

ANALYSIS OF GREEN CONSUMER BEHAVIOR ON PURCHASING WASTE RECYCLING PRODUCTS REVIEWED FROM ENVIRONMENTAL KNOWLEDGES, RECYCLE BEHAVIOR, AND GOVERNMENT REGULATIONS

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Abstract

Indonesia is the second largest producer of waste after China with an estimated 0.48-1.29 million metric tons per year. Based on data from the Environment, Hygiene and Landscaping Agency (DLHKP), as of 2022 the Klotok Final Management Site (TPA) receives as much as 140 tons of waste per day, the waste is included in organic waste and inorganic waste. Meanwhile, inefficient waste handling can cause water quality in an area to be very poor and contain toxic waste and garbage that is allowed to accumulate can cause flooding and endanger public health. One of the community organizations that cares about waste processing is the Melati Waste Bank in Kediri City. The Melati Waste Bank is productive in carrying out activities to reduce waste in Kediri City, this is evidenced by the process of sorting waste, processing sorted waste, then distribute the product into the society. Unfortunately the efforts are under the expectations of the management and volunteers of the Melati Waste Bank are due to lack of interest in purchasing waste recycling products. This research uses qualitative methods using triangulation techniques where research is carried out by interviews. So as to obtain the results that consumer behavior in purchasing waste recycling products is based on environmental knowledges, recycle behavior and government regulations related to restrictions on the use of single-use plastics.

Keywords : Green Consumer Behavior, Environmental Knowledges, Recycle Behavior, Government Regulation

1. Introduction

Indonesia is the second largest producer of waste after China with an estimated 0.48-1.29 million metric tons per year with 80 percent of marine debris coming from waste generated on land from human daily life activities (Rhiansyah et al, 2023). The Ministry of Environment and Forestry (KLHK) said that in 2020 the total national waste production had reached 67.8 million tons. Which means, there are around 185,753 tons of waste every day generated by 270 million people. Or each resident produces around 0.68 kilograms of waste per day (Setiawan, 2021). In 2023, landfills have reached 68.5 million tons with the main composition including food waste, plastic, and paper (Hermanto, 2023).

Waste that is not treated properly can be a serious problem and challenge for the environment and public health. This is shown in a study conducted by (Dinda Clasissa Aulia et al, 2021) which states that inefficient waste handling can cause water quality in an area to be very poor and contain toxic waste and garbage that is allowed to accumulate can cause flooding and endanger public health. Especially plastic waste, where its characteristics are non-organic waste that is difficult to decompose, contains toxins, and pollutes the environment so that it becomes a big problem in an effort to ensure environmental sustainability (Rahmayani and Aminah, 2021). Not only that, the impact of handling waste that is not managed properly can cause pollution in the environment and disturb the beauty of the surrounding environment. The accumulation of garbage or careless disposal of garbage into the open environment will also result in soil pollution which also affects waterways in the ground. Meanwhile, burning garbage causes air pollution that is not good for breathing (Rosa et al, 2022).

Based on data from the Environment, Hygiene and Landscaping Agency (DLHKP), as of 2022 the Klotok Final Management Site (TPA) receives as much as 140 tons of waste per day, the waste is included in organic waste and inorganic waste. This number can continue to grow every year if the community still upholds the principle of gathering, transporting and disposing (Saichu, 2022). To overcome these problems, it is necessary to carry out waste management through waste recycling. Waste recycling must be done properly so that environmental pollution does not occur that can interfere with human health (Chanif and Sarni, 2020). One of the community organizations that cares about waste processing is the Melati Waste Bank in Kediri City. The Melati Waste Bank is productive in carrying out activities to reduce waste in Kediri City, this is evidenced by the process of sorting waste, processing sorted waste, then marketing the product to the community in Kediri City.



