

The Effect of the "Less Waste, More Coffee" Campaign towards Increasing Green Awareness of Indonesian Work Coffee Consumers

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Abstract

This research aims to determine the effect of the "Less Waste, More Coffee" campaign on increasing green awareness of Work Coffee Indonesia consumers. The population in this research is Indonesian Work Coffee consumers with specified criteria. The sampling method uses accidental sampling technique. Types of primary and secondary data using simple linear regression analysis techniques. The results of descriptive data research on the campaign variable (X) show a magnitude of 83.69% and the green awareness variable shows a magnitude of 79.42%, which means that both variables are rated high based on the position of the continuum line. In the t hypothesis test, it was found that each independent variable and dependent variable had an influence. So, the campaign was proven to have an effect on increasing green awareness with an overall significance level of 0.000 ($0.000 < 0.05$) and it was found that H_0 was rejected and H_1 was accepted. So the campaign has an effect on increasing green awareness of Work Coffee Indonesia consumers.

Keywords: Campaign, Green Awareness, Indonesian Work, Consumer

Abstrak

Penelitian ini bertujuan mengetahui pengaruh *campaign* "Less Waste, More Coffee" terhadap peningkatan green awareness konsumen Work Coffee Indonesia. Populasi dalam penelitian ini adalah konsumen Work Coffee Indonesia dengan kriteria yang ditetapkan. Metode pengambilan sampel dengan menggunakan teknik *accidental sampling*. Jenis data primer dan sekunder dengan teknik analisis regresi linear sederhana. Hasil penelitian data deskriptif pada variabel *campaign* (X) menunjukkan besaran 83,69% dan variabel *green awareness* menunjukkan besaran 79,42% yang artinya kedua variabel dinilai tinggi berdasarkan posisi garis kontinum. Pada uji hipotesis t ditemukan bahwa masing-masing variabel independen dan variabel dependen memiliki pengaruh. Maka, *campaign* terbukti berpengaruh terhadap peningkatan *green awareness* dengan keseluruhan tingkat signifikan sebesar 0,000 ($0,000 < 0,05$) dan didapatkan H_0 di tolak serta H_1 diterima. Sehingga *campaign* berpengaruh terhadap peningkatan *green awareness* konsumen Work Coffee Indonesia.

Kata Kunci: Kampanye, Green Awareness, Karya Indonesia, Konsumen

INTRODUCTION

The current increase in the amount of waste in Indonesia is caused by high population growth and changes in lifestyle that we have all witnessed. In developing countries like Indonesia, the waste problem is considered a complex issue, because it is related to the limitations of technology and infrastructure which is still developing (Pasang et al., 2007). Currently, the use of waste, especially plastic, continues to increase, this can lead to a continuous increase in the volume of plastic waste. The use of plastic in everyday life can cause new problems where plastic is difficult to decompose in the soil which can take hundreds of years. The condition of plastic waste in Indonesia is very worrying as can be seen from data from Indonesia.go.id. The Central Statistics Agency shows that plastic waste in Indonesia reaches 64 million tons per year, while 3.2 million is the result of plastic waste being thrown into the sea (Nafisa et al., 2022). Apart from that, there is an index for plastic waste management in Indonesia which states that plastic management has been implemented by 25 countries which can be seen that Indonesia is generally still low compared to other countries, namely Vietnam, Thailand and Malaysia regarding plastic management (Putri et al., 2018; Liang et al., 2021). The existence of this data can make it one of the problems that is still in the spotlight in the government and the lack of public awareness of environmental concerns, especially plastic waste. The increasingly rapid development of people's mindset in choosing and consuming products that can increase global warming, which can have a negative impact on people's lives. Various efforts have been made to reduce the use of plastic, ranging from straws, plastic shopping bags to forms of packaging that use plastic materials. Another action is to change habits to buy green products which will ultimately help protect the environment. According to the Cambridge dictionary, the definition of green behavior refers to consumers' desire to buy products produced in an environmentally friendly manner (Maheshwari, 2014; Hosta & Zabkar, 2021).

