THE INFLUENCE OF GREEN MARKETING, PRODUCT QUALITY, AND PRICE TOWARDS CUSTOMER SATISFACTION AT RED HERBS TOMOHON

PENGARUH GREEN MARKETING, KUALITAS PRODUK, DAN HARGA TERHADAP KEPUASAN PELANGGAN DI RED HERBS TOMOHON

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Abstract: One of the businesses that is growing rapidly and feeling the tight competition is the business in the food sector or more known as culinary industry. This study aims to identify whether there is an influence between green marketing, product quality, and price towards customer satisfaction at Red Herbs Tomohon. Type of research in this study is quantitative. Non-probability has used in this research. The non-probability sampling technique approach in this study was purposive sampling. The results of this research show that Green Marketing, Product Quality, and Price on customer satisfaction have a positive influence simultaneously. The results of this research show that green marketing on customer satisfaction has a positive influence partially. The results of this research show that product quality on customer satisfaction has a positive influence partially. The results of this research in the previous chapter show that price on customer satisfaction has a positive influence partially. Green Marketing, Product Quality, and Price has a positive influence towards customer satisfaction at Red Herbs Tomohon through the indicators of Customer Satisfaction such as loyalty, satisfaction, the willingness to recommend the product.

Keyword: Green Marketing, Product Quality, Price, Customer Satisfaction

Abstrak: *Salah satu bisnis yang sedang berkembang pesat dan merasakan ketatnya persaingan adalah bisnis di bidang makanan atau yang lebih dikenal dengan industri kuliner. Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh antara green marketing, kualitas produk, dan harga terhadap kepuasan konsumen pada Red Herbs Tomohon. Jenis penelitian dalam penelitian ini adalah kuantitatif. Non-probabilitas digunakan dalam penelitian ini. Pendekatan teknik pengambilan sampel non-probabilitas dalam penelitian ini adalah purposive sampling. Hasil penelitian ini menunjukkan bahwa Green Marketing, Kualitas Produk, dan Harga terhadap kepuasan pelanggan memiliki pengaruh positif secara simultan. Hasil penelitian ini menunjukkan bahwa green marketing terhadap kepuasan pelanggan memiliki pengaruh positif secara parsial. Hasil penelitian ini menunjukkan bahwa kualitas produk terhadap kepuasan pelanggan memiliki pengaruh positif secara parsial. Hasil penelitian ini pada bab sebelumnya menunjukkan bahwa harga terhadap kepuasan konsumen memiliki pengaruh positif secara parsial. Green Marketing, Kualitas Produk, dan Harga memiliki pengaruh positif terhadap kepuasan konsumen di Red Herbs Tomohon melalui indikator-indikator Kepuasan Konsumen seperti kesetiaan, kepuasan, kesediaan untuk merekomendasikan produk.*

Kata Kunci: *Green Marketing, Kualitas Produk, Harga, Kepuasan Pelanggan*

INTRODUCTION

Research Background

In today's business world, competition is becoming increasingly tough. One of the businesses that is growing rapidly and feeling the tight competition is the business in the food sector or more known as culinary industry. This phenomenon is occurring with the growing human appetite for various culinary experiences. As a result, entrepreneurs in the culinary industry can capitalize on a myriad of business prospects to drive profitability

and growth for their cafes. Modern cafes have become more than just a place to fulfill a need, cafes can be a haven carved out in our busy lives, a place to fulfill our needs, which is to relieve stress, relax and enjoy the food and drinks they like and get good service from the cafe. A cafe that serves quality food will build a positive relationship with its customer. Customers will feel satisfaction if the place and food match their expectations, which can make customer satisfied and interested to return. Therefore, cafe business owners must have a strategy that can make customer satisfied.

Being one of the most important industries, the food and beverage (F&B) sector contributes to a country's economic growth and the development of a culinary culture. Based on the current population of Indonesia in 2024 is 279.7 million on United Nations, with an increase of 0.82% compared to the previous year. With population growth increasing, the demand for food and beverages will also increase. According to Statistics Indonesia (BPS), the food and beverage (F&B) industry increased by 5.00% on an annual basis in 2023 to 853.716 billion, compared to the previous year the food and beverage sector experienced an increase of around 5%. This growth is attributed to the increased production of food and beverage sector. Indonesia's large and growing population, coupled with increasing purchasing power, has led to a rise in consumer spending on food and beverage products. The food and beverage industries dominate the market because this industry caters to a basic human - food and drink, making it a necessity rather than a luxury. This makes the demand for food and beverage products also increase.

