad (1)$$

Where :

y = Buying interest

a = constant value

X_1 = Green Product

X_2 = Perceived Quality

X_3 = Health Awareness

e = error

The use of the Coefficient of Determination (R^2) is essential to measure the influence of the independent variable (X) on the dependent variable (Y). Hypothesis testing is done by a t-test, also known as a significant individual test.

Results and Discussions

Results

Test Results of Data Collection Instruments are shown in Table 1. Based on Table 1, all variables have a correlation value of more than 0.30 and an alpha coefficient greater than 0.60. So it can be concluded that it is valid and reliable. Therefore, the research instrument is good and can be continued for the next analysis. The normality test can be said to be normally distributed if $\text{sig} > 0.05$. The criteria used is to compare the level of significance obtained with the level of alpha used. In the statistical test results presented, it can be seen that the significance value of the unstandardized residual > 0.05 is 0.200, so it can be concluded that the data used in this study is normally distributed.

Table 1. Test results of data collection instruments

Variable	Validity		Reliability
	Correlation (r)	Probability (p)	Coefficient Alpha
Green Product (X_1) $X_{1.1}$ to $X_{1.4}$	0.924; 0.894; 0.909; 0.817	0.000	0.909
Perceived Quality (X_2) $X_{2.1}$ to $X_{2.4}$	0.924; 0.837; 0.921; 0.904	0.000	0.919
Health Awareness (X_3) $X_{3.1}$ to $X_{3.4}$	0.893; 0.913; 0.865; 0.891	0.000	0.912
Purchase Interest (Y) $Y_{1.1}$ to $Y_{1.4}$	0.863; 0.885; 0.903; 0.880	0.000	0.904

Source: Processed data, (2021)

Table 2. Classic assumption test results

Variable	Normality (sig. 2-tailed)	Multicollinearity		Heteroskedasticity (Sig)
		Tolerance	VIF	
X1	0.200	.404	2.477	.215
X2		.411	2.435	.857
X3		.506	1.976	.746

Source: Processed data, (2021)

A study is said to be free from multicollinearity if the tolerance value is > 0.1 and $VIF < 10$. Based on the test results, the tolerance value for all variables is > 0.1 , and the VIF value is < 10 , which means there is no multicollinearity between the independent variables. The Glejser test carried out the heteroscedasticity test in this study. If the sig value > 0.05 , the model is free from heteroscedasticity. In the statistical test results presented, it can be seen that all independent variables have $\text{sig} > 0.05$.

Table 3. Multiple linear regression analysis

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)		.985		.491	.625
1 Green Product	.366	.088	.361	4.160	.000
Perceived Quality	.271	.084	.277	3.219	.002
Health Awareness	.354	.083	.331	4.279	.000

^a. Dependent Variable: Purchase Interest

Source: Processed data, (2021)

Based on the SPSS output, the research model can be written in Equation (2):

$$y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \quad (2)$$

$$y = 0.483 + 0.366X_1 + 0.271X_2 + 0.354X_3 + e$$

Based on the SPSS output, the R² value is 0.730 or 73%. It means that 73% of the accounting fraud trend variables can be explained by the variables of green products, perceived quality, and health awareness. In contrast, other variables or factors explain 27%. Based on the results of the F-test, the F-table value is 2.71, and the F-count value is 81.281. The significance value = 0.000 with a value of = 0.05 so that when compared to the F-count value is greater than F-table. The significance value is smaller than the value. So, it is in the rejection region H₀ (H_a is accepted). It means that green products (X₁), perceived quality (X₂), and health awareness (X₃) have a positive and significant effect on buying interest (Y). Based on the results of the t-test, it is explained that t-count (4.160) > t-table (1.988) with a significance level of 0.000 < 0.005, so H₀ is rejected (H₁ is accepted), which means that the green product variable has a positive and significant effect on buying interest. The value of t-count (3.219) > t-table (1.988) with a significance level of 0.002 < 0.05, so H₀ is rejected (H₂ is accepted), which means that the perceived quality variable has a positive and significant effect on buying interest. The value of t-count (4.279) > t-table (1.988) with a significance level of 0.000 < 0.005, so H₀ is rejected (H₃ is accepted), which means that the health awareness variable has a positive and significant effect on buying interest.

Discussions

Simultaneous effect of green products on buying interest at Impiana Private Villas Seminyak Restaurant

Based on the t-test, it was obtained t-count (4.160 > F-table (1.988) with a significance value of t is 0.000 < 0.05, then H₀ is rejected, and H₁ is accepted. Therefore, the green product variable (X₁) positively and significantly affects buying interest at Impiana Restaurant Private Villas Seminyak. The better the green product, the higher the buying interest at the Impiana Private Villas Seminyak Restaurant, and vice versa; the worse the green product, the lower the buying interest at the Impiana Private Villas Seminyak Restaurant. According to Handayani (2017), a green product is a product that is designed and processed in a way to reduce the effects that can pollute the environment in its production, distribution, and consumption. Therefore, a product with a green product dimension indicates that it does not pollute the environment in the production, distribution, and consumption process. The results of this study are supported by previous studies conducted by Atmondo (2019) and Choiroh (2020). They show that the green product variable positively and significantly affects buying interest.

