

## Green Marketing That Influence Customer Purchase Decision Based On Their Behavior And Attitude

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### Abstract

Indonesia has been taking serious attention concerning the disposal of plastic waste in the ocean. Terrible data concerning plastic trash in the Ocean, harm and kill lots of animals around the ocean where plastic waste was found in the stomach of the sea animals. The purpose of this study is to analyze and implement green marketing in the fast food restaurants to promote and educate customers about the dangers of using plastic products and reduce them from the fast food restaurants. The research is to analyze the customer behavior and attitude towards their purchase decision in relating to green marketing as the intervening variable. The data collection is done through distribution of questionnaire, where the population is consisted of customers from KFC restaurants in Jakarta, Indonesia. This is a descriptive and verification research, the descriptive methods is based on assessment analysis and the verification methods is based on quantitative analysis. The sample determination is done through Simple Random Sampling and the analysis technique is using Partial Least Square (PLS). The results show that customer behavior and customer attitude have positive and significant effect towards green marketing and customer behavior has the most significant influence towards green marketing compared to customer attitude. The results show that the KFC customers' awareness concerning the plastic waste is still low eventhough they understand the danger of the plastic waste, but gradually based on their behavior it start to increase after implementing green marketing and to educate them the danger of plastic waste and the limitation of plastic products in the restaurants.

**Keywords:** Customer Behavior, Customer Attitude, Green Marketing, Purchase Decision

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## INTRODUCTION

Indonesia is considered as a country that has the largest island in the world, with the total of around 17,508. Beside the vast of marine potential, Indonesia also has enormous natural and energy resources. With the potential marine around the country, Indonesia continues to utilize and develop potential tourism and scientific investigation of marine in Indonesia. However, the exploitation and expansion of businesses in a huge capacity has ruled out the concern of maintaining good and clean environment. This can never be happened because the marine environment has been damaged by the apprehensive waste disposal along the time. (Big.go.id, 01/06/2019, 20:48).

There has been a lot of news published in various of electronic media concerning the disposal of plastic waste as a phenomenal issue. This does not only happen just in the Indonesian ocean but also in internationally. The tragically action of plastic waste disposal has caused a serious problem and this action kill a lots of sea animals where most of them die with their stomach full of plastic waste. The Indonesia Ministry of Environemnt and Forestry has explained that 99% of sea animals will die if there is not a proper action been taken literally to prevent the plastic waste disposals.

The World Economic Forum in 2016 has pointed out that there are more than 150 million tons of plastic flow into the oceans. Almost every year, 8 million tons of plastic waste

will flow into the sea. Plastic waste can remain for hundreds of years in the ocean and will only break down into small particles, this will even take longer time. The forum also explained that plastic waste will accumulate continuously into the oceans if no massive prevention action is taken from each country. Without consistent action, there could be more plastic waste in the ocean rather than fish which is estimated to be 1:3 of comparison. The plastic waste will continue to accumulate to almost 250 million tons at least, then the number of fish will even continue to decline as the fishing are increasingly intense.

With so many astonished news, many companies from various environmental fields have begun to move to encourage and bring people to aware of the importance of maintaining friendly environmental not only for human beings but also for the animals in the ocean. Nevertheless, most of the citizen from the country are only acting as a spectator rather than taking part to save the planet and ocean. This is actually can be done by educating and persuading the citizens to decrease the usage of plastic products which will eventually control the disposal of plastic waste. Eventhough the term "Go Green" has become only a slogan for quite a while, but it begins to be echoed back into the environmental communities and also companies who engaged in food and beverage businesses. These actions continue gradually to educate and build the awareness and concern of the people against their environment that create a big impact for the environment 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 danger 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 among of the parties that contribute the biggest amount of plastic waste disposal, but this issue cannot be fully accused to the consumers only, the provider of the products that contain plastic must also take full responsibility in this problem. The company that use the plastic products must be awared of this issue in the beginning, they must also responsible to educate the customers about the damage that might cause to the ocean and may also kill the sea animals because of the plastic waste disposal. However, the company must continue to educate the customer and also prevent the usage of plastic products, eventhought this is not an easy task to perform, and most customer will only take it for granted as they are not impacted by this matter.