Customer satisfaction is something that needs to be considered by the company for the sustainability of the business (Runtunuwu et al., 2014). Customer satisfaction is a key success factor in the cafe world, as competition intensifies and consumer demand evolves, delivering an unparalleled customer experience has become a strategic imperative for cafe owners. increased customer satisfaction will generate a host of benefits that drive cafes towards sustainable prosperity. Customer satisfaction also relates to green marketing, product quality, and pricing strategies. In the realm of green marketing, satisfying environmentally conscious consumers requires aligning products and services with their sustainability values, fostering loyalty and trust. Good product quality is a key determinant of customer satisfaction, with green offerings meeting or exceeding customer expectations, thus improving their perception of the brand. In addition, pricing strategies should balance competitiveness, quality of products offered, and perceived value, ensuring that customers feel they are getting appropriate benefits from their green product purchases. Thus, by prioritizing customer satisfaction in these areas, businesses can effectively meet the demands of environmentally conscious consumers, strengthen their market position, and gain long-term success.

Customers have become concern about their habit and the impact it has on their environment. Green marketing can positively impact customer satisfaction and loyalty by appealing to consumers growing environmental consciousness, aimed at reducing or preventing negative impacts on the environment (González-Benito and González-Benito, 2005). This approach aims to appeal to customers who are increasingly conscious of their environmental impact and are looking for ways to reduce their carbon footprint. Green marketing strategies such as communication the benefits of green products, can contribute to a more sustainable future and provide consumers with a sense of fulfilment that their purchasing decisions are contributing to a healthier environment

A high-quality product, in terms of taste, texture, and presentation are essential in meeting customer expectations and enhancing their overall dining experience. When the cafe provides the best product, visually appearing, and taste good, they leave a positive impression on customers. This positive experience leads to increased customer satisfaction, loyalty, and positive word-of-mouth recommendations. Successful cafes do more than just a serve coffee and pastries; they create an experience that customer will remember. Customer satisfaction at a cafe is influenced by a variety of factors, including the quality of the product and the price. Product quality and food presentation are important things that directly impact customer satisfaction. The price is also an essential factor, as it directly affects the perceived value of a product or service. Customers are looking for fair pricing that reflects the quality of what they are purchasing. Understanding customer expectations is key in developing the right pricing strategy to enhance customer satisfaction.

One of the places favored by food and beverage (F&B) enthusiasts in North Sulawesi is Red Herbs Eatery & Coffee, located in Tomohon. Opened on December 2021, Red Herbs Eatery & Coffee has quickly become a popular destination for locals and visitor alike because has a unique connection to the concept of a green house, have culinary excellence with sustainable practices. By adhering to the principles of environmental stewardship, this establishment sources many of its ingredients from its own on-site greenhouse. Offering a cozy ambiance, adorned with traditional motifs and warm hues, creating a welcoming atmosphere that beckons visitors with the promise of authentic flavors and heartfelt hospitality ensures an enjoyable dining experience for visitors. It can not be denied that all activities carried out by the cafe must aim to provide a sense of satisfaction to customers in order to provide a good experience and the desire of customers to return. With the specific factors of green

marketing, product quality, price, and their impact on customer satisfaction at Red Herbs Tomohon, this study aspires to contribute valuable insights to both local business practices and broader understanding of consumer preferences in the evolving Indonesian cafe landscape.

Understanding the influence of green marketing, product quality, and price on customer satisfaction is important for researcher in the food and beverage field. It provides insight into consumer behavior in the context of sustainability, explaining how individuals perceive and prioritize environmental consideration in their purchasing decisions. By exploring the interaction between green marketing initiatives and customer satisfaction, researcher can provide effective strategies for businesses to attract and retain environmentally conscious consumers. In addition, examining the relationship between product quality and customer satisfaction offers opportunities to identify key factors that drive consumer preferences and value perceptions. Furthermore, examining pricing strategies and their impact on customer satisfaction allows researchers to provide insights as well as consumer perceptions of affordability and value for green products.

Research Objectives
1. To find out the influence green marketing on customer satisfaction at Red Herbs Tomohon
2. To find out the influence product quality on customer satisfaction at Red Herbs Tomohon
3. To find out the influence price on customer satisfaction at Red Herbs Tomohon
4. To find out the influence green marketing, product quality, and price on customer satisfaction at Red Herbs Tomohon

THEORETICAL FRAMEWORK

Marketing
Marketing involves selling the value of goods or services from a company to customers. According to Kotler and Keller (2013), marketing is about identifying and meeting human and social needs. A concise definition of marketing is "meeting needs profitably." Additionally, Kotler and Armstrong (2006) describe marketing as the process through which companies create value for customers, build strong customer relationships, and capture value from customers in return.

