

## Green Marketing Strategy with the Support of Service Quality and Product Quality in the Manufacturing Sector : In a Literature Review

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### ABSTRACT

This study analyzes the influence of green marketing strategies and service quality on product quality in the Indonesian manufacturing sector. The results of the study show that there is a positive influence between green marketing strategies and product quality, as well as between service quality and product quality. This confirms that the implementation of environmentally friendly marketing strategies and improving service quality can contribute to improving product quality. This research makes theoretical and practical contributions, which are expected to be a reference for companies in developing effective green marketing strategies. By doing so, companies can not only improve their competitiveness, but also contribute to environmental sustainability in the manufacturing industry.

## 1. INTRODUCTION

In the era of globalization and increased environmental awareness, many industries are beginning to adopt green marketing as a relevant strategy to achieve long-term sustainability. Green marketing focuses on the promotion of environmentally friendly products and services, as well as the efficient use of resources, which not only aims to meet consumer demands but (Papadas, Avlonitis and Carrigan, 2017; Firdiansyah, Mohamed, Yusliza, *et al.*, 2021). As awareness of environmental issues increases, the manufacturing industry must also adapt to these trends in order to remain competitive in the market. One way to realize this is to ensure that the quality of service and product quality remains optimal, in line with the implementation of green marketing.

The Jababeka and MM 2100 industrial estates, located in strategic areas in Bekasi and Cikarang, are the center of various manufacturing activities in Indonesia. With a wide range of large companies operating in the region, including the automotive, electronics, and food sectors, the region is a vital example of analyzing green marketing practices. However, despite the great potential, many companies in Jababeka and MM 2100 face challenges in integrating green marketing strategies effectively (SURYAWAN *et al.*, 2023; Ronyastra, Saw and Low, 2024) Data from the Central Statistics Agency (2022) shows that in this region, only about 35% of companies have implemented sustainable marketing strategies. This shows that there is a huge gap between the potential and the practice that exists in the field.

Previous research has discussed the importance of green marketing in improving company competitiveness (Nuryakin and Maryati, 2022) but there are still few that examine how service quality and product quality can synergistically support the implementation of green marketing in the manufacturing sector, especially in industrial estates such as Jababeka and MM 2100. On the other hand, companies that fail to ensure high service quality and product quality often have difficulty in retaining customers and benefiting from the green marketing strategies implemented (Ho *et al.*, 2021). This creates a research gap, where the integration between service quality variables, quality, and green marketing strategies has not been sufficiently explored in the context of industrial estates in Indonesia.

The relationship between service quality, quality, and green marketing can be explained through the theory of sustainable marketing. Good service quality plays a role in building long-term relationships with customers, while quality ensures that the products offered meet environmental expectations and standards (Zeithaml, Bitner and Gremler, 2018) In the context of green marketing, environmentally friendly services and high-quality products will strengthen the company's image as a socially and environmentally responsible entity (Indupurnahayu *et al.*, 2021; SURYAWAN *et al.*, 2023). Thus, there is a positive relationship between service quality, quality, and the success of green marketing strategies, which can ultimately increase the company's competitiveness in the global market.

This article proposes a novelty in the form of an empirical analysis focused on the Jababeka industrial estate and MM 2100, two large industrial estates that have rarely been discussed in detail in previous studies. Through a quantitative approach, this study will measure the extent to which service quality and quality contribute to the effectiveness of green marketing strategies in the manufacturing sector, as well as fill existing research gaps related to the influence of these two variables. The main purpose of this article is to analyze the influence of service quality and quality on the success of green marketing strategies in the manufacturing industry operating in the Jababeka and MM 2100 areas. The results of this research are expected to make a practical contribution to companies in increasing competitiveness through the implementation of more sustainable marketing strategies.

## 2. LITERATURE REVIEW

### Green Marketing Strategy

According to (Sharma and Kushwaha, 2019) Green Marketing Strategy is a marketing approach that emphasizes environmentally friendly products, services, and business practices. This strategy aims to meet consumer needs while minimizing negative impacts on the environment. Some of the key elements of the Green Marketing Strategy include the development of environmentally friendly products, the use of recyclable or biodegradable packaging, efficient and sustainable production processes, and transparent communication about the company's sustainable practices supporting environmental and social initiatives (Widyastuti *et al.*, 2019).