Figure 1. The Process Of Sorting, Processing, And Marketing Waste Recycled Products

Based on observations made by researchers through the Ormawa Himmanusa PPK Program which was held for 6 months in Sukorame Village, it is known that the Melati Waste Bank already has an interest and ambition to make processed waste recycled products to add economic value to the Sukorame Village community. However, these efforts were not in accordance with the expectations of the management and volunteers of the Melati Waste Bank, thus reducing enthusiasm and motivation in producing processed waste recycled products. The lack of interest in purchasing processed waste recycled products is the main factor in decreasing enthusiasm and motivation to produce waste recycling products. This can be seen from the table of sales results of waste recycling products before and after the Ormawa Himmanusa PPK Program at the Melati Waste Bank.

Table 1. Sales of Processed Waste Products of Jasmine Waste Bank, before and after PPK Ormawa Himmanusa. Primary Data Sources 2023

Date	Product	Qty	Price	Sum
01-07-23	Balance for Juni 2023			Rp -
01-08-23	Balance for Juli 2023			Rp -
01-09-23	Balance as of August 2023			Rp -
Aromatherapy Candles :				
03-09-23	3 candles (promo bundle)	3	IDR 10,000	Rp 30,000
	3 candles (promo bundle)	3	IDR 10,000	Rp 30,000
Aromatherapy candles				
10-09-23	3 candles (promo bundle)	3	IDR 10,000	Rp 30,000
	3 candles (promo bundle)	3	IDR 10,000	Rp 30,000
	1 candle	1	IDR 15,000	Rp 15,000
23-09-23	Aromatherapy candles	3	IDR 10,000	Rp 30,000
	Vases of flowers from newspapers	1	IDR 25,000	Rp 25,000

29-09-23	Aromatherapy candles	15	IDR 10,000	Rp	150,000
30-09-23	Saldo per September 2023			Rp	340,000
05-10-23	Aromatherapy candles	10	IDR 15,000	Rp	150,000
11-10-23	Aromatherapy Candles promo bundle	3	IDR 10,000	Rp	30,000
17-10-23	Knitted bags	2	IDR 25,000	Rp	50,000
21-10-23	Aromatherapy candles	15	IDR 15,000	Rp	225,000
22-10-23	Aromatherapy candles	7	IDR 15,000	Rp	105,000
29-10-23	Medium Tissue Box	5	IDR 25,000	Rp	125,000
31-10-23	Balance October 2023			Rp	1,025,000
01-11-23	Aromatherapy candles	19	IDR 15,000	Rp	285,000
30-11-23	Saldo November 2023			Rp	1,310,000

Based on sales data from the Jasmine Waste Bank from July-November 2023, it can be seen that the most sold waste recycling products are aromatherapy candles from used cooking oil. As for other items, only a few have been sold in one transaction. In fact, other waste recycling products are also suitable for use and are produced and traded in large quantities, considering their use value and aesthetics that are no less good than products that do not come from waste recycling. Not only that, the lack of interest in purchasing processed waste recycled products was also seen when researchers made observations at the PPK Ormawa Himmanusa booth at Car Free Day Jln. Dhoho. Not many people visit the booth to just want to know and ask, the rest just glance and decide to continue their journey. In research (Kristiana Sri Utami, 2020) Green Consumer Behavior is influenced by Environmental Knowledge, Recycle Behavior. However, efforts to improve recycle behavior can be done even better through open and sustainable management of recycling programs.

Consumer behavior according to Kotler and Keller in Marketing Management (2008: 214) states that the study of how individuals, groups and organizations choose, buy, use and place goods, services, ideas or experiences to satisfy their wants and needs. While consumer behavior according to Schiffman and Kanuk (2008: 6): refers to the picture of someone in making decisions to utilize their available resources (time, money, effort) to buy goods related to consumption. Consumer behavior will determine the decision-making process in their purchases. The decision-making process is a problem-solving approach consisting of five stages (Kotler, 2008: 234) which are as follows:

1. Problem Introduction. Consumers analyze the needs and desires of these products/services.
2. Information Search. It is a stage where consumers dig up more information about the product/service they want to buy.
3. Evaluation of Alternatives. The stage where consumers make purchasing decisions or even make other alternatives to products / services that are desired or needed.
4. Purchase Decision. Consumers make the purchase process of products / services needed or desired.
5. Post-purchase Behavior. The stage where consumers after buying the product, so that consumers will experience a level of satisfaction or dissatisfaction.

