THE IMPLICATION OF GREEN MARKETING THAT INFLUENCE THE CUSTOMER AWARENESS TOWARDS THEIR PURCHASE DECISION

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Abstract. The disposal of plastic waste in the ocean has become a serious issue in Indonesia. There has been plenty of news referring the plastic trash in the Ocean, which has harm and kill lots of sea animals around the ocean and also create unhealthy environment. The intention of this study is to analyze and implement green marketing in fast food restaurants to promote and educate customers referring to the dangers of using plastic products and control them from the fast food restaurants. This research is to analyze the customer awareness and bahavior towards their purchase decision in relating to green marketing as the intervening variable. The collection of data is done through the distribution of questionnaire to the respondents in Jakarta, Indonesia is the respondent of this research. The method of analysis is based on descriptive and verification research, the sample determination is using Purposive Random Sampling and the data analysis is using Partial Least Square (PLS). The results show that customer awareness and customer behavior have positive and significant effect towards green marketing and customer behavior has the most significant influence towards green marketing compared to customer awareness. The results show that customers' awareness concerning the plastic waste is still low, eventhough they understand the danger of the plastic waste, however gradually their behavior of preventing the plastic products start to increase after implementing green marketing which have educate them concerning the danger of plastic waste and the limitation of plastic products in the restaurants.

Keywords: Customer Awareness, Customer Behavior, Green Marketing, Purchase Decision

Abstrak. Pembuangan sampah plastik di laut telah menjadi sebuah persoalan yang sangat serius di Indonesia. Banyak berita yang menceritakan bahwa sampah plastik di lautan telah merugikan dan membunuh banyak hewan laut serta menciptakan lingkungan yang tidak sehat. Tujuan dari penelitian ini adalah untuk menganalisis dan mengimplementasikan green marketing di restoran cepat saji untuk mempromosikan dan mengedukasi konsumen tentang bahayanya penggunaan produk plastik dan pengendaliannya di restoran cepat saji. Penelitian ini bertujuan untuk menganalisis kesadaran dan perilaku konsumen terhadap keputusan pembelian dalam kaitannya dengan green marketing sebagai variabel intervening. Pengumpulan data dilakukan melalui

penyebaran kuesioner kepada responden di Jakarta, Indonesia yang merupakan konsumen di restoran cepat saji. Metode analisis yang digunakan berdasarkan penelitian deskriptif dan verifikatif, penentuan sampel menggunakan Purposive Random Sampling dan analisis datanya menggunakan Partial Least Square (PLS). Hasil penelitian menunjukkan bahwa kesadaran konsumen dan perilaku konsumen berpengaruh secara positif dan signifikan terhadap green marketing dan perilaku konsumen memiliki pengaruh yang paling signifikan terhadap green marketing dibandingkan dengan kesadaran konsumen. Hasil penelitian menunjukkan bahwa kesadaran konsumen terhadap sampah plastik masih rendah meskipun mereka memahami bahayanya sampah plastik, namun lambat laun perilaku mereka dalam mencegah produk plastik mulai meningkat setelah diterapkan green marketing yang telah mengedukasi mereka tentang bahayanya sampah plastik dan pembatasan produk plastik di restoran cepat saji.

Kata Kunci: Kesadaran konsumen, Perilaku konsumen, Green marketing, Keputusan membeli

INTRODUCTION

Indonesia is considered to have the biggest island in the world, with around 17,508 islands including big and small islands. Indonesia is also famous of the country which has the biggest natural and energy resources compare to the rest of the countries. Beside the natural resouces, Indonesia also have a lot of tourism spot which is famous around the world. However, the exploitation and expansion of the tourism businesses has ruled out the concern of maintaining good and clean environment. This issue happens because there has been a lot of environmental damage caused by tourism, fishery exploitation and apprehensive of plastic waste disposal. (Big.go.id).