According to CNN Indonesia (2018) Indonesia is the second largest country that contribute plastic waste into the ocean after China, follow by Philippine, Vietnam and Srilanka. Indonesia was considered as the second country of plastic waste contributor is certainly because of the fourth largest population in the world after China, India and the United States. As the fourth biggest population in the world, this contribution of plastic waste in Indonesia is not only from the individual but also from the companies and households. The

plastic waste is only from plastic, but also from rubber waste, paper waste and other kinds of waste that come from the human being.

Plastic waste is supposed to be the most difficult waste that can decompose and require longer time to decompose into small particles compare to the rest of the waste. One of the largest plastic wastes in Indonesia come from the usage of plastic bags and plastic straws in the fast food restaurants. According to research done earlier, that plastic straws may take about 450 years for the straws 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 almost touched 93,244,847 sticks. These straws are mostly come from the fast food restaurants and soft drinks that packed with straws.

There are a lot of fast food restaurants in Indonesia with local and international brand such as Kentucky Fried Chicken (KFC), Pizza Hut, McDonald and so forth. Among all of the fast food restaurants, KFC has the biggest number of restaurants compare to the rest with around 630 restaurants, follow by Pizza Hut with the amount of 448 restaurants. (katadata.co.id:2018) Looking at the number of restaurants owned by KFC in Indonesia, this company will certainly contribute the most plastic bags and plastic straw waste in the society.

The company of KFC is aware of this dangerous plastic waste in the ocean and based on their international management decision, KFC is now participating in creating green environment and friendly environment by stoping to provide plastic straw in their restaurants. This action was taken because of the news that show the sea turtle with the plastic straw stuck in the nose and other news that show the death of sea animals in the ocean. This movement was initiated only in the first seven restaurants of KFC in Jakarta to educate consumers of not using plastic straw, according to the management, this action will later be implemented to the rest of the restaurants in Indonesia.

## Research Gap

Based on several discussions of 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.

Based on the results of studies from several previous research on the green marketing and friendly environmental marketing, it was revealed that most of the research are analysing more on the theoretically side that show the research gap, in this research the author will put more efforts on the empirical study based on the field observations and the methodological study based on the constructed variables of customer behavior, customer attitude, green marketing and purchase decision. This research will also discuss more on the customer's side of behavior and attitude towards their purchase decision concerning the plastics products availability in the KFC fast food restaurants.

## **LITERATURE REVIEW**

### **Customer Behavior**

According to Solomon, Bennet & Previte (2013:3) that the field of consumer behavior covers many fields: this includes the study of processes involving individuals or groups in choosing, buying, using products, services, ideas or experiences to meet their needs and desires. Consumer behavior is often referred to as 'buyer behavior', which reflects the emphasis on interaction between consumers and producers at the time of purchase. Kotler & Armstrong (2016:166) explain that consumers make many purchasing decisions every day, and purchasing decisions are the focal point of marketers' efforts. Most large companies examine 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.

### **Customer Attitude**

Kapoor & Madichie (2012) explains that attitude is a general evaluation that takes place on people, objects, advertisements, or problems. A general attitude because it applies to more than instantaneous events, such as hearing a loud noise, even though you may, from time to time, develop a negative attitude towards all loud sounds. Attitudes help determine who you choose to date, what music you listen to, or whether you will recycle aluminum cans. Robbins & Judge (2015:98) states that attitudes are statements of evaluation-both likes and dislikes-about objects, people, or events. They reflect how we feel about something. That attitude is complex, and to fully understand attitude, we must consider its fundamental nature or component.