There are several previous studies that explain similar topics, such as research conducted by (Heo & Muralidharan, 2019; Malik et al., 2019) showing that consumer awareness of environmentally friendly products has an impact on the way they are aware of and make decisions when purchasing products that are environmentally friendly. However, there is a difference with the results of research conducted by (Suki, 2013) on 200 respondents in Malaysia, that awareness of green products has no influence on purchasing these products. In research conducted by (Buerke et al., 2017; Sharma & Foropon, 2019) it was stated that consumer awareness of sustainable products plays an important role in shaping purchasing behavior patterns. Their findings also reveal that public knowledge regarding sustainable products is still quite limited. Therefore, efforts need to be made to increase public understanding of the benefits of using environmentally friendly products. The environment and characteristics of the product that consumers want. This knowledge can help consumers recognize the attributes of environmentally friendly products, so that it can ultimately influence their purchasing decisions for environmentally friendly products. From this, various campaigns emerged which were carried out both through positive messages conveyed to provide awareness to consumers about the importance of reducing materials made from plastic. This has given rise to various things that can carry the theme of environmental concern, one of which is carrying out campaigns and supporting efforts to minimize the use of plastic through coffee as a product that is promoted with its own uniqueness, namely Work Coffee Indonesia, which is based in the city of Bandung,

West Java. Work Coffee Indonesia has 4 branches in Indonesia, namely in DKI Jakarta, two in Bandung City, and Bekasi City (Agustin, 2021). Each branch has the same concept with an environmental theme.

The reason the researcher chose Work Coffee Indonesia as the research object is because Work Coffee Indonesia has a very different coffee shop concept. They are aware of the threat to the earth due to lack of waste management, especially plastic. Different from most coffee shops in Bandung, Work Coffee Indonesia carries the "Zero Plastic" principle by replacing it with environmentally friendly materials. This coffee shop also presents room decorations in the form of recycled items. Apart from that, the atmosphere of the coffee shop is unique and attractive because of the environmentally friendly concept implemented such as not providing tissue, plastic straws or other materials that contain plastic, but instead providing substitute items that are more environmentally friendly. Work Coffee Indonesia has eliminated the take away service system on the online platform and no longer uses single-use plastic cutlery by implementing it through the "Less Waste, More Coffee" campaign which was carried out to invite consumers to start making efforts to minimize plastic waste. Work Coffee Indonesia bases their eco-friendly principles on the idea of reducing, recycling and reusing. From the "Less Waste, More Coffee" Campaign run by Work Coffee Indonesia, researchers are interested in exploring more about the reasons behind the concept they firmly hold, namely zero% plastic. Therefore, based on this description and phenomenon, researchers will analyze how the Less Waste, More Coffee campaign influences the increase in environmental awareness of Work Coffee Indonesia consumers.

LITERATURE REVIEW

The S-R theory was discovered by Hovland in 1953. Starting in the 1930s, a classic model of communication was born which was heavily influenced by psychological theory and then turned into communication science. S-R theory stands for Stimulus Response. The material objects of psychology and communication science are the same, namely humans whose souls include the following components: attitudes, opinions, behavior, cognition, affection and conation. The basic assumption of this theory is that mass media has a directed, immediate and direct effect on communicants (Bryant & Miron, 2004). Stimulus Response Theory or S-R theory has the capacity to act as a stimulus (S), and produces a strong response (R) as well. According to (Ningrum & Muslih, 2023), stimulus response theory shows communication as a very simple action-reaction process. Stimulus response theory assumes that verbal words (spoken-written), non-verbal signals, images and certain actions will stimulate other people to respond in a certain way. Stimulus response is a simple learning principle, where the effect of communication is a reaction to a certain stimulus. In this way, it can be understood that there is a connection between messages in the media and audience reactions. According to Leislle. B. Snyder in (Fantini, 2022) states that a campaign is an activity in an organized form of communication, either directly addressed or to an audience and has a period for a specific purpose. On the other hand, a campaign is part of a communication activity that is designed as a tool that can have a certain effect on one or more audiences, which is carried out periodically over a certain period of time (Wulandari et al., 2019). In essence, campaign activities can be interpreted as a series of communication

activities organized with the aim of achieving a certain effect or impact on many people. According to Hallahan, (2014), campaigns involve carefully planned communication actions to achieve certain goals within a specified time.