There has been plenty of news published in various types of electronic media concerning the disposal of plastic waste as a fenomenal issue in the Indonesian ocean. This is not only occured in Indonesia but also happen in the international ocean as well. This tragically action of plastic waste disposal has caused a serious problem in the ocean and kill a lots of sea animals, most of the animals die with their stomach full of plastic waste. The Indonesia Ministry of Environemnt and Forestry has explained that 99% of the sea animals will die if there are no proper action to be been taken thoroughly to prevent these plastic waste disposals.

According to the World Economic Forum in 2016, there are more than 150 million tons of plastic waste flow into the oceans of the world. Every year, almost 8 million tons of plastic waste that flow into the sea of all countries. Plastic waste can remain for hundreds of years in the ocean and these plastic wastes will only decayed into small particles in a long time. The forum also expressed that plastic waste disposal will accumulate continuously into the oceans if there is no thorough prevention from all countries. Without significant action, these plastic wastes will become more compare to the fish in the ocean which is estimated to be 1:3. The plastic waste will continue to

expand to 250 million tons, while the number of fish will continue to decline because of the increasing intense of fishing.

The plastic waste disposal has become the topic of the news worldwide and many organizations from different environmental fields have beginning to encourage and bring people to the attention of the importance of maintaining friendly environmental quality which is not only care for human beings but also for the sea animals in the ocean. But most of the people are only acting as a spectator rather than taking part in the action to save this planet and ocean by educating and pursuading people of decreasing the disposal of plastic waste. The term of "Go Green" has only become a slogan eventhough it begins to be echoed back into various environmental communities such as the companies who engaged in food and beverage businesses. This action continues gradually to educate and build the awareness and attention of human being against their environment that create a big impact to the human life in the coming future.

According to Ramli & Soelton (2018) that all companies need to develop the ability to apply innovation to take advantages of opportunities, one hand to help overcome the environmental problems and on the other hand is to educate how concerned the company is in promoting marketing with green concept. The marketing strategy taken by marketers to educate customers about the company's concern for the dangers of using products that contain plastic. The purpose of green marketing is to provide education to the customers on how dangerous the products that contain plastic is. But somehow, many parties argue that the concept of green marketing has been misplaced, because on one hand they want to reduce the use of cutlery and drink containing plastic, but on the other hand consumers might feel dissatisfied with their habits of using plastic products.

The issue of plastic waste in Indonesia. The customers are one of the parties that has been contributing the biggest amount of plastic waste into the ocean. Nevertheless, this issue cannot fully blame to the customers for what happen, the company that provide the products that contain plastic must also take the full responsibility of this problem. The company that provide the plastic products must be awared of this problem in the beginning, they must continue to educate the customers concerning the danger and the damage that might cause to the ocean and even kill the sea animals due to the plastic waste disposal. However, the company that provide the plastic products must continue to educate the customer and prevent the usage of plastic products, eventhough this is not easy and most customer will only take it for granted because the problem of waste disposal do not affect them directly, they are not harmed in the situation.

According to CNN Indonesia (2018), Indonesia is supposed to be the second largest country that contribute plastic waste disposal into the ocean after China, follow by Philippine, Vietnam and Srilanka. Indonesia is the fourth largest population in the world after China, India and the United States, that is why Indonesia contribute a huge amount of plastic waste disposal. As the fourth largest population in the world, this contribution of plastic waste in Indonesia is not only come from the individual but also from the companies and households. The waste is not only derived from plastic waste but there is

also rubber waste, paper waste and other kinds of waste that come from the human being usage of plastic products.

Plastic waste is supposed to be the most difficult waste to decompose and even this will require a longer time for the plastic waste to decompose and become small particles. One of the biggest plastic wastes disposal in Indonesia is come from from the plastic bags and plastic straws. According to some research, plastic straws can take more than 450 years to disintegrate into small particles or microplastics. According to the data collected by Divers Clean Action, the usage of plastic straws every day in Indonesia has touched the number of 93,244,847 sticks. These plastic straws are mostly derived from the fast food restaurants and many soft drinks that packed with straws.