### **Green Marketing**

Kotler & Keller (2016:100) explains that almost all companies today have emphasized to do green marketing by suppressing industrial pollution and increasing environmentally friendly to the production process and also the materials used in producing their products. The trend for marketers is the attention to raw materials, especially water; rising energy costs; increased levels of pollution; and the role of government in implementing the green marketing revolution. 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**

### **1. The influence of customer behavior towards green marketing**

According to Solomon, Bennet & Previte (2013:3) that the field of consumer behavior covers many fields: this includes the study of processes involving individuals or groups in choosing, buying, using products, services, ideas or experiences to meet their needs and desires. Kotler & Keller (2016:100) explains that almost all companies today have emphasized to do green marketing by suppressing industrial pollution and increasing environmentally friendly to the production process and also the materials used in producing their products. Thus, the hypotheses that can be formulated in this study are as follows:

**H<sub>1</sub>: The influence of customer behavior towards green marketing.**

### **2. The influence of customer attitude towards green marketing**

Robbins & Judge (2015:98) states that attitudes are statements of evaluation-both likes and dislikes-about objects, people, or events. They reflect how we feel about something. That attitude is complex, and to fully understand attitude, we must consider its fundamental nature or component. Kotler & Keller (2016:100) explains that almost all companies today have emphasized to do green marketing by suppressing industrial pollution and increasing environmentally friendly to the production process and also the materials used in producing their products. Thus, the hypotheses that can be formulated in this study are as follows:

**H<sub>2</sub>: The influence of customer attitude towards green marketing.**

### **3. The influence of customer behavior towards buying decision**

According to Solomon, Bennet & Previte (2013:3) that the field of consumer behavior covers many fields: this includes the study of processes involving individuals or groups in choosing, buying, using products, services, ideas or experiences to meet their needs and desires. 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<sub>3</sub>: The influence of customer behavior towards buying decision.****4. The influence of customer attitude towards job buying decision**

Robbins & Judge (2015:98) states that attitudes are statements of evaluation-both likes and dislikes-about objects, people, or events. They reflect how we feel about something. That attitude is complex, and to fully understand attitude, we must consider its fundamental nature or component. 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<sub>4</sub>: The influence of customer attitude towards buying decision.****5. The influence of green marketing towards purchase decision**

Kotler & Keller (2016:100) explains that almost all companies today have emphasized to do green marketing by suppressing industrial pollution and increasing environmentally friendly to the production process and also the materials used in producing their products. 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:

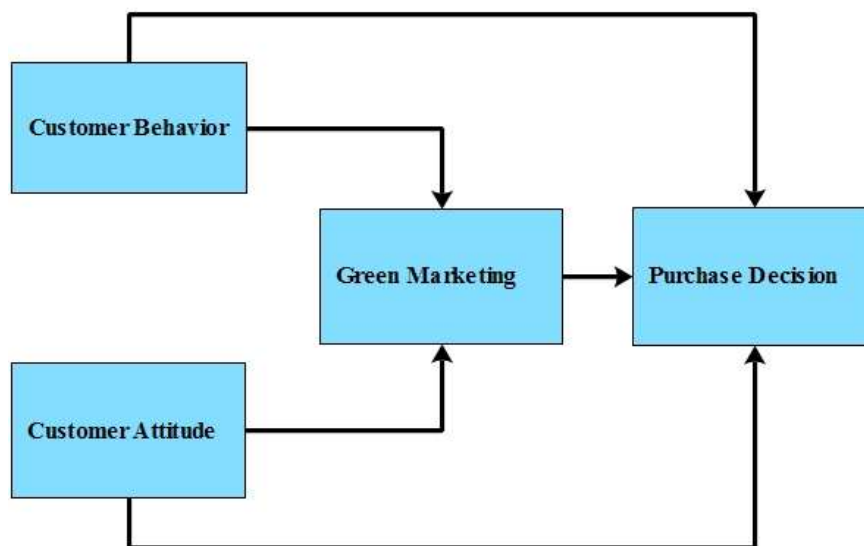
**H<sub>5</sub>: The influence of green marketing towards purchase decision.**

Figure 1. Research Framework



## METHODOLOGY

The research designed in this study is using strategic marketing management approach that includes the operationalization variables, data collection method and information collection, defining the population, calculating the sample size and sampling techniques. The design of the analysis conducted in the testing research hypothesis is by conducting the study of the customers of KFC in Jakarta, Indonesia. This research begins with the preliminary research done through 30 customers as the respondent and follow by formulating constructs of the research variables.