There are several indicators that can measure the effectiveness of a campaign according to Woerndl, et al. (2008) There are three important things in a campaign message, namely fast growth, speed of distribution, and reaching the largest audience possible. All these aspects play a role in spreading campaigns efficiently to the right targets. Peer-to-peer Information Conduit, in the context of this research, dimensions related to peer-to-peer information channels refer to the combination of channels used to convey campaign messages, considering the influence of technology and the credibility of the message source. The use of technology together with reliable message sources is considered crucial to convey campaign messages with reliable information, which in turn aims to attract consumers to be interested in purchasing the products or services offered. Message Content, campaign material includes imaginative elements, elements of fun, and elements of intrigue in the message. In addition, the message's accessibility is easy to obtain, and the relationship between the sender and recipient facilitates smooth communication regarding the campaign content. Product/Service Characteristics (Product/Service Characteristics), relating to the product or service being marketed is in accordance with the characteristics of the campaign being held. Overall Campaign Structure (Overall Campaign Structure), relating to the overall campaign structure is considered important and in accordance with the rules. Therefore, researchers will use these five indicators in the framework of thinking and operational variables. Environmental communication is the study of how we communicate to support environmental protection (Voci & Karmasin, 2023). According to Nils et al. (2007) in their book *Environmental Communication and the Public Sphere*, environmental communication has two functions, namely; Environmental communication is pragmatic, which means it is educational and helps in finding solutions to environmental communication problems. Environmental communication can help by offering representations of natural and environmental problems that humans can understand. Environmental communications urge to consider forests and rivers as a threat or as an abundant wealth as one of the supports of living systems that needs to be respected (Mayeda et al., 2019).

According to Ottman in (Kristiana, 2017), green products generally have long-lasting properties, are safe for health, and use packaging made from recycled materials and Ottman also emphasized that consumers currently prefer green products, encouraging brands to focus on green products, such as organic food production process, protection of animals in the production process, as well as the use of organic fiber and ultra-concentration detergent. Awareness of the green environment has become the focus of consumers who want to demonstrate their obligation to environmental protection before making a purchase (Cherian & Jacob, 2012). Suki, (2013) defines green environmental awareness in a similar way for products that have natural, recycled, reusable and biodegradable characteristics; made from natural ingredients, contains recycled materials, is free from toxic chemicals, does not harm or pollute the environment, is not tested on animals, and has environmentally friendly packaging that can be reused, refilled, and so on. Based on research (Suki, 2016), currently green awareness indicators can be viewed from several sides, namely as follows; Consumers' Environmental Concerns, consumers' attention to the environment reflects their interest in

environmental issues and their impact on their lives and the surrounding environment. The results of research involving men and women regarding environmental awareness show that women tend to be more careful than men when it comes to environmental safety. Consumer concern for the environment is also related to product impacts, characteristics, product descriptions, and claims made by the product, as presented (Szabo & Webster, 2021). According to Pham et al. (2019) individuals who have a high commitment to the environment tend to be more sensitive to environmental issues and tend to take personal responsibility in ensuring environmental sustainability and safety. Concern for green products (Awareness of Green Products), having certain characteristics, including being free from toxic elements, grown organically, can be reused, without involving animal testing, does not cause environmental pollution, and has packaging made from or containing materials natural, recycled materials, and environmentally friendly chemicals (Kirmani & Khan, 2016). In his research, Suki (2016) explains various aspects related to environmentally friendly products, such as Product perception, the public's view of environmentally friendly products is that the product does not harm the environment. Packaging, the packaging of a product creates a certain impression and is considered related to consumer concern for the environment. Product composition, utilize materials that can be reprocessed, avoid creating environmental pollution, and minimize the impact on the ecosystem. Labels, labeling a product as environmentally friendly is an effective method for conveying to consumers about the benefits, features and safety claims of a product. Company and consumer perceptions of a brand's strategy in overcoming environmental issues. Concern about price (Awareness of Green Price), price is one of the main considerations for consumers when they decide to buy a product. Generally, consumers will not choose environmentally friendly products if the price is higher. However, there are consumer groups in developing countries who are environmentally conscious and are willing to pay more to get environmentally friendly products (Kautish & Sharma, 2020), as quoted by Suki 2016). Concern for brand image (Awareness of Brand Image), consumer perceptions of the impression of products that are labeled as environmentally friendly products are closely related to brand reputation. A brand reputation that is known among the public can help introduce new products and increase sales of existing products (Dellarocas et al., 2010), as quoted by Suki 2016). Therefore, researchers will use these five indicators in the framework of thinking and operational variables.