Research Gap. According to the previous research, Rani et al (2014) in their research inform that bringing into the attention of the customer concerning the environmental degradation, green marketing sells ideas about the relatively superior environmental characteristics of the company's product and service offerings. Maheshwari (2015) explained that marketers need to educate customers concerning the awareness of a green brand that will become success after embedding in the minds of consumers. Papadas (2016) stated that green marketing is an important tool for sustainable business strategies, companies need to adopt green marketing practices to achieve better business performance. Bukhari (2018) indicate in his research that by limiting the amount of packaging, choosing materials that can be recycled, and encouraging the collection of packaging waste is an energy element of distribution and promotion. Patil & Shelke (2018) stated that consumer buying decisions in Marathwada are not influenced by green marketing practices undertaken by companies. However, consumers are willing to pay premium prices to get products that are environmentally friendly. According to Mahmoud (2018) that providing better information as input for government policy makers, who are responsible for business development, to encourage the use of green marketing by processing plants to benefit the interests of key stakeholders. Jeevandas & Vivek (2019) explained that the data revealed were a large number of prospective customers who have prospects for environmentally friendly products and subsequently this number would increase with green marketing initiatives. Widyastuti et al (2019) illustrated that green marketing implementation into marketing strategy and corporate social responsibility program bring benefit, high imperative to the community, and positive value to the company's green image.

Form the previous research done on the green marketing and friendly environmental marketing, the main researches are analysing the theoretically gap of the study, whereby this research is to analyze the empirical study according to the environment observations and the methodological. This study is based on the constructed variables of customer awareness, customer behavior, green marketing and purchase decision. This research will also discuss the customer's awareness and their behavior towards their purchase decision concerning the prohibition of plastics products in the fast food restaurants.

LITERATURE REVIEW

Customer Awareness. Abdolvand et al (2016) mentioned that awareness and knowledge has become critical element in changing the attitude and behavior of consumers towards products, which in turn is required to make the growth in the markets. Several studies has been reported the knowledge, awareness, attitude and behavior of consumers towards products in both developed and developing countries. Kotler & Armstrong (2016:454) explain that the target market of a marketing communicator may not know the product at all, only know its name, or only know a few things about the product. Thus, marketers must first build the awareness. Awareness is the extend to which customers are informed about the product's features, persuaded to try it, and reminded to repurchase. Which is when the customer is aware and know of a product, they will try and buy the product.

Customer Behavior. According to Syaiful & Kumala Sari (2016) that social factors also influence consumer behavior, including: reference groups, family, and social status. In addition to cultural and social factors, personal factors also influence consumer behavior, including: age, work and economic environment, lifestyle, personality, and self-concept. Psychological factors that influence a person's purchasing choices are motivation, perception, learning, and beliefs and values. Kotler & Armstrong (2016:166) explain that consumers make many purchasing decisions every day, and purchasing decisions are the focal point of marketers' efforts. Most of the large companies will examine their consumer purchasing decisions in great detail to answer questions about what consumers buy, where they buy, how and how much they buy, when they buy, and why they buy.

Green Marketing. Utami (2020) explains that green marketing or environment marketing is developing in line with the public's attention on environmental issues, so that the community demands the responsibility of business people in conducting business activities. Kotler & Armstrong (2016:637) express that companies can use various ways to measure their progress in environmental sustainability. This includes internal and external reforestation activities that will provide results to the company and the environment in the short term, and outside reforestation activities that will produce in the long run. At the most basic level, companies can practice pollution prevention. This involves more than controlling pollution and reducing waste.

Purchase Decision. Prasetyaningsih & Astini (2016) explained that the purchase decision is the next stage after the intention or desire to purchase, but the purchase decision is not the same as the actual purchase. Purchase decisions made by consumers are varied, some are simple and some are complex. According to Kotler & Armstrong (2016:183) that after seeing the influence that can affect purchasers, marketers must look at how consumers make purchase decisions. The purchaser's decision process consists of five stages: introduction of needs, information seeking, alternative evaluation, purchase decisions, and

post-purchase behavior. Marketers need to focus on the entire purchase decision process rather than just focusing on the purchase decision.