The effect of perceived quality simultaneously on buying interest at Impiana Private Villas Seminyak Restaurant

Based on the t-test, it was obtained t-count (3.219) > F-table (1.988) with a significance value of t is 0.002 < 0.05, then H_0 is rejected, and H_1 is accepted. Therefore, the perceived quality variable (X_2) positively and significantly affects buying interest at Impiana Restaurant Private Villas Seminyak. The better the perceived quality, the higher the buying interest at the Impiana Private Villas Seminyak Restaurant, and vice versa; the worse the perceived quality, the lower the buying interest at the Impiana Private Villas Seminyak Restaurant. Perceived quality is defined by Zeithaml (2013) as a consumer's assessment (perception) of the superiority of a product as a whole. High Perceived Quality indicates that consumers have identified the differences and advantages of the product with similar products after going through a long time. The results of this study are supported by previous studies conducted by Rooney et al. (2019) and Trifiyanto (2021), showing that the perceived quality variable had a positive and significant effect on buying interest.

Simultaneous effect of health awareness on buying interest at Impiana Private Villas Seminyak Restaurant

Based on the t-test, it was obtained t-count (4.279) > F-Table (1.988) with a significance value of t is 0.000 < 0.05, then H_0 is rejected, and H_1 is accepted. The health awareness variable (X_3) positively and significantly affects buying interest at Impiana Restaurant Private Villas Seminyak. The better the health awareness, the higher the buying interest at the Impiana Private Villas Seminyak Restaurant, and vice versa; the worse the health awareness, the lower the buying interest at the Impiana Private Villas Seminyak Restaurant. Health awareness is the conscious mind of each individual who knows how important health is to stay away from things that can damage their health.

Conclusions

Based on the results of the F test, it is known that green products, perceived quality, and health awareness have a positive and significant effect on buying interest at Impiana Private Villas Seminyak Restaurant. Based on the coefficient of determination results shown from the Adjusted R Square value of 0.730. It means that the variables of the green product (X_1), perceived quality (X_2), and health awareness (X_3) have a 73% effect on buying interest at Impiana Private Villas Seminyak Restaurant. Furthermore, based on the standardized coefficient beta value, the green product variable has the largest value compared to other variables, such as perceived quality and health awareness, which is 0.361.

Acknowledgment

The researcher would like to thank those who have helped, guided, and provided instructions, assistance, and encouragement from various parties. In this opportunity, the writer would like to express the deepest gratitude to The Management of Impiana Private Villas Seminyak Restaurant and all staff who has supported everything during the research process.

References

- Badan Pusat Statistik. (2021). *Jumlah hotel bintang di Bali menurut kabupaten/kota dan kelas, 2000-2019*. BPS Bali. Diakses dari <https://bali.bps.go.id/dynamictable/2017/06/05/174/banyaknya-hotelberbintang-di-bali-menurut-lokasi-dan-kelas-hotel-2000-2010.html>
- Durianto, D. (2013). *Strategy to conquer the market through equity research and brand behavior (10th ed.)*. Jakarta: PT Gramedia Pustaka Utama.
- Freeman, E. K., Cox-Fuenzalida, L.E, & Stoltenberg I. (2011). Extraversion and arousal procrastination: Waiting for the kicks. *Curr Psychol*, 30, 375-382.
- Handayani, W., & Prayogo, R.A. (2017). Green consumerism: An eco-friendly behavior form through the green product consumption and green marketing. *Synergy: Scientific Journal of Management Science*, 7(2): 25-29.
- Leonardo, A., Utomo, S. L., Thio, S., & Siaputra, H. (2014). Exploration of Public Perceptions of Green Practices in Restaurants in Surabaya. *Journal of Hospitality and Service Management*, 2(2), 496-515.

- Muammar, M. D. (2015). *The effect of environmental awareness and health on pro-environmental behavior in the Bukit Duri community in Jakarta*. Jakarta: Faculty of Psychology UIN Syarif Hidayatullah, Bachelor's thesis.
- Porter, E. M. (1991). *On competition, updated and expanded edition*. New York: A Harvard Business Review Paperback
- Putra, D. R., & Prasetyawati, Y. R. (2021). The effect of green products on consumer repurchase interests through green advertising (study of Starbucks consumers). *Journal of Marketing Management*, 15(2), 69-74.
- Roony, C., Priambodo, D. D., & Hestiyani, M. (2020). Analysis of the effect of perceived quality and price on purchase intention (case study integrated home protection). *Indonesian Business Review*, 2(1), 125-138.
- Schubert, F. (2008). *Exploring and predicting consumer's attitudes and behaviors towards green restaurants*. United States of America: Published Thesis, The Ohio State University.
- Wijaya, H. (2016). *Analysis of the effect of health culture, health awareness, and product perception on the buying decision of male condom products for young adults in Surabaya*. *Petra Business and Management Review*, 2(1).
- Yamit, Z. (2013). *Product and service quality management*. Yogyakarta : Econisia.
- Zeithaml, V.A., M.J. Bitner, & D.D. Gremler. (2013). *Services marketing: Integrating customer focus across the firm* (6th ed). Boston: Mc. Graw-Hill.