A study from (Dangelico and Vocalelli, 2017) shows that Green Marketing Strategy has evolved from simply focusing on eco-friendly products to a holistic approach that covers the

entire corporate value chain. Research by (Liu, Segev and Villar, 2017) reveals that the implementation of an effective Green Marketing Strategy can significantly improve Consumer purchase intention for environmentally friendly products. Another study (Wagdi, AFIFY and Habib, 2022) shows the importance of social media in promoting Green Marketing Strategy and building environmental awareness among consumers.

Research by (Stewart and Niero, 2018) explores how Green Marketing Strategy can be integrated with circular economy principles to create a stronger value proposition. A case study by (Firdiansyah, Mohamed, Yusoff Yusliza, *et al.*, 2021). From these recent references, we can see some important trends in the development of Green Marketing Strategy, where a more holistic and integrated approach in all business operations, an increased focus on consumer behavior and how to influence it, the use of digital technology, especially social media, in the implementation of strategies, integration with the concept of circular economy to improve sustainability, and Adaptation of strategies for various business scales including SMEs.

### Service Quality

Service Quality refers to the extent to which a service meets or exceeds customer expectations. It is a multidimensional concept that generally includes aspects such as reliability, responsiveness, assurance, empathy, and physical evidence of the services provided. Parasuraman, Zeithaml, and Berry, who are pioneers in service quality research, define it as "the difference between customer expectations and their perception of actual service performance". The concept has evolved over time, with various models and approaches being developed to measure and improve service quality across various industries.

The results of the study (Sharma, Sharma and Patel, 2019) stated that the role of service quality in patient satisfaction and loyalty in the private healthcare sector in India. Another study that investigates the impact of e-service quality on customer satisfaction and behavior in the context of online shopping (Rita, Oliveira and Farisa, 2019) The results of another article stated that the perception of service quality from non-buyers and its influence on word-of-mouth (Mohtasham, Sarollahi and Hamirazavi, 2017)

Another study explored the impact of artificial intelligence and employee service quality on customer satisfaction and loyalty (Zhang *et al.*, 2020). Other studies state that factors that influence the intention and behavior of sustainable food consumption, including the role of service quality (Jiang and Wen, 2020) In another article with the results of the role of social support in improving the quality of employee services in Vietnam's banking industry (Giao, Vuong and Tushar, 2020) Another study from the banking sector stated in its results that the influence of service quality dimensions and demographic variables on customer satisfaction and loyalty in the banking sector (Teeroovengadum, 2022).

The article with the results states that developing a comprehensive model of the factors affecting the quality of mobile banking services (Shankar *et al.*, 2020). The results of another study stated that the influence of service quality on customer loyalty in Vietnam's retail banking sector (Le, Nguyen and Truong, 2020)

The above articles and research results show that research on Service Quality continues to grow, focusing on various industries and contexts, including the influence of technology and global changes such as the COVID-19 pandemic. They also emphasize the importance of service quality in influencing customer satisfaction, loyalty, and behavior.

## Product Quality

Product Quality refers to the extent to which a product meets the standards that have been set as well as consumer expectations in terms of functionality, durability, reliability, aesthetics, and overall satisfaction. Product quality includes not only the functional aspects of the product but also how the product is able to meet consumer needs and provide more value (Bossert, 2021) The results of the study from (Alzoubi, Ahmed and Alshurideh, 2022) stated that performance, features, durability, and quality perception have a strong relationship with order winning factors, and all of these elements increase the company's chances of winning orders. Article from (Majeed *et al.*, 2022) presented in the results of the article that green marketing methods significantly and positively affect customer intentions to make environmentally friendly purchases. When reviewing the pathway coefficients between green marketing techniques and green purchase intent, we found that green brand image and customer environmental attitudes substantially moderated this relationship.