Green Marketing
Green marketing, a strategic approach to promoting products and services that are environmentally friendly and sustainability. Green marketing strategies can positively impact consumer behavior by appealing to their growing environmental consciousness and desire to reduce their carbon footprint. It involves integrating environmental considerations into various aspects of marketing strategy, from product development to promotional activities. Embracing green practices is not only beneficial for the environment but also opens up opportunities for business to stand out in the market and strengthen their competitive advantage (Ottman, 1993).

Product
One of the important elements in the business world is providing value to customers, which includes not only tangible objects but also intangible aspects such as packaging, service characteristics, brand name, and performance quality. Customer satisfaction and value are closely linked to the quality of a product, which significantly impacts its service performance or customer perception (Kotler and Armstrong, 2012).

Price
Price is an important aspect for marketing strategy that helps businesses determine the optimal price for their products or services to maximize revenue and customer satisfaction. Before deciding to get an item or service, the customer will assess the price of the products first. Where the price of a product must reflect the quality that the product has. If the product matches the quality the customers will decide to give their money to buy the product. According to Kotler and Keller (2016), consumers tend to purchase products if they believe that the value or benefits, they receive are equal to or greater than the price they pay. So, price becomes one of the important things in determining for a product to sell.

Customer Satisfaction
The majority of studies conducted in the field of customer satisfaction can be classified within a common framework known as the Disconfirmation paradigm. This paradigm examines the causal factors that influence satisfaction, with some exceptions that analyze different aspects (Tsiros, Mittal, and Ross, 2004). A pleasant

feeling customers derived or a disappointment that occur when they compare their own expectations to a product's perceived outcome (performance) was regarded by Kotler and Keller (2013) as satisfaction. Moreover, customer satisfaction occurs when the customer's perception of received value in a transaction is equivalent with the perceived service quality relative to the client's costs of acquisition and price (Jahanshahi, et al., 2011).

Empirical Studies

González-Viralta, et al. (2023) studied the relationship between green practices and customer satisfaction and analyzed the impact of green practices and satisfaction on loyalty, word-of-mouth, and willingness to pay more via a quantitative study on a convenience sample of 458 customers from different Chilean supermarkets. Partial least square regression was used to analyze data. Results show the importance of green practices for developing satisfaction and different customer behaviors such as loyalty, word-of-mouth, and willingness to pay more. In addition, results prove satisfaction's positive impact on loyalty, word-of-mouth, and willingness to pay more. Those results also provide empirical evidence about the effects of green practices on the supermarket industry and, in this way, their advancement toward more sustainable management.

Landua (2008) identified issues that determine the long-term efficiency of green marketing and how confidence and trust plays a role in order to gain competitive advantage through customer satisfaction and customer retention. The common denominator of both, CRM and green marketing is the creation of confidence, trust and value for customers. So, focus is laid on measures that lend credibility to companies' green marketing by interviewing experts and observing their opinions about green marketing and eco-labeling. Interviews conducted with company professionals from IKEA and Konsum Gävleborg and a member of the municipality in Gävle, as well as findings from secondary sources of the company Nestlé were used to investigate the companies' ways to respond to environmental concern and how they deal with green issues and ecological responsibility. The interviews provide valuable insights of the success of green marketing depending on the confidence between company and customer. By analyzing the results of the interviews with the literature review, the thesis reveals that environmental responsibility and ecological orientation needs to be based upon the entire business strategy of a company and implemented in its core principles in order to deal effectively and efficiently with this issue.

Triandewo and Indiarto (2021) identified the impact of Service Quality, Store Atmosphere and Price Fairness on Customer Satisfaction, and Customer Satisfaction on Customer Loyalty to Kopi Kenangan's customers in DKI Jakarta. Descriptive and causality research is utilized for research design. The sample employed is as many as 151 respondents obtained by purposive sampling technique. This study uses statistical methods with the WarpPLS 7.0 program as a research tool. Study's result shows that Service Quality, Store Atmosphere and Price Fairness have an impact on Customer Satisfaction to Kopi Kenangan customers in Jakarta. Meanwhile, Customer Satisfaction has an influence on Customer Loyalty to Kopi Kenangan customers in Jakarta city. Considering that all hypotheses have been satisfied, thus all independent variables have positive impact on loyalty. It means that those four independent variables should get pay attention in order to maintain loyalty of customer, by applying relevant marketing strategies. With those strategies, it is expected that customers will still enjoy coffee at Kopi Kenangan café with satisfying feeling that in turn will keep their loyalty to Kopi Kenangan.