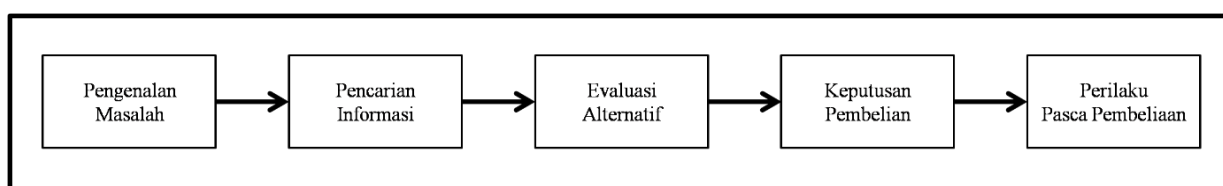


Figure 2. Stages of the decision-making process according to Kotler and Keller (2008)

Green consumers' behavior (GCB) is the behavior of individuals who are influenced by their concern for the environment. This behavior is reflected by the individual, when he searches, buys, uses, evaluates, and disposes of products (Siringi, 2012). Green consumer behavior can be defined as someone who makes purchases whose purchasing decisions are influenced by his or her own awareness of environmental issues (Shrum, McCarty and Lowrey, 1995)

Environmental knowledge refers to the understanding of individuals or communities related to the environment, ecological processes, and human impacts on the environment. It includes knowledge of climate change, biodiversity, natural resource conservation, and other environmental topics (Kollmuss, A., & Agyeman, J, 2002). Consumer insight and knowledge are important factors for efforts to go green in Indonesia. In general, public knowledge to preserve the environment is still relatively low so it needs serious attention (Jati & Waluyo, 2012). Low consumer insight and knowledge about the environment has an impact on green marketing activities (environmentally friendly marketing) which is still small and pro-environmental consumer behavior is still relatively low in Indonesia (Adialita, 2015). Consumer awareness will arise and get stronger, if they are given complete and accurate information and knowledge about environmental issues. Good consumer knowledge will encourage positive behavior towards environmental sustainability. The higher the level of public knowledge of the environment, the more awareness to buy environmentally friendly products (Jati & Waluyo, 2012). Therefore, manufacturers need to implement strategies, including creating and using environmentally friendly components, including eco-labelling to standardize products, certify, and communicate that the products they offer fall into the environmentally friendly product classification (Septifani, Achmadi, & Santoso, 2014).

Recycle is a process to turn a used item into a new item with the aim of preventing litter (Rijati, Intan, & Subekti, 2017). Recycling is one of the solid waste management strategies consisting of recyclable waste sorting activities, collection, further processing, distribution, and manufacture of used products/materials, as well as main components (Rijati et al., 2017). This is part of the 4R waste management hierarchy process (Reduce, Reuse, Recycle, and Replace) (Colin, Hammond, Lamond, & Proverbs, 2012). Thus, recycle behavior is an individual's behavior that is influenced by his concern for the environment, which is reflected by the way the individual prevents waste through solid waste management. So recycle behavior refers to the actions of individuals or communities in collecting, sorting, and recycling materials or products so that they can be reused. This includes activities such as separating waste, sending recycled waste, or purchasing recycled products (Steg, L., & Vlek, C, 2009).

According to George J Stigler, regulation is a series of government policies made to direct and control the behavior of individuals or companies in society to achieve certain goals. Government regulation is a natural extension of legislation, which defines and controls several ways that a business or individual can follow the law. According to Pearce and Robinson in Good Environmental Governance states that the role of government in creating regulations or making policies and laws can influence companies and society in living it.

From this description, it can be concluded that the formulation of the problem in this study is, 1) How is consumer behavior in purchasing recycled waste products in terms of environmental knowledge, recycle behavior, and government regulations? 2) What is the marketing strategy that should be used by Bank Sampah Melati after analyzing consumer behavior in purchasing waste recycling products?

So the purpose of this study is 1) to determine consumer behavior in purchasing recycled waste products in terms of environmental knowledges, recycle behavior and government regulations, 2) to find out marketing strategies that must be used after analyzing consumer behavior in purchasing recycled waste products.