The formulation and purpose of this study is to describe and reveal the interrelationship between the research variables explained above. This research is using descriptive and verification method with the type of causal investigation on the relationship and influence between the exogenous and endogenous variables.

The process of observation in this research is using time horizon with cross section/one shot, the collective data is obtained through the research done in 2019, the unit of the analysis is KFC restaurants located in Jakarta, Indonesia. The observation unit is the customers of KFC located around Jakarta. The design of analysis used is to test the hypothesis and to examine the relationship between the research variables by using *Partial Least Square* (PLS), one of the alternative method of structural analysis from *Structural Equation Modeling* (SEM).

The validity testing was done by using the sample of 189 respondents randomly on the customers of KFC. The attempt of this validity testing is to find out the eligible of the selected items including the overall data collection process. The reliability test of this research data is using Cronbach's Alpha coefficient method. The Cronbach's Alpha coefficient is the reliability coefficient most commonly used because coefficient will indicate the variance of items with either correct or incorrect format such as Likert scale format. The Cronbach's Alpha coefficient is mostly used to evaluate internal consistency.

## RESULTS AND DISCUSSIONS

### Results

The results of descriptive analysis conducted on the customer of KFC restaurants to find out the awareness of customer concerning green marketing in order to control the disaster of plastic waste disposal. This research has been taken to participate and contribute on the dangerous issue that we are facing currently that have a hugh effect for the future generations where the plastic waste might cause polution to the ocean and kill the sea animals. The tragical situation is that in the future the next generation might on know all the sea animals from pictures if this disaster cannot be solved or even prevented.

The measurement model of analysis above showed the link between manifest variables (indicators) and each of the latent variables. The analysis of the measurement model is to test the validity and reliability of each of the dimensions and the indicators utilized to measure the variables constructed earlier. The analysis of the measurement model will describe the value of discriminant validity by looking at the value of square root of Average Variance Extracted (AVE) with the suggestion value above 0,5, loading factor ( $>0.5$ ), and constructed Composite Validity and Reliability (Cronbach's Alpha  $>0.70$ ), are concluded that the dimensions and indicators are classified as reliable. As showed below:

Tabel 1. Goodness of Fit Model (GoF)

Variable	AVE	Composite Reliability	Cronbach's Alpha	R Square	Q Square
Customer Behavior	0,662	0,887	0,829	-	0,354
Customer Attitude	0,609	0,886	0,839	-	0,361
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)

The value of  $R^2$  shows that the criterion is strong, with large Q value, this figure conclude that the propose model are supported by the empirical research classified as *fit*. Similarly, the value of AVE is  $>0.5$ , which indicate that all variables in the model are estimated to meet the criteria of discriminant validity. The value of both Composite Reliability and Cronbach's Alpha for each of the variables are  $>0.70$ , which means that all the researched variables are classified as reliable and the outer model of this research is also classified as *fit*.

The result of measurement based on the data processing of model analysis on the dimensions indicates that the overall indicators which were processed above are classified as valid, as most of the value from the loading factors are greater than 0.70.

The measurement model of latent variables against the dimensions explain the validity of the dimensions in order to measure the research variables. The following table shown below present the results of the measurement model analysis of each latent variable against the dimensions.

Table 2. Loading Factor Between Latent Variables and Dimensions

Latent Variables-Dimensions	Loading factor ( $\lambda$ )	Standard Error (SE)	T Statistics ( $ \lambda / SE $ )
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
Customer Attitude → Cognitive	0.791	0.035	29.251
Customer Attitude → Affective	0.859	0.034	32.662
Customer Attitude → Behavioral	0.767	0.038	28.543
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)