Research Hypothesis and Framework

The influence of customer awareness towards green marketing. Abdolvand et al (2016) mentioned that awareness and knowledge has become critical element in changing the attitude and behavior of consumers towards products, which in turn is required to make the growth in the markets. Utami (2020) explains that green marketing or environment marketing is developing in line with the public's attention on environmental issues, so that the community demands the responsibility of business people in conducting business activities. Thus, the hypotheses that can be formulated in this study are as follows:

H_1: The influence of customer awareness towards green marketing.

The influence of customer behavior towards green marketing. Syaiful & Kumala Sari (2016) mentioned that social factors also influence consumer behavior, including: reference groups, family, and social status. In addition to cultural and social factors, personal factors also influence consumer behavior, including: age, work and economic environment, lifestyle, personality, and self-concept. Utami (2020) explains that green marketing or environment marketing is developing in line with the public's attention on environmental issues, so that the community demands the responsibility of business people in conducting business activities. Thus, the hypotheses that can be formulated in this study are as follows:

H_2: The influence of customer behavior towards green marketing.

The influence of customer awareness towards purchase decision. Abdolvand et al (2016) mentioned that awareness and knowledge has become critical element in changing the attitude and behavior of consumers towards products, which in turn is required to make the growth in the markets. Prasetyaningsih & Astini (2016) explained that the purchase decision is the next stage after the intention or desire to buy, but the purchase decision is not the same as the actual purchase. Purchase decisions made by consumers are varied, some are simple and some are complex. Thus, the hypotheses that can be formulated in this study are as follows:

H_3: The influence of customer awareness towards purchase decision.

The influence of customer behavior towards purchase decision. Syaiful & Kumala Sari (2016) mentioned that social factors also influence consumer behavior, including: reference groups, family, and social status. In addition to cultural and social factors, personal factors also influence consumer behavior, including: age, work and economic environment, lifestyle, personality, and self-concept. Prasetyaningsih & Astini (2016) explained that the purchase decision is the next stage after the intention or desire to buy, but the purchase decision is not the same as the actual purchase. Purchase decisions made

by consumers are varied, some are simple and some are complex. Thus, the hypotheses that can be formulated in this study are as follows:

H_4: The influence of customer behavior towards purchase decision.

The influence of green marketing towards purchase decision. Utami (2020) explains that green marketing or environment marketing is developing in line with the public's attention on environmental issues, so that the community demands the responsibility of business people in conducting business activities. Prasetyaningsih & Astini (2016) explained that the purchase decision is the next stage after the intention or desire to buy, but the purchase decision is not the same as the actual purchase. Purchase decisions made by consumers are varied, some are simple and some are complex. Thus, the hypotheses that can be formulated in this study are as follows:

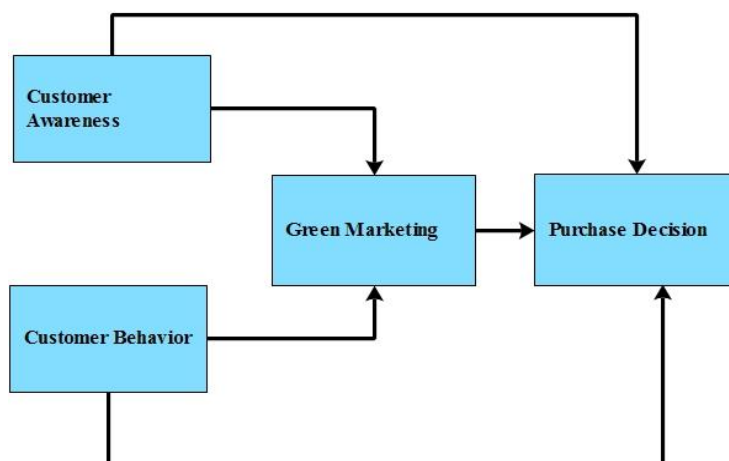H_5: The influence of green marketing towards purchase decision.