2. Method

This study used a descriptive qualitative method. According to Sugiyono (2019: 25), qualitative methods are research methods used to examine natural object conditions where researchers are key instruments in a study. In short, this qualitative method is research that

does not use calculations or is often referred to as scientific research, so it emphasizes more on the nature of data sources through interviews and field observations (Gusti Ayu Mira Santika Dewi, 2023). The location of this research object is the Melati Waste Bank located on Jl. Suparjan MW Gg. II No.11, RT.015/RW.004, Kel. Sukorame, Mojoroto District, Kediri City.

There are three lines in this study, namely data reduction, data presentation, and drawing conclusions. Data collection is obtained by triangulation of sources (a combination of observation, interviews, and documentation). This study used primary and secondary data. Primary data are obtained by means of direct interviews with informants. Meanwhile, secondary data is obtained through books, journals, literature and other supporting documents (Ni Putu Ayu Saskarawati, 2023).

In determining informants, the author uses the 4R technique (Meilina & Sardanto, 2020): 1) *Relevance*, ensuring that informants of the problem under study, 2) *Recommendations*, selecting informants based on the results of recommendations from key informants, 3) *Readiness*, conducting interviews when informants are ready to be interviewed, 4) *Reassurance*, the informant expressed a willingness to give honest, clear and open answers. So that the informants determined by researchers in this study are based on, 1) men and women, 2) ages 20-69 years, 3) occupation. The research began on December 25, 2023 to December 27, 2023 in Kediri City. The following is a list of informants in this study :

Table 2. Primary Data Sources 2023

No	Initials	Age	Work
1.	DB	39	Serabutan
2.	ME	29	PNS
3.	IN	20	Student
4.	NG	24	Factory workers
5.	DD	65	Purnawirawan PNS

3. Results and Discussion

The interview results are presented in the table below:

Table 3. Interview Results on Environmental Knowledges. Primary Data Sources 2023

Question	Report (Initials)	Answer	Interpretasi
a. Do you know about the dangers of garbage?	Report 1 (DB)	<i>Yes, i know, which causes many mosquitoes and flies to result in diarrhea</i>	All informants stated that they knew and understood the dangers and impacts of waste for humans and the environment. This shows them basic environmental knowledge.
	Report 2 (ME)	<i>I do know about it mbak... The most underrated danger of garbage is when burning garbage. Even though the waste runs out because it burns, but we also get affected which can be a trigger for asthma.</i>	
	Report 3 (IN)	<i>I do know, the cause of itchy disease is number one when we are touching it..</i>	
	Report 4 (NG)	<i>Yes, I know... Garbage is also one of the dangers that can clog waterways on the road. Especially the rainy season like this mbak, Usually the front of my office was immediately flooded</i>	

	Report 5 (DD)	<i>Surely know mbak.. The first garbage is causing disease, yes, starting from typhoid, diarrhea, then the smell is also not good, it must interfere with our activities.</i>	
b. Do you agree that waste should be reduced by recycling waste?	Report 1 (DB)	<i>Obviously I totally agree mbak..</i>	All the informants agreed that waste should be reduced by recycling waste.
	Report 2 (ME)	<i>Agreed, ma'am. In addition to being clean, it can be a source of income again.</i>	
	Report 3 (IN)	<i>Agree mbak of course, because now there is a lot of information about processing waste into aesthetic goods</i>	
	Report 4 (NG)	<i>As long as isa quickly reduce waste agree mbak</i>	
	Report 5 (DD)	<i>Of course I agree Mbak.</i>	
c. What do you think will happen if waste continues to accumulate while the efforts to reduce it are still slow?	Report 1 (DB)	<i>The landfill would be exploded, Especially this kind of rainy season, it can be a flood of garbage</i>	The answers of all informants show that environmental knowledge is based on work, environment, and area of residence.
	Report 2 (ME)	<i>The chances of spreading the disease are even greater. The more it accumulates, the danger and smell will definitely also be greater.</i>	
	Report 3 (IN)	<i>The landfill adds land to accommodate garbage.</i>	
	Report 4 (NG)	<i>Wow, moreover, my house is close to the landfill mbak... first, the smell of garbage e must be more intense, second, the Klotok landfill clearly adds land to loading a lot of trash again.</i>	
	Report 5 (DD)	<i>Of course the landfill will fulfilled.. And yes, there will be a transfer of waste to an empty landfill while other alternatives are sought from the local government.</i>	