Conceptual Framework
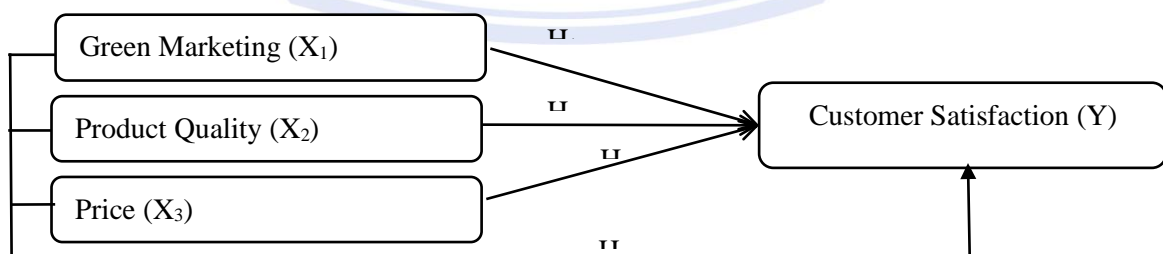
Figure 1. Conceptual Framework
Source: Literature Review

Research Hypothesis

H1: Green Marketing influences Customer Satisfaction at Red Herbs Tomohon, partially.
H2: Product Quality influences Customer Satisfaction at Red Herbs Tomohon, partially
H3: Price Influences Customer Satisfaction at Red Herbs Tomohon, partially.

H4: Green Marketing (X1), Product Quality (X2), and Price (X3) Influence Customer Satisfaction (Y) at Red Herbs Tomohon, simultaneously

RESEARCH METHOD

Research Approach

Type of research in this study is quantitative. Quantitative research is a numerical data, formal, objectives, and methodical process, to gather information about the world (Burns and Grove). The data collection method was carried out by distributing questionnaires form.

Population and Sample Size

The population in this research is the customer of Red Herbs Tomohon. The sample taken in a size large that number is not known for certain, then used the technique of determination of the amount of the sample to the population to infinity follow Rao Purba Formula to 100 respondents. The non-probability sampling technique approach in this study was purposive sampling.

Data Collection Method

The primary data used is collected by distributing questionnaires to the customer of Red Herbs Eatery & Coffee using google form. This study uses a questionnaire as an instrument in collecting data from respondents.

Operational Definition and Measurement of Research Variable

Table 1. Definition of Research Variables

Variables	Definition	Indicators
Green Marketing (x_1)	Green marketing at Red Herbs Tomohon entails the strategic integration of environmentally sustainable practices throughout all aspects of the business, including sourcing, preparation, and waste management of food and beverages. This involves a commitment to using locally sourced, organic ingredients whenever possible, and offering transparent communication to customers about the cafe's eco-friendly efforts.	1. Store Atmosphere 2. Organic and locally sourced ingredients 3. Green building design (Ottman, 2011)
Product Quality (x_2)	Product quality at Red Herbs Tomohon shows the consistent delivery of culinary offerings that meet or exceed customer expectations in taste, freshness, and presentation. This encompasses the meticulous selection of premium ingredients, including organic and locally sourced produce, to ensure the highest standard of flavor and sustainability.	1. Freshness 2. Taste 3. Innovative food (Kotler and Armstrong, 2012)
Price (x_3)	Price at Red Herbs Tomohon also extends to the perceived value of the products and services in relation to competitors, as well as the overall ambiance and experience provided to customers, which may influence their willingness to pay and their satisfaction with the pricing.	1. Price is Affordable 2. Price Differentiation (Kotler and Keller, 2013)
Customer Satisfaction (y)	The measurement determines how happy customers are with the products, services and capabilities of Red Herbs Tomohon	1. Loyalty 2. Satisfaction 3. The willingness to recommend the product (Kotler and Keller, 2013)

To measure the data collections, this research use Likert Scale, as suggested by Sekaran and Bougie (2010) who define that the Likert Scale is designed to examine how strongly subjects agree or disagree with particular statements on a five-point scale. the researcher used Likert scale Point five.