Figure 1. Research Framework

METHOD

The design of this study is based on the strategic marketing management approaches which include the operationalization variables, data collection method, and information collected by the researcher. The research will then define the population, calculate the sample size, and determined the technicle sampling. The design of this study is to conduct the testing research hypothesis based on the phenomenal issue and the respondent is the customers of fast food restaurants in Jakarta, Indonesia. This research start with performing the preliminary research survey against 30 customers as the respondent and follow by constructing the research variables based on the results of the survey.

The intention of this research is find out how to eliminate the disposal of plastic waste which was contributed from the people. This investigation can be performed by analyzing the collected data of survey to understand the interrelationship and influence

between the research variables, how the independent variables influence the dependent variable and also influence of the intervening variable.

The process of this observational research is to use cross-sectional and the longitudinal studies, the observation data is obtained from the survey done in 2019, the unit of the analysis is the fast food restaurant customers which are located in Jakarta, Indonesia. The observation unit is the customers of the customers located around Jakarta. The design of this analysis is to test the hypothesis and to examine the relationship between the research variables by using *Partial Least Square* (PLS) as the technical tool, which is one of the alternative method of the structural analysis of *Strutural Equation Modeling* (SEM).

The obeservation unit is using 189 respondents as the sample which was randomly taken from the customers in the fast food restaurants. The collected data will be check based on the Outer model and Inner model. Outer model is to achieve Convergent and Discriminant validity and the Composite reliability. The validity approach to make sure the collected data is eligible for futher testing, where the reliability of the data is using Cronbach's Alpha coefficient method. Cronbach's Alpha coefficient is a reliable coefficient which is mostly and commonly used due to the indication of the variance items. The format of research in the questionnaire is using Likert scale format. The inner model is to achieve the R-Square and Goodness of Fit, and make sure the collected data fit the analysis.

RESULTS AND DISCUSSION

Results. The results of the analysis conducted on the customers of the fast food restaurants in order to understand the awareness of customer concerning green marketing in order to control the disaster of plastic waste disposal. The aim of this research is to participate and contribute about the dangerous issue that the generation now are facing which have a high impact to the future generations where the plastic waste might cause polution to the ocean and kill the sea animals. This is tragical phenomenon for the next generation, this means that in the coming future the generation might only know all the sea animals from pictures if this disaster cannot be solved or even prevented as most of the animals might be killed. The calculation of the analysis indicates the connection between the manifest variables in each of the latent variables. The analysis of the calculation model is to test the validity and reliability of the dimensions and the indicators that are used to measure the variables constructed based on the survey. The analysis of the calculation model will indicate the value of discriminant validity by taking the value of square root of Average Variance Extracted (AVE), the suggestion value is above 0,5, with the loading factor (>0.5), and also the constructed Composite Validity and Reliability (Cronbach's Alpha >0.70). With this result, the indication will conclude the dimensions and indicators which is classified as valid and reliable. The indication of the calculations is stated below:

Tabel 1. Goodness of Fit Model (GoF)

Variable	AVE	*Composite Reliability*	*Cronbach's Alpha*	*R Square*	*Q Square*
Customer Awareness	0,649	0,847	0,729	-	0,314
Customer Behavior	0,662	0,887	0,829	-	0,354
Green Marketing	0,639	0,841	0,717	0,535	0,403
Purchase Decision	0,677	0,893	0,840	0,574	0,421

Source: From Data Processing (2019)

From the above table, the value of R^2 indicates that the criterion is classified as strong, and also with a large Q value, this figure has concluded that the propose model are supported by the empirical research which is classified as fit. The value of AVE is >0.5, which show that all variables in the propose model are classified as to meet the cirteria of discriminant validity. The value of both Composite Reliability and Cronbach's Alpha for each of the variables are >0.70, which conclude that all the researched variables propose in the outer model are classified as valid and reliable and the outer model also indicate that the results are classified as fit.