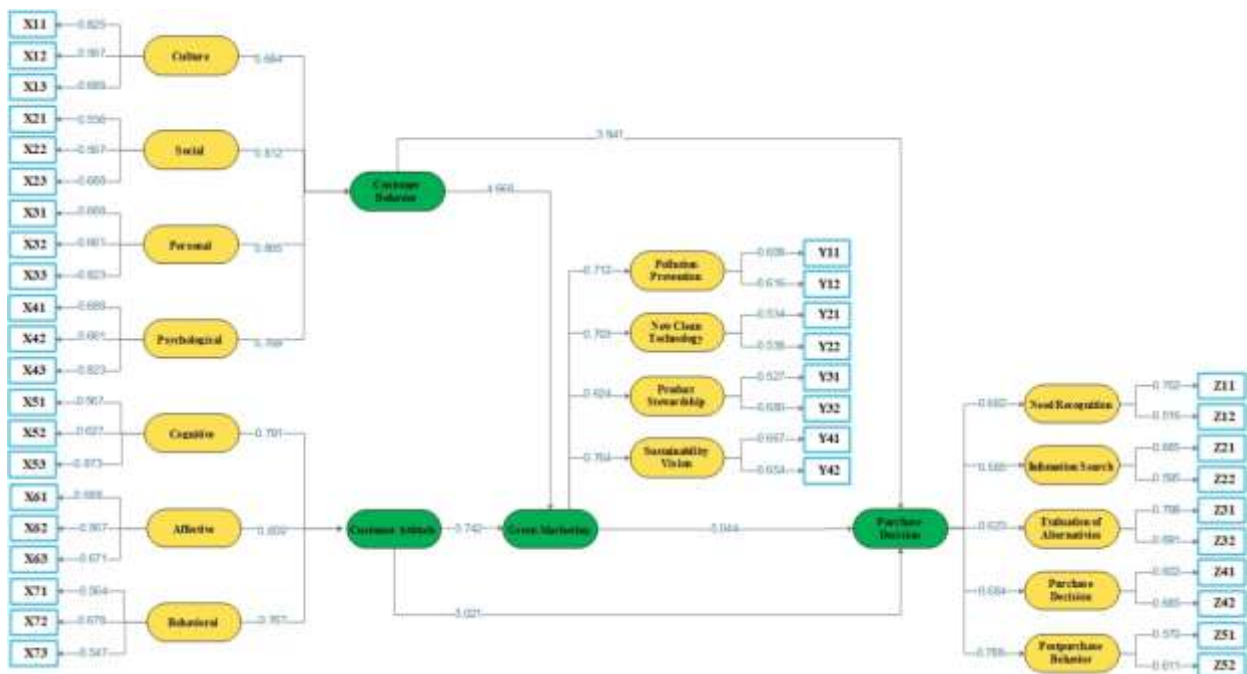
The results of the measurement model analysis of the research variables against the dimensions shows that almost all of the dimensions are valid with the value of t count > t table (2.01).

The estimated value for the path analysis in the structural model must be significant. This significant value can be obtained by the bootstrapping procedure. The significance of the hypothesis is by looking at the value of the parameter coefficient and the significance value of the T-statistics on the bootstrapping algorithm report. To find out the significant or insignificant is seen from the T-table at 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 Behavior → Green Marketing	0,324	0,329	0,069	4,668	0,000
Customer Attitude → Green Marketing	0,247	0,243	0,066	3,742	0,000
Customer Awareness → Purchase Decision	0,166	0,167	0,072	2,321	0,021
Customer Attitude → Purchase Decision	0,249	0,258	0,082	3,021	0,003
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)

From the results of hypothesis testing, it was revealed that customer behavior has the greatest influence on green marketing compared to customer attitude. Customer behavior also has a higher influence towards purchase decision rather than customer attitude. Green marketing as the intervening variable also have positive influence in determining the customer purchase decision.



**Figure 3. Testing Result**

Source: From Data Processing (2019)

Based on the testing results above, the research variables indicate that customer behavior has the most significant influence on green marketing as the intervening variable with the figure of 4,668, compare to customer attitude with the figure of 3,742. The direct effect of customer behavior also contribute higher influence towards the purchase decision with the figure of 3,941 compare to the direct effect of customer attitude with the figure of 3,021. Green marketing as the intervening variable also has a positive effect on purchase decision with the figure of 5,044 which means green marketing has a significant effect on the purchase decision of the KFC's customers.