Table 4. Interview Results on Recycle Behavior. Primary Data Sources 2023

Question	Report (Initials)	Answer	Interpretasi
a. Are you active in waste recycling activities?	Report 1 (DB)	<i>Pretty active, but not every day</i>	All informants try to play an active role in recycling activities.
	Report 2 (ME)	<i>If I'm not bad, mbak.. as much as I can..</i>	
	Report 3 (IN)	<i>If I rarely..</i>	

	Report 4 (NG)	<i>Hm, pretty good.. The most happy thing for recycling is mom..</i>	
	Report 5 (DD)	<i>Quite active..</i>	
b. Do you think there is a way to start a recycling habit at home without making it too complicated?	Report 1 (DB)	<i>Starting from collecting your own food waste, sorted plastic, foliage as well</i>	All informants stated that the habit of recycling waste can start from the simplest things. For example, by bringing your own drinking bottle, bringing your own shopping bag. At home can begin to sort litter by type.
	Report 2 (ME)	<i>There is mbak, of course, starting from bringing your own shopping bags, bringing your own drinking bottles, right in the office also provided gallons. Start from the small things first..</i>	
	Report 3 (IN)	<i>Starting from when buying food and lunch boxes that are from thinwall it can be used to bring bekel again.</i>	
	Report 4 (NG)	<i>Hm, starting from bringing your own shopping bag made of cloth as well.. Because right now plastic is also restricted by the government.</i>	
	Report 5 (DD)	<i>Many people, can start from collecting paper waste, disposable plastic or etc..</i>	
c Is buying recycled waste products your effort in doing Recycle Behavior?	Report 1 (DB)	<i>Yes. Actually, yesterday I was surprised.. how come aromatherapy candles from used cooking oil.. Finally I decided to buy candles, when I tried at home it turned out that the candles also lasted a very long time</i>	Informant 4 showed less agreement with the purchase of recycled waste products which is a habit of recycle behavior. In addition, the four informants agreed that the purchase of waste recycling products is an effort in recycle behavior.
	Report 2 (ME)	<i>Yes, ma'am,.. while supporting community programs.. So that it is also an encouragement for makers of recycled products..</i>	
	Report 3 (IN)	<i>Hmm, I happen to like aromatherapy candles mbak.. When I found out that this candle was made from used cooking oil, I was amazed. In the future, it will become a customer..</i>	
	Report 4 (NG)	<i>Maybe it hasn't reached that point because currently processed waste products are still lacking.</i>	
	Report 5 (DD)	<i>Yes, mbak, as much as possible so that it is environmentally friendly to ya..</i>	

Table 5. Interview Results on Government Regulation. Primary Data Sources 2023

Question	Report (Initials)	Answer	Interpretasi
a. Do you know about Mayor Regulation No.30 of 2023 which contains Restrictions on the Use of Single-Use Plastics?	Report 1 (DB)	<i>I don't know about this information mbak but know if you can't use the disposable plastic..</i>	The answers of informants 1 and 3 show his ignorance of PERWALI no. 30 of 2023 regarding restrictions on the use of single-use plastics. But informant 1 understands that at that moment it is no longer allowed to use plastic.
	Report 2 (ME)	<i>You know, but it's only recently that you've been doing it lately.</i>	
	Report 3 (IN)	<i>I don't know about this information mbak</i>	
	Report 4 (NG)	<i>Yes i know, cause at one time when i go shopping, crackled is prohibited to use..</i>	
	Report 5 (DD)	<i>Yes, I know related to this information, mbak..</i>	
b. How do you feel about the PERWALI?	Report 1 (DB)	<i>Confused, strange, surprised first mbak but in the end, at home there is not much plastic waste scattered..</i>	All informants agreed that PERWALI number 30 of 2023 concerning limiting the use of single-use plastics is the first step in using environmentally friendly products.
	Report 2 (ME)	<i>At the beginning of the implementation of the regulation, it was actually less effective, because it was used to using crackles. But the more you come here, it eventually becomes a habit to bring your own shopping bags.</i>	
	Report 3 (IN)	<i>Enough early rickets but its okay, it can be tried</i>	
	Report 4 (NG)	<i>It's weird, mbak... The concept goes self-service.. At the end of the day, everything that we buy becomes our own responsibility. From there, I realized that I had to carry shopping bags everywhere.</i>	
	Report 5 (DD)	<i>Not so surprised, mbak, it should be from the beginning of this..</i>	
c. Do you notice any changes in habits either before or after the PERWALI?	Report 1 (DB)	<i>The difference are not too visible mbak, there are still many who use crackles.</i>	All informants stated that there was a significant difference in the community towards the implementation of PERWALI no.30 of 2023 concerning limiting the use of plastic once.
	Report 2 (ME)	<i>For now it is quite visible mbak difference, although it is not completely..</i>	
	Report 3 (IN)	<i>Visible.. Some of my friends carry shopping bags on campus.</i>	
	Report 4 (NG)	<i>It's still not visible, but maybe some have already realized yes if you can't wear disposable plastic..</i>	