The calculation model used in this research is to calculate the latent variables against the dimensions which is expressed that the validity of the dimensions is in order to measure the research variables. The following table shown below is to show the results of the calculation model analysis of each of the latent variable with the dimensions.

Table 2. Loading Factor Between Latent Variables and Dimensions

Latent Variables-Dimensions	*Loading factor* (λ)	*Standard Error* (SE)	T *Statistics* $(|\lambda / SE|)$
Customer Awareness → Knowledge	0.646	0.043	13.714
Customer Awareness → Attitude	0.715	0,044	20.757
Customer Awareness → Action	0.745	0,036	20.506
Customer Behavior → Cultural	0.684	0.039	17.010
Customer Behavior → Social	0.812	0.028	34.651
Customer Behavior → Personal	0.805	0.034	31.346
Customer Behavior → Psychological	0.769	0.038	38.302
Green Marketing → Pollution Prevention	0.712	0.054	23.874
Green Marketing → New Clean Technology	0.703	0.045	20.671
Green Marketing → Product Stewardship	0.624	0.048	24.131
Green Marketing → Sustainability Vision	0.764	0.037	22.659
Purchase Decision → Need Recognition	0.662	0.042	15.234
Purchase Decision → Information Search	0.585	0.055	31.106
Purchase Decision → Evaluation of Alternatives	0.623	0.063	13.154
Purchase Decision → Purchase Decision	0.684	0.042	12.448
Purchase Decision → Postpurchase Behavior	0.788	0.047	16.322

Source: From Data Processing (2019)

The estimated value of the path analysis in the structural model are supposed to be significant. This value of significance can be obtained from the bootstrapping procedure. The significance of the hypothesis value can be observed from the value of the parameter from the coefficient and the significance value of the T-statistics from the bootstrapping algorithm report. To understand the significant or insignificant of the value can be seen from the T-table of alpha 0.05 (5%) = 1.96. Then, T-tables are to compare with the T-counts (T-statistics) as explained below.

Table 3. The Result of Hypothesis Testing

| Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Customer Awareness → Grenn Marketing	0,112	0,111	0,050	2,227	0,026
Customer Behavior → Green Marketing	0,324	0,329	0,069	4,668	0,000
Customer Awareness → Purchase Decision	0,166	0,167	0,072	2,321	0,021
Customer Behavior → Purchase Decision	0,299	0,294	0,076	3,941	0,000
Green Marketing → Purchase Decision	0,248	0,248	0,049	5,044	0,000

Source: From Data Processing (2019)
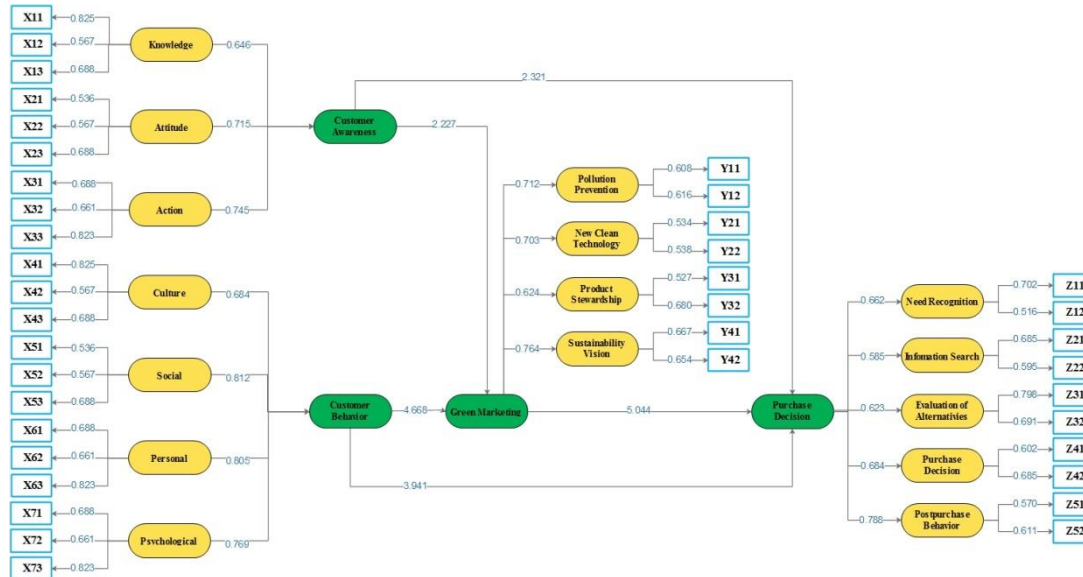
Figure 2. Hypotesis Testing
Source: From Data Processing (2019)