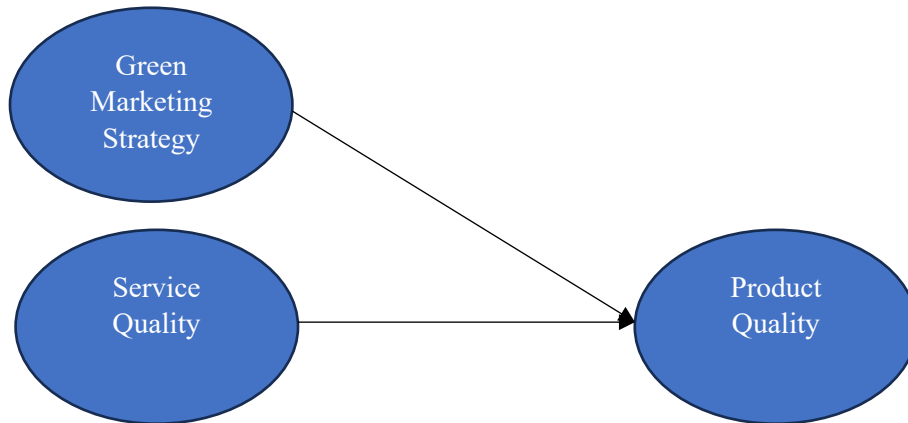
The results of the research from (Kara, 2023) state that product quality has a significant positive impact on customer satisfaction and brand loyalty in the automotive industry, quality aspects such as reliability and performance have the strongest influence on customer satisfaction and loyalty, customer satisfaction acts as a mediator between product quality and brand loyalty. Articles with research results state that extension products with high conformity according to perception increase brand loyalty, while extension products with low conformity decrease brand loyalty. Second, for extension products with high conformity according to perception, the conformity has a positive effect on brand loyalty. Brand attachment acts as a mediator between perceived fit and brand loyalty. Age has a negative moderation effect on the relationship between perceived fit and brand attachment, as well as between perceived fit and brand loyalty. Meanwhile, revenue levels only had a positive moderation effect on cultural fit and brand engagement, as well as on cultural fit and brand loyalty (Zhang *et al.*, 2023).

The results of the above study show that recent research on Product Quality focuses on its impact on various aspects of business, including customer satisfaction, brand loyalty, sustainable consumption, and brand equity. These studies also explore the role of product quality in digital and cross-cultural contexts.

### 3. RESEARCH METHODS

The qualitative method applied in this article is through search or observation, where the researcher makes observations on Green Marketing Strategy, Service Quality, Product Quality. This method provides an opportunity for researchers to observe group dynamics and explore existing experiences and views. Overall, qualitative research methods can provide a deeper understanding of the factors that affect Product Quality, thus providing valuable insights to improve the Green Marketing Strategy, Service Quality used by the manufacturing industry.

In this scientific article, the researcher proposes a framework with the following model:



**Figure 1. Research Framework**

Information:

Variable Independent	:	Green Marketing Strategy
Variable Independent	:	Service Quality
Variable Dependent	:	Product Quality

## 5. ANALYSIS AND DISCUSSION

### Analysis

#### Implementation of Green Marketing Strategy with Product Quality

The description is related to the variables in this scientific article, namely green marketing strategy with product quality, the findings from various scientific articles will be described where the research results from (Myxen *et al.*, 2022) states that Consumers are increasingly concerned about the environment, which influences their purchasing decisions. A green marketing strategy must include aspects of product quality to meet these expectations. Another study found that elements of the green marketing mix such as products, prices, distribution, and promotion are essential in promoting eco-friendly products. Among these elements, green products and green prices have the greatest influence on customer loyalty to the brand (Tabar and Mirabi, 2017) Another study also states that environmental knowledge and willingness to pay (WTP) are the main factors influencing the purchasing behavior of environmentally friendly products. Higher environmental knowledge has a positive impact on the decision to buy environmentally friendly products (Naz *et al.*, 2020).

The results of another study stated that providing more incentives by third-party e-commerce platforms can motivate online sellers to offer high-quality green products. In addition, this research also expands the theoretical foundation related to the quality supervision of green products in online shopping transactions (He, Zhang and Zhu, 2021) Another study also stated that environmental performance was greatly influenced by green strategies and product quality

as mediators, while financial performance also improved positively even though the impact was smaller. This shows that the implementation of a green strategy mediated by product quality can improve environmental and financial performance, allowing companies to remain financially stable while executing a product-oriented green strategy (Olayeni *et al.*, 2021).