Testing of Research Instruments

For testing data and proving the hypothesis, there are Validity and Reliability Tests. To test the validity of the research, the Pearson Product is used, by seeing the value of significance and comparing the value of rtable with rvalue. If the significance value <0.05, and if the value of rvalue > rtable, then the instrument is declared valid. Reliability refers to consistency of scores obtained by the same persons when they are reexamined with the same test on different occasions, or with different sets of equivalent items, or under other variable examining conditions. Alpha Cronbach is reliable coefficients that can indicate how good items in asset have positive correlation one to another. Multiple regression is a flexible tool that can handle a large number of explanatory variables, providing valuable insights into complex relationships within the data.

Data Analysis

This explains about the overall analysis methods that are used in this current research, either the fundamental testing of the obtained data and the main analysis method of the tabulate data for proving hypotheses in this research. The collected data will undergo analysis, testing of classical assumption tests such as normality, multicollinearity, and heteroscedasticity tests. Following these tests, the data will be subjected to multiple linear regression analysis.

Classical Assumption Test
Normality Test

In multiple linear regression models, the residual is assumed to be normally distributed. A residual is the difference between the observed and values of the dependent variable. Residuals are considered normally distributed if they have significance value > 0.05 (Ghozali, 2011:160-165).

Multicollinearity Test

To determine the presence or absence of multicollinearity in the regression can be seen from: (1) Tolerance value and its opponent (2) Variance inflation factor (VIF < 10 or 1-10), then there is no multicollinearity (Sujarweni, 2014:185). According to Priyatno (2014:164), multicollinearity is between variables the independent variables contained in the regression model have a linear relationship that is perfect (the correlation coefficient is high or even one). Good regression model there should be no multicollinearity. To find out whether there is multicollinearity, the value of VIF (Variance Inflation Factor) is used. If value VIF is less than 10, then there is no multicollinearity.

Heteroscedasticity Test

There are several methods available to conduct heteroscedasticity tests, such as graphical tests, Park test, Glejser test, and White test. One way to detect the presence of heteroscedasticity is through the Glejser test, which examines the significance of the independent variables with respect to the absolute values of the residuals. If the significance level of the independent variables with absolute residuals is greater than 0.05, it suggests the absence of heteroscedasticity (Priyatno, 2014). The purpose of heteroscedasticity testing is to determine whether the variances of the residuals in a regression model are similar or not (Priyatno, 2014:83). The Glejser test involves regressing the independent variables against the absolute values of the residuals. If the significance level of the independent variables with absolute residuals is greater than 0.05, it indicates the absence of heteroscedasticity.

Multiple Linear Regression
Regression Equation

Multiple linear regression analysis examines the linear relationship between two or more independent variables and the dependent variable (Y). The analysis aims to determine the direction of the relationship between the independent variables and the dependent variable, indicating whether each independent variable has a positive or negative effect. It also predicts the value of the dependent variable when an independent variable increases or decreases. In this research, multiple regression analysis is used because the study includes four independent variables. The regression equation in this study is as follows:

$$y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:
y   : Customer Satisfaction
α   : constant
β₁   : regression coefficient of green marketing
β₂   : regression coefficient of Product
β₃   : regression coefficient of Price
X₁   : green marketing
X₂   : product quality
X₃   : price
e   : error term

Hypothesis Testing
t-test (Partial Test)
The t-statistical test basically shows how far one independent variable individually or partially can explain the variation of the dependent variable. As for the criteria the decision of this test is if tcount ≥ (α ≥ 0.05) or tcount ≤ ttable then the independent variable has no significant effect on the dependent variable. Meanwhile, if tcount ≤ 0.05 or tcount ≥ ttable (α = 0.05) then the independent variable has influence to the dependent variable. The steps in making decisions for the t-test are:
1. If the significant level < 0.05 (α ≤ 0.05) or tcount ≥ ttable (df = 96) 1.86, it means there is an effect of independent variables on dependent variable partially.
2. If the significant level > 0.05 (α ≥ 0.05) or tcount ≤ ttable (df = 96) 1.86, it means there is no effect of independent variables on dependent variable partially.

F-test (Simultaneously Test)
The F statistic test basically shows whether all the independent variables included in the model have a simultaneous effect on the dependent variable. The steps in making decisions for the F test are:
1. If Fcount ≥ Ftable and Sig. < = 0.05, it can be concluded that together the independent variables have a significant effect on the dependent variable.
2. If Fcount ≤ Ftable and the value of Sig. > = 0.05, it can be concluded that together the independent variables have no significant effect on the dependent variable.