The results of hypothesis testing shown above revealed that customer behavior has the greatest influence on green marketing compared to customer awareness. Customer behavior also has the higher influence of the direct effect towards buying decision rather than customer awareness. Green marketing as the intervening variable also have high influence in determining the customer purchase decision.
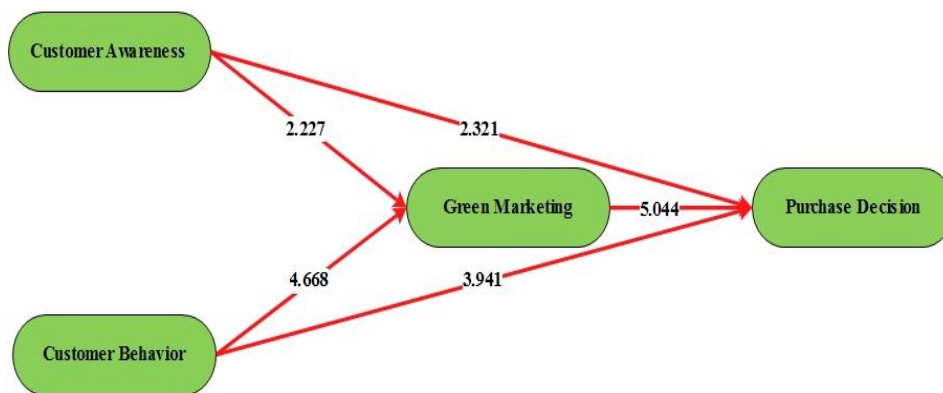

Figure 3. Testing Result
Source: From Data Processing (2019)

The testing results shown above regarding the research variables indicate that customer behavior has the most significant influence on green marekting as the intervening variable with the figure of 4,668, compare to customer awareness with the figure of 2,227. The direct effect of customer behavior also express higher influence towards the purchase decision with the figure of 3,941 compare to the direct effect of customer awareness with the figure of 3,021. Green marketing, as the intervening variable also contribute a positive effect on purchase decision with the figure of 5,044 which means that green marketing has a significant effect on the purchase decison of the customers in the fast food restaurants.

Discussion

The influence of customer awareness towards green marketing. According to the testing results, it indicates that customer awareness shows a positive and significant influence towards the intervening variable of green marketing. The results of the analysis indicates that the T-statistic value is 2,227 with the original sample 0,112. The Y-statistics value is higher than the T-table 1,96 and the sample shows positive which indicates that the customer is aware of green marketing and how green marketing might influence the environmental friendly products.

The influence of customer behavior towards green marketing. According to the testing results, it indicates that customer behavior shows a positive and significant influence towards the intervening variable of green marketing. The results of the analysis indicates that the T-statistic value is 4,668 with the original sample 0,324. The Y-statistics value is

higher than the T-table 1,96 and the sample shows positive which indicates that the customer have positive behavior on green marketing and how green marketing might influence the environmental friendly products.

The influence of customer awareness towards purchase decision. According to the testing results, it indicates that customer awareness shows a positive and significant influence towards the dependent variable of purchase decision. The results of the analysis indicates that the T-statistic value is 2,321 with the original sample 0,166. The Y-statistics value is higher than the T-table 1,96 and the sample shows positive which indicates that the customers are aware of their purchase decision and how green marketing might influence the environmental friendly products.