RESEARCH METHOD

This research uses quantitative methods. Quantitative methods are a research approach based on the philosophy of positivism. In this method, researchers examine a certain population or sample, then collect data using research instruments. The results of data analysis are statistical in nature and aim to test previously established hypotheses. In this research, using the positivism paradigm. Positivism has the assumption that social reality consists of objective facts. This research aims to determine the cause and effect between the two variables, namely Campaign and Green Awareness. Based on the variables studied, this research uses a simple regression analysis technique because it only uses one independent variable, namely the Less Waste, More Coffee campaign. According to Sugiyono, (2019) Operational Variables are activities to measure research variables as seen from certain characteristics that are reflected in the dimensions or indicators of research variables. Toledo et al. (2018) define Operational Variables as a method for describing or explaining research variables so that these variables are specific (without multiple interpretations) and can be

measured (observed or measurable). Operational definition is an attempt to reduce the level of abstraction of a construct so that it can be measured, by providing operational definitions of variables based on observable characteristics allowing researchers to carefully observe or measure an object or phenomenon. A measurement scale is an adjustment to be used as a guide to determine the long and short ranges of measuring instrument intervals. This aims to create quantitative information when using these measuring instruments. By applying a measurement scale, the value of a variable measured using a special measurement tool can be expressed in the form of numbers, thereby providing accuracy, efficiency and ease of communication. In this research, the Likert scale method was applied. This scale is used to evaluate the attitudes, views and perceptions of individuals or groups towards social phenomena. Variables measured using a Likert scale are considered as indicators of variables, which then become the basis for instrument development. This instrument can be a statement or a question. In this research, a Likert scale ranging from 1 to 5 will be used for reasons of interpretation carried out by the researcher in order to reduce bias in the interpretation carried out by the researcher in order to reduce bias in the interpretation of the data. Respondents' responses were measured quantitatively and then analyzed as follows.

RESULTS

This research aims to determine the existence and how much influence the Less Waste, More Coffee campaign has on increasing green awareness of Work Coffee Indonesia consumers. As a representative for a population whose exact number is unknown, there are 200 respondents obtained through the calculation formula of Hair et., al. questionnaires were distributed directly at Work Coffee Indonesia. Respondents filled out 40 statements, divided into 14 campaign variable statements (X), and 26 green awareness variable statements (Y). Descriptive analysis is used in research to describe, describe, describe, and elaborate on data so that it is easy to understand. In descriptive statistical analysis, the data obtained is known in the form of the mean value, maximum data value, data range, data variance, and so on. In descriptive analysis, if the average value is greater than the standard deviation value, it can be concluded that the average of all data on the variable is able to use all variables well. After obtaining the variable score results, categorization can be determined based on the mean value and standard deviation in each category with the following formula:

Table 1. Results of Descriptive Statistical Analysis of Variable

Variable	N	Range	Minimum	Maximum	Sum	Mean	Mean Error	Std. Dev	Variance
campaign	200	32	38	70	11460	57.30	0.574	8.112	65.809
Green awareness	200	54	76	130	20752	103.76	0.865	12.227	149.500

To find out the description of each variable, the calculation is based on descriptive statistical analysis data on the mean value and standard deviation and after that it is grouped into 3 categories, namely high, medium, and low. From the table above, the results of the statistical analysis on variable X, namely Campaign, are in the medium category, with a percentage of 136%. The campaign variable in the low category got 38% and in the high category it got 26%. The mean or average value for variable all variables quite well because the value of the mean score is greater than the standard deviation value

Table 2. Frequency of Descriptive Statistical Analysis of Variable and Pearson Product Moment Correlation Test Results

Variable		Category	Criteria	Frequency	Percentage	Campaign	Green awareness
Campaign	Pearson Correlation	Low	$X < 49$	38	38%	1	.836**
	Sig. (2-tailed)	Currently	$49 \leq X < 65$	136	136%		.000
	N	Tall	$65 \geq X$	26	26%	200	200
Amount				200	200%		
Green Awareness	Pearson Correlation	Low	$X < 92$	27	27%	.836**	1
	Sig. (2-tailed)	Currently	$92 \leq X < 116$	130	130%	.000	
	N	Tall	$116 \geq X$	43	43%	200	200
Amount				200	200%		

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Results of Processed Researcher Data, 2023

From the table above, the results of the statistical analysis on variable Y, namely Green Awareness, are in the medium category, with a percentage of 130%. The Green Awareness variable in the low category got 27% and in the high category it got 43%. The mean or average value for variable Y is known to be 103.76 and from the table above it is also known that from a total of 200 respondents the maximum value was 130 and the minimum value was 76. So, it can be concluded that the average of all data on the promotion variable is able to describe all variables quite well because the value of the mean score is greater than the standard deviation value.

It is known that the results of the correlation test using SPSS have a significance value for variable X and variable Y of 0.000 ($0.000 < 0.05$), so variable X and variable Y are correlated and have a relationship. Meanwhile, the correlation value of variable X and variable Y is 0.836 and the relationship between the two variables is positive. So, it can be concluded that the correlation value of variable X and variable Y is 0.836 which is very strongly correlated and has a positive relationship. This means that the higher the "Less Waste, More Coffee Campaign, the higher the increase in Green Awareness, and vice versa. The coefficient of determination is useful for knowing what percentage change in variable Y is caused by variable X.