RESULT AND DISCUSSION

Result
Validity and Reliability Test
Tabel 2. Validity Test Result

	Correlations			
		X1	X2	X3	Y1
X1	Pearson Correlation	1	.550**	.380**	.638**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2	Pearson Correlation	.550**	1	.630**	.613**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X3	Pearson Correlation	.380**	.630**	1	.656**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Y1	Pearson Correlation	.638**	.613**	.656**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Data Processed, SPSS 28

Based on the data of validity test result by using the SPSS statistical program 25 that shown in table 2, the Pearson Correlation value of every indicator (rcount) of Green Marketing (X1), Product Quality (X2), and Price (X3) has

a higher value than rtable value which is 0.195. It means every indicator in the questionnaire is valid and it can be used for further analysis because below than the significant level (each indicator of variables) which is 5% or 0.05.

Table 3. Reliability Test Result

Reliability Statistics	
Cronbach's Alpha	N of Items
.879	12

Source: Data Processed, SPSS 28

The result of reliability test by using Cronbach's alpha is more than 0,6 which is 0.879. It means the questionnaire is reliable, the instruments are consistent and stable taps the variables.

Classical Assumption Test
Normality Test
　　　　This research used One-Sample Kolmogorov-Smirnov Test with its criteria of testing, the significance value is $\geq 0,05$ means the data distributed normal, if below than 0,05, the data is not distributed normally.

Table 4. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	1.07338640
Most Extreme Differences	Absolute	.060
	Positive	.060
	Negative	-.058
Kolmogorov-Smirnov Z		.603
Asymp. Sig. (2-tailed)		.860

a. Test distribution is Normal.
b. Calculated from data.
Source: Data Processed, SPSS 28

According to the result of normality test above, the significance value which is Asymp. Sig. (2-tailed) is 0.860 means the data distributed normally.

Multicollinearity Test
　　　　Multicollinearity test is a test to examine and ensure is there intercorrelation or correlation between independent variable in regression model. Tolerance and Variance Inflation Factor (VIF) are used to see the multicollinearity. If the tolerance value> 0.1 or VIF <10, it means multicollinearity does not occur.

Table 5. Multicollinearity Test Result

Coefficients[a]							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.691	.901		.767	.445		
Green Marketing	.393	.073	.410	5.385	.000	.695	1.438
Product Quality	.124	.093	.121	1.338	.184	.491	2.039
Price	.355	.069	.424	5.178	.000	.602	1.661

a. Dependent Variable: Y1
Source: Data Processed, SPSS 28

The tolerance of Green Marketing (X1), Product Quality (X2), and price (X3) as independent variables have value which is 0,695 (X1), 0,491 (X2), and 0,602 (X3) its higher than the standard which is 0,1 and the value of Variance Inflation Factor (VIF) for Green Marketing (X1), Product Quality (X2), and Price (X3) are 1,438 (X1), 2,039

(X2), and 1,661 (X3), it below than the standard which is 10. It means variable of Green Marketing, Product Quality, and Price there has no multicollinearity

Heteroscedasticity Test

The occurrence of heteroscedasticity symptoms or problems will lead to doubts or inaccuracies in a regression analysis result. A good regression is when there are no heteroscedasticity symptoms.

Table 6. Heteroscedasticity test Result Glesjer Test

Heteroscedasticity Glesjer Test		
Variable	Sig.	Heteroscedasticity
Green Marketing (X_1)	0.117	No
Product Quality (X_2)	0.153	No
Price (X_3)	0.528	No

Source: Data Processed, SPSS 28

Based on the results of the heteroscedasticity test using the Glesjer test, the sig. of the three variables above is 0.117 X1, 0.153 X2 and 0.528 X3 ≥ 0.05 so that these variables indicate that there is no heteroscedasticity in the model

Multiple Linear regression
Table 7. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	.691	.901	
	Green Marketing	.393	.073	.410
	Product Quality	.124	.093	.121
	Price	.355	.069	.424

Source: Data Processed, SPSS 28

The purpose of doing multiple linear regression analysis is to measure the impact of the independent variables green marketing (X1), product quality (X2), and price (X3) on the dependent variable Customer Satisfaction (Y).