The influence of customer behavior towards purchase decision. According to the testing results, it indicates that customer behavior shows a positive and significant influence towards the dependent variable of purchase decision. The results of the analysis indicates that the T-statistic value is 3,941 with the original sample 0,299. The Y-statistics value is higher than the T-table 1,96 and the sample shows positive which indicates that the customers have positive behavior on their purchase decison and show how green marketing might influence their purchase towards the environmental friendly products.

The influence of green marketing towards purchase decision. According to the testing results, it indicates that the intervening variable of green marketing shows positive and significant influence towards the dependent variable of purchase decision. The results of the analysis indicates that the T-statistic value is 5,044 with the original sample 0,248. The Y-statistics value is higher than the T-table 1,96 and original sample shows positive which indicates that the customers show positive thinking on the green marketing and how green marketing might influence their purchase decision concerning the environmental friendly products.

CONCLUSION

Conclusion. Based on the research hypothesis testing from this study according to the four research variables: customer awareness and customer behavior as the independent variables, purchase decision as the dependent variable and green marketing as the intervening variable. According to the results of the above framework, it can be concluded that customer behavior has the highest influence on green marketing compare to customer awareness. Customer behavior also has the highest influence directly to purchase decison compare to consumer awareness.

The objectives of this research is to find out how is the concern of fast food restaurant customers towards the green marketing to prevent the disposal of plastic waste that might have impact to the ocean of Indonesia. This research has constructed four researched variables to find out the phenomenon issue and the disposal of plastic waste into the ocean.

Based on the hypothesis testing, it can be concluded as follows:
1. The fast food restaurant customers have awareness on green marketing and the prevention of using plastic bags and plastic straw. The customers' purchase decision is also not affected with the prohibition of using plastic straw in the restaurants.
2. The fast food restaurant customers have positive behavior on green marketing and the prevention of using plastic bags and plastic straw. The customers' purchase decision is also not affected with the prohibition of using plastic straw in the restaurants.
3. This result show that the fast food restaurant customer are positively aware of the green marketing implemented by The fast food restaurant customers to prevent the disposal of plastic waste literally.
4. The finding also show that green marketing is initiatively implemented by certain parties, there are no specific regulation to implement green concept and prevent the massive disposal of plastic waste.

Research Contributions. The contribution of this research is as follow:

Theoretical contribution. Based on both the theory and empirical findings, it has contibuted the understanding that the initiative of green marketing implemented by the fast food restaurants have improved the customers' understanding and awareness of the plastic waste disposal and the implication of the plastic waste to the environment. The findings also suggest that more fast food restaurants should participate in building the customers awareness and behavior on the friendly environment especially for the sea animals. The results of this research also show that the variables of customer awareness and customer behavior constructed earlier show positive and significant effect against the dependent variable of purchase decison of the customer in the fast food restaurants. The result has strengthened and enhance the scientific research within the scope of strategic marketing. The results indicate that strategic marketing can be involve to persuade the people of preventing using plastics products in the restaurants to prevent killing the sea animals, without hurting their feeling by not providing the plastic straw in the restaurants.

Practical contributions. The practical contibutions of this research provided studies for the fast food restaurants owner that they are not only able to contribute to the green environment, but also play a significant influence on the plastic waste disposal. This implies that for the effectiveness of preventing plastic waste disposal, fast food restaurants should contribute more on the green marketing implementation and provide further green marketing tools to provide more and more customers' awareness and behavior to prevent more plastic waste disposal.

Limitation. This research is limited just to analyze of the plastic waste in Jakarta and as we understand that the disposal of plastic waste can come from the whole area of Indonesia. This research is also limited on studying the plastic waste and individually, we have not come to the attention of waste disposal from company. There are still hundred types of waste on earth that need to be managed properly which may harm the

environment and society. Further research is suggested to cover a wider area of plastic waste disposal and other types of waste that need to controlled as not to cause further damage to the environment.

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