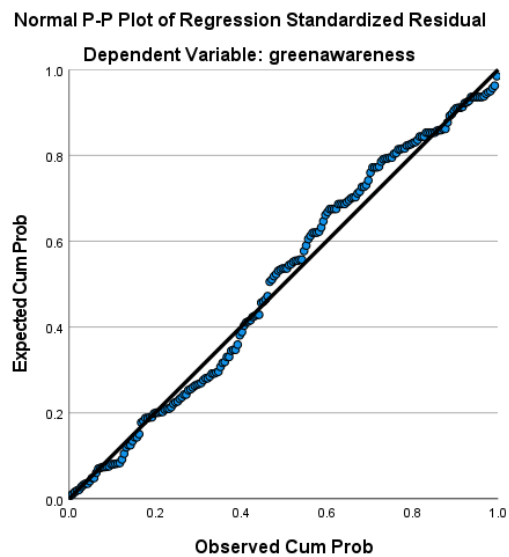


Figure 1. Normal P-Plot Test Results
 Source: SPSS Data Processing Results

It is known from the graphic image above that the distribution of points is in a straight line or diagonal area so it can be concluded that the data is normally distributed. The weakness of the normality test using the Normal P-Plot method is that there are no clear boundaries regarding how close the points are distributed so it depends on the researcher's subjectivity.

Table 3. Kolmogorov Smirnov Normality Test Results

Model	Unstd. Residual
Mean	200
Std. Deviation	.0000000
Absolute	6.70183211
Positive	.070
Negative	.054
Test Statistic	-.070
Asymp. Sig. (2-tailed) ^c	.070
Sig.	.017
Lower Bound	.016
Upper Bound	.013
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 303130861.	

Source: SPSS Data Processing Results 2023

Data is said to be normally distributed if the significance value or Asymp value. Sig > 0.05. Based on the table above, using the Kolmogorov Smirnov normality test, it is known that the significance value is 0.017 > 0.05. Thus, the data is considered normally distributed.

Table 4. Glejser Heteroscedasticity, T Test, and F Test Results

Model	B	Std. Error	β	Sum of Squares	df	Mean Square	F	t	sig
(Constant)	1.368	1.775						.770	.442
campaign	.075	.031	0.171					2.446	.015
(Constant)	31.525	3.398						9.279	.000
campaign	1.261	.059	.836					21.472	.000
Regression				20812.484	1	20812.484	461.051		.000 ^b
Residual				8937.996	198	45.141			
Total				29750.480	199				

Source: SPSS Data Processing Results, 2023

Based on the results of the Glejser SPSS heteroscedasticity test, it is known that the significance value is $0.015 > 0.05$, so heteroscedasticity does not occur. Based on the table above, it is known. The constant value (a) is 31,525, then the Campaign value (b / regression coefficient) is 1.261 so that the regression equation can be written as follows. $Y = a + Bx$ $Y = 31.525 + 1.261X$. It can be explained that the consistent value of the Campaign variable is 31.525. This means that every time there is an increase in the campaign by 1 unit, there will be an increase in the increase in Green Awareness by 1,261 units. The regression coefficient is positive with a value of 1.261, so it can be said that the direction of influence of variable X on variable Y is positive. The significance value (X) is $0.000 < 0.5$. So variable X has an effect on variable Y.

Steps for testing the hypothesis in this research $H_0 =$ The "Less Waste, More Coffee" campaign has no effect on increasing Green Awareness among Indonesian Workers' Coffee consumers and $H_1 =$ The "Less Waste, More Coffee" campaign has an effect on increasing Green Awareness among Coffee consumers Indonesian Workers. From the t test results table, the t count is 21.472 with a significance of 0.000. The t table value can be seen from looking at the t table list which has a significance value of 0.05 with a total of $df=198$. From the list of t tables, the t table is 1.652. If $t \text{ count} \leq t \text{ table}$, then H_0 is accepted and if $t \text{ count} > t \text{ table}$ then H_0 is rejected. If the significance value is > 0.05 then H_0 is accepted and if the significance value is < 0.05 then H_0 is rejected.