Another study also stated that the impact of promotional activities on consumer behavior was analyzed through surveys. The survey included mobile device brands, user satisfaction levels, as well as various other parameters in the Republic of Serbia (Bakator and Petrović, 2016). From some of the findings of the existing article and used as a basis in this scientific article, a small conclusion is drawn that green marketing emphasizes the importance of product quality by meeting consumer expectations for environmentally friendly products. Through attention to factors such as product quality, pricing, distribution, and promotion, companies can effectively increase consumer buying interest as well as strengthen brand loyalty. In addition, managing a green marketing strategy involves unifying various elements to achieve a balance of benefits for the company, society, and the environment.

### **Implementation of Service Quality with Product Quality**

The findings will support the variables in this article as a basis for reference. A study from (Delia, Yohana and Rahmi, 2023) states that service quality and product quality have a significant impact on customer satisfaction, which further affects customer loyalty. The findings of this study show that all seven hypotheses are accepted, including the hypothesis that service quality and product quality significantly affect customer loyalty through customer satisfaction. Another study conducted at a Zara store in Surabaya revealed that product quality and retail service quality have a significant influence on repurchase intentions. In this study, customer familiarity is used as an intervening variable (Devi, 2017)

A study from (Chaerudin and Syafarudin, 2021) states that product quality is proven to have a positive and significant influence on the purchase decision of medical device products. Service quality is also proven to have a positive and significant influence on the decision to purchase medical device products, and price is proven to have a positive and significant influence on the decision to purchase medical device products. Product quality is proven to have a positive and significant influence on consumer satisfaction with the medical device products owned, service quality is proven to have a positive and significant influence on consumer satisfaction with medical device products, and price is proven to have a positive and significant influence on consumer satisfaction with medical device products. Other studies also state that product quality, service quality, and contextual experience have a significant impact on customer value perception (Xu, Blankson and Prybutok, 2017)

The results of the study stated that there was a positive relationship between quality perception and consumer behavior (such as average spending per spend and shopping frequency) mediated by overall consumer satisfaction, this suggests that the positive interaction between convenience, perception of service quality, and perception of fresh product quality on satisfaction

can drive an increase in the frequency of purchases in drive-throughs. However, consumer comfort does not affect the impact of product quality in general in shaping satisfaction related to drive-through (Martínez-Borreguero, Naranjo-Correa and Mateos-Núñez, 2022) From the results above, the findings of the supporting article provide reinforcement from this variable.

## **Discussion**

From the results above of the literature review of the variables from the journals that are referenced, the perspective of the researcher is as follows:

### **Implementation of Green Marketing Strategy with Product Quality**

The importance of product quality as a mediating factor in the successful implementation of green marketing strategies. Green marketing is not only about promoting sustainability, but also about meeting quality expectations. By focusing on key elements such as product quality, pricing, distribution, and promotional activities, companies can effectively increase consumer buying interest as well as brand loyalty. Additionally, managing a green marketing strategy involves uniting various elements to achieve a balance of benefits for the company, society, and the environment, which reinforces the importance of aligning business goals with sustainable Practices. This perspective brings together findings from various studies to build a coherent understanding of the role of product quality in driving environmental and financial performance through green marketing strategies.

### **Implementation of Service Quality with Product Quality**

From the researcher's perspective, the relationship between service quality and product quality is very close and mutually supportive in creating customer satisfaction and loyalty. Based on the findings of various studies that have been described, it is clear that these two factors play an important role in shaping a positive customer perception of a brand or product..

## **6. CONCLUSION AND SUGGESTION**

### **Conclusion**

From the two implementations above, there is a positive influence between green marketing strategy and product quality, and second, there is a positive influence between service quality and product quality. Thus, it is hoped that this research can make a theoretical and practical contribution in the development of effective green marketing strategies, as well as improve the quality of products and services in the Indonesian manufacturing sector.

### **Suggestion**

Improving the quality of products and services, as well as sustainability in business practices in Indonesia's manufacturing sector is very important, especially today.

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