The result in the Table 7 can be shown through the formula of regression equation as follows:
$$y = 0,691 (X1) + 0,393 (X2) + 0,124 (X3) + 0,355 (Y) + e$$

- Green marketing (X_1) coefficient value of 0.393 means that if there is one unit increase in Green Marketing (X1), then the customer Satisfaction (Y) will increase by 0,393
- Product quality (X_2) coefficient value of 0.124 means that if there is one unit increase in Product Quality (X2), then the customer satisfaction (Y) will increase by 0.124
- Price (X_3) coefficient value of 0.355 means that if there is one unit increase in Price (X3), then the customer satisfaction (Y) will increase by 0.355 The regression coefficient value (β_4) for Promotion (x_4) variable is 0,664, implying that if x_4 increases, y will increase by 0,664.

Hypothesis Testing
t-test (Partial Hypothesis Testing)

The purpose of t-test is to identify if the independent variables Green Marketing (X1), Product Quality (X2), and Price (X3) are affecting the dependent variable Customer satisfaction (Y) partially. The level of confidence used in this research is 95% or α = 0,05.

Table 8. T-test (Partial Hypothesis Testing)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.691	.901		.767	.445
	Green Marketing	.393	.073	.410	5.385	.000

| Product Quality | .124 | .093 | .121 | 1.338 | .184 |
| Price | .355 | .069 | .424 | 5.178 | .000 |

a. Dependent Variable: Y1
Source: Data Processed, SPSS 28

- The t value of the Green Marketing (X1) is 5.385 with a significance level of 0.000. The significance level has a smaller value than Alpha (0.05) at 0.000. In fact, it is less than 0.01. Thus, the influence of Green Marketing is positive and very significant towards Customer Satisfaction at Red Herbs Tomohon so that H1 is Accepted, it can be concluded that Green Marketing influences Customer Satisfaction on Red Herbs Tomohon.
- The t value of the Product Quality (X2) is 1.338 with a significance level of 0.184. The significance level has a greater value than Alpha (0.05), at 0.184. Thus, it can be concluded that the Product Quality variable has no significant effect towards Customer Satisfaction at Red Herbs Tomohon
- The t value of the Price (X3) is 5.178 with a significance level of 0.000. The significance level has a smaller value than Alpha (0.05), at 0.000. Thus, it can be concluded that the Price variable has significant effect towards Customer Satisfaction at Red Herbs Tomohon

F-test (Simultaneously Hypothesis Testing)
Table 9. F-test (Simultaneously Hypothesis Testing)

ANOVAᵃ					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	180.936	3	60.312	50.761	.000ᵇ
Residual	114.064	96	1.188		
Total	295.000	99			

a. Dependent Variable: Y1
b. Predictors: (Constant), X3, X1, X2
Source: Data Processed, SPSS 28

Based on Table 9, the value of Fcount is 50,761 and the significance level is 0.000. The value of Ftable is (50,761 > 3,09), it means Fcount is more than Ftable. The result shows that Green Marketing (X_1), Product Quality (X_2), and Price (X_3) as an independent variable influence customer satisfaction (Y) as dependent variable simultaneously. This indicates that the hypothesis of H4 is accepted

Discussion
The Influence of Green Marketing on Customer Satisfaction
        Based on the test result, it shows that Green Marketing variable has significant effect towards customer satisfaction at Red Herbs Tomohon which means that green marketing has influence towards customer satisfaction. The influence of Green Marketing at Red Herbs Tomohon has a positive effect on customer satisfaction. By embracing eco-friendly practices and sustainable sourcing, Red Herbs Tomohon not only demonstrates a commitment to environmental stewardship but also resonates with a growing segment of environmentally conscious consumers. Customers who prioritize sustainability are increasingly drawn to brands that share their values, and Red Herbs Tomohon's green marketing initiatives serve to strengthen the emotional connection between the brand and its customers. Moreover, by transparently communicating its sustainability efforts, Red Herbs Tomohon fosters trust and credibility among its customer base. This heightened sense of trust and alignment of values leads to increased customer satisfaction, as customers feel good about supporting a brand that prioritizes environmental responsibility. Overall, the positive effects of green marketing on customer satisfaction at Red Herbs Tomohon underscore the importance of sustainability in today's marketplace and position the brand as a leader in ethical business practices. The results of this research is in line with research conducted by Mkik and Mkik (2020) that green marketing influences customer satisfaction.