## Discussion

### The influence of customer behavior towards green marketing

Based on the testing results, it shows that customer behavior has a positive and significant influence towards green marketing. The results of the analysis show that the T-statistic value is 4,668 with the original sample 0,324. The Y-statistics value is larger than the T-table 1,96 and original sample is positive which means that the customer have positive behavior on green marketing and how green marketing might influence the environmental friendly products.

### The influence of customer attitude towards green marketing

Based on the testing results, it shows that customer attitude has a positive and significant influence towards green marketing. The results of the analysis show that the T-statistic value is 3,742 with the original sample 0,247. The Y-statistics value is larger than the T-table 1,96 and original sample is positive which means that the customers have positive attitude on green marketing and how green marketing might influence the environmental friendly products.

### **The influence of customer behavior towards purchase decision**

Based on the testing results, it shows that customer behavior has a positive and significant influence towards buying decision. The results of the analysis show that the T-statistic value is 3,941 with the original sample 0,299. The Y-statistics value is larger than the T-table 1,96 and original sample is positive which means that the customers have positive behavior on their buying decision and how green marketing might influence their buying on the environmental friendly products.

### **The influence of customer attitude towards purchase decision**

Based on the testing results, it shows that customer attitude has a positive and significant influence towards purchase decision. The results of the analysis show that the T-statistic value is 3,021 with the original sample 0,249. The Y-statistics value is larger than the T-table 1,96 and original sample is positive which means that the customer have positive attitude on their buying decision and how green marketing might influence their buying concerning the environmental friendly products.

### **The influence of green marketing towards purchase decision**

Based on the testing results, it shows that green marketing has a positive and significant influence towards purchase decision. The results of the analysis show that the T-statistic value is 5,044 with the original sample 0,248. The Y-statistics value is larger than the T-table 1,96 and original sample is positive which means that the customers have positive thinking on green marketing and how green marketing might influence their purchase concerning the environmental friendly products.

## **CONCLUSION, IMPLICATION AND LIMITATION**

### **Conclusion**

The research hypothesis constructed from this study is based on the four research variables: customer behavior and customer attitude as the independent variables, purchase decision as the dependent variable and green marketing as the intervening variable. Based on the results of the above framework, it can be concluded that customer behavior has the highest influence on green marketing compare to customer attitude. Customer behavior also has the highest influence directly to purchase decision compare to consumer attitude.

The objectives of this research is to find out how is the concern of KFC 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:

KFC customers have positive behavior on green marketing and the prevention of using plastic bags and plastic straw. The customers' buying decision are also not affected with the prohibition of using plastic straw in the restaurants.

KFC customers have positive attitude on green marketing and the prevention of using plastic bags and plastic straw. The customers' buying decision are also not affected with the prohibition of using plastic straw in the restaurants.

This result show that KFC customer are positively aware of the green marketing implemented by KFC to prevent the disposal of plastic waste literally.

The finding also show that green marketing is only initiatively implemented by certain parties, there are no specific regulation to urge and implement green concept consistently and prevent the massive disposal of plastic waste.

### **Implication**

The study of this research has generated several theoretical and practical implications such as: The constructed variables of customer behavior and customer attitude have positive and significant effect towards green marketing. This result has strengthened and enhance the amount of scientific literature within the scope of strategic marketing concept. The results show that strategic marketing concept can help to participate and contribute on preventing the massive disposal of plastic waste and maintain friendly environment.

The results of this study also indicate that the variables of customer behavior and customer attitude have positive and significant effect towards the purchase decision of the KFC's customers. This result has strengthened and enhance the amount of scientific literature within the scope of strategic marketing concept. The results show that strategic marketing concept can help to persuade customers 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.

The results of this study also indicate that the variables of customer behavior and customer attitude have positive and significant effect towards purchase decision in relating to green marketing as the intervening variable on KFC's customers. This result has strengthened and enhance the amount of scientific literature within the scope of strategic marketing management and also pointed out that applying strategic marketing is one of the ways to help controlling the disposal of waste and also help to educate customers to save the planet and ocean for the sake of the next generation.

### **Limitation**

This study is limited to analysing 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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