From the data obtained above, it can be seen that the calculated t value is 21.472 and t table 1.652 ($21.472 > 1.652$) and the significance value is 0.000 ($0.000 < 0.05$), so it can be said that H_0 is rejected. So, it can be concluded that the "Less Waste, More Coffee" Campaign has an influence on increasing the Green Awareness of Indonesian Work Coffee consumers. From the data above, the significance value obtained is 0.000 ($0.000 < 0.05$), so H_0 is rejected. So, it can be concluded that there is a significant influence of the "Less Waste, More Coffee" Campaign on increasing the Green Awareness of Work Coffee Indonesia consumers.

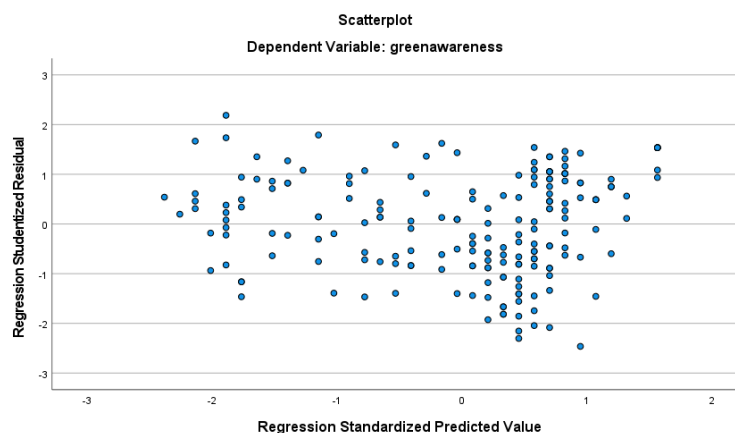


Figure 2. Scatter Plot Heteroscedasticity Test Results
 Source: SPSS Data Processing Results 2023

It is known that in the picture above, the dots are spread above and below or around the number 0. So, heteroscedasticity does not occur. The weakness of the heteroscedasticity test using scatter plots is that decisions are made based on subjective observations because there are no clear provisions regarding how close the points are distributed. Based on the table of multicollinearity test results below, it can be said that there is no multicollinearity because each tolerance value has a total value > 0.100 and a VIF value < 10.00. Pearson product moment correlation has the aim of knowing the closeness of the relationship between variables.

Table 5. Multicollinearity Test Results

Model	Collinearity St. Tolerance	Collinearity St. VIF
DiffusionCharacteristics	0.491	2.036
PeerToPeerInformationConduit	0.357	2.799
MessageContent	0.472	2.119
ProductServiceCharacteristics	0.478	2.091
OverralCampaignStructure	0.468	2.135

Source: SPSS Data Processing Results, 2023

Table 6. Coefficient of Determination Results

R	R Square	Adjusted R Square	Std. Error of the Estimate
.836 ^a	.700	.698	6.719

Source: SPSS Data Processing Results, 2023

The table above explains the magnitude of the correlation or relationship (R) value, which is 0.836. From the output, a coefficient of determination (R Square) of 0.700 is obtained, which means that the influence of the independent variable (Campaign) on the dependent variable (Green awareness) is 70% while the rest 30% is influenced by other variables not examined in this research.

CONCLUSION

Based on the results of the research and discussions described in the previous chapters, it can be concluded that the "Less Waste, More Coffee" campaign has a significant influence

and has a positive relationship. From the results of descriptive statistical analysis on variable X, it shows 83.69% and variable Y shows 79.42%. Both variables are in the high category on the continuum line. Based on the data that researchers have processed, the "Less Waste, More Coffee" campaign has had an influence on increasing green awareness. This can be seen from the t test (partial) which states that the calculated t result is 21.472 and t table 1.652 ($21.472 > 1.652$) and the significance is 0.000 ($0.000 < 0.05$). Then the influence contribution given by the "Less Waste, More Coffee" campaign on increasing green awareness of Work Coffee Indonesia consumers was 70%, while the rest was influenced by other variables or other factors that were not examined in this research. Then the regression coefficient is positive at 1.261, so it can be said that the direction of influence of variable X on variable Y is positive. So it can be concluded that the "Less Waste, More Coffee" campaign has a significant and positive effect on increasing green awareness of Work Coffee Indonesia consumers. The advice given by researchers is for Work Coffee Indonesia to continue to be consistent in running the "Less Waste, More Coffee" campaign so that it is more widespread and beneficial for the surrounding environment. It is hoped that future researchers can add or replace other research variables that influence green awareness. It is hoped that Work Coffee Indonesia consumers and readers will increase their knowledge and awareness about green products or environmentally friendly products.

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