The Influence of Product Quality on Customer Satisfaction
        Based on the test result, product quality has no significant effect towards customer satisfaction at Red Herbs Tomohon. The high and fresh product quality at Red Herbs Tomohon has an influence towards customer satisfaction. When customers receive products that consistently meet or exceed their expectations in terms of efficacy, durability, and overall performance, it builds trust and reliability in the brand. High-quality products

reduce the likelihood of complaints and returns, leading to a smoother and more satisfying customer experience. Moreover, satisfied customers are more likely to become repeat buyers and advocates for the brand, sharing their positive experiences with others. This word-of-mouth promotion not only attracts new customers but also reinforces the loyalty of existing ones. By prioritizing superior product quality, Red Herbs Tomohon ensures that customers feel confident and content with their purchases, thereby enhancing overall satisfaction and fostering long-term loyalty. The results of this research is not supported previous research by Munawaroh and Simon (2023) that product quality has an influence towards customer satisfaction.

The Influence of Price on Customer Satisfaction

The test result shows that the Price variable has significant effect towards customer satisfaction at Red Herbs Tomohon. The pricing strategy at Red Herbs Tomohon significantly enhances customer satisfaction by providing high-quality products at competitive and reasonable prices. When customers perceive that they are getting good value for their money, it increases their sense of satisfaction and reinforces their trust in the brand. Affordable pricing without compromising on quality ensures that a wider range of customers can access and enjoy the products. This balance between cost and quality helps in building a loyal customer base, as customers feel they are making wise and beneficial purchasing decisions. Furthermore, transparent pricing fosters a sense of fairness and integrity, encouraging repeat business and positive word-of-mouth referrals. Overall, the thoughtful pricing strategy at Red Herbs Tomohon plays a crucial role in boosting customer satisfaction and fostering long-term loyalty. The results of this research is in line with research conducted by Haryono (2022) that price influences consumer satisfaction.

The Influence of Green Marketing, Product Quality, and Price towards Customer Satisfaction

Based on the test result, green marketing, product quality, and price has significant effect towards customer satisfaction at Red Herbs Tomohon. At Red Herbs Tomohon, green marketing, product quality, and price are crucial factors that impact customer satisfaction. Green marketing initiatives, such as promoting eco-friendly practices and sustainable sourcing, not only resonate with environmentally conscious consumers but also contribute to a positive brand image. By aligning with these values, Red Herbs Tomohon can enhance customer loyalty and satisfaction. Moreover, product quality plays a crucial role in meeting customer expectations. Red Herbs Tomohon's commitment to delivering high-quality products ensures that customers receive value for their money and fosters trust in the brand. Additionally, pricing strategies must be carefully calibrated to strike a balance between affordability and perceived value. By offering competitive prices without compromising on quality, Red Herbs Tomohon can enhance customer satisfaction and maintain a competitive edge in the market. Overall, the synergy between green marketing, product quality, and pricing strategies is instrumental in driving customer satisfaction at Red Herbs Tomohon. The results of this research is in line with González-Viralta et al. (2023) that there is a significant effect of green marketing, product quality, and price towards customer satisfaction.

CONCLUSION AND RECOMMENDATION

Conclusion

After conducting research and analysing the data collected, the researcher can draw the following conclusions regarding the impact of green marketing, product quality, and price towards customer satisfaction at Red Herbs Tomohon:

1. Green Marketing has a positive influence towards customer satisfaction at Red Herbs Tomohon through the indicators such as store atmosphere, organic and locally sourced ingredients, and green building design.
2. Product Quality has an influence towards customer satisfaction at Red Herbs Tomohon through the indicators such as freshness, taste, innovative food.
3. Price has a positive influence towards customer satisfaction at Red Herbs Tomohon through the indicators such as price is affordable and price differentiation.
4. Green Marketing, Product Quality, and Price has a positive influence towards customer satisfaction at Red Herbs Tomohon.

Recommendation

Suggestions that researchers can provide are:

1. Red Herbs Tomohon should emphasize its eco-friendly practices and sustainable initiatives to attract

customers who value environmental responsibility, this will not only enhance customer satisfaction but also contribute to a positive brand image and reputation.

2. Red Herbs Tomohon must improve the quality of existing product so that they have more influence towards customer satisfaction. It means that the higher product quality of Red Herbs will increase the customer satisfaction.

3. Red Herbs Tomohon need to consider offering competitive pricing for its products while maintaining high quality, this will help to increase customer satisfaction by providing value for money and encouraging repeat business.

4. Further research can develop and increase the number of samples and expand the profile of respondent so that the data obtained will describe the actual conditions in the field.

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