Report 5
(DD) *For now, it's still not good, especially in the neighborhood of my home area has not been seen*

Table 6. Interview Results on Marketing Strategy of Waste Recycling Products. Primary Data Sources 2023

Question	Report (Initials)	Answer	Interpretasi
a. Are there any criticisms and suggestions for waste recycling products today?	Report 1 (DB)	<i>Now the processed waste products are good.. For example, this aromatherapy candles from used cooking oil. Hopefully in the future there will be so many brilliant ideas like this</i>	All informants stated that waste recycling products were necessary to increase product innovation and diversity. In addition, it is also necessary to improve the performance of waste recycling products.
	Report 2 (ME)	<i>Maybe for the manufacture of products can be even faster so you don't have to wait long. For his advice, spirit and continue to develop for the good of the earth in the future.</i>	
	Report 3 (IN)	<i>Waste recycling products can be more innovative and aesthetic again.</i>	
	Report 4 (NG)	<i>It can be more diverse and fast as it is made</i>	
	Report 5 (DD)	<i>Waste recycling products can start new creations, or the colors are changed to more neutral for everyday so many people are happy.</i>	
b. In your opinion, in the future this waste recycling product must be how to match other products that are not from waste recycling?	Report 1 (DB)	<i>Must be smart in processing waste into products that are appropriate for the era</i>	All informants stated that waste recycling products need to make more intense branding, coupled with improved packaging and product hygiene.
	Report 2 (ME)	<i>More references for waste recycling products. In addition, it must be clean in processing so it does not smell when it becomes a product.</i>	
	Report 3 (IN)	<i>Smart branding mbak.. often to the bazaar, the display of social media kudu aesthetic but informative too.. Create content that is interesting and not boring.</i>	
	Report 4 (NG)	<i>Product packaging can be further improved as well. Besides being environmentally friendly, it must be practical.</i>	
	Report 5 (DD)	<i>Yes, it must be more modern for the appearance of waste recycling products. Hopefully many new products are cooler</i>	

Based on the source triangulation technique that has been carried out by researchers in this study, the validity of information is obtained through observation, interview results, and

documentation during the study. At the beginning of the observation stage, processed waste recycling products are less in demand. This is supported by a table of sales results of recycled products in June-August 2023 at the Melati Waste Bank, Sukorame Village, and the results of interviews that have been conducted. Evidenced in table 4, point c shows that informant 4 (NG) purchases recycled products not because of the habit of recycling, but because of the aesthetic value of recycled aromatherapy candles from used cooking oil. Where aromatherapy candles are the latest innovation products carried out by PPK Ormawa Himmanusa. This is also again supported in the sales results table, which shows that recycled aromatherapy candle products from used cooking oil are the most sold products. As for other recycled products, they are still less attractive to the public. The lack of interest in purchasing recycled products is also shown in the interview results of table 6, point b, which explains that recycled products are still relatively conventional and must be more modern and in accordance with trends. So that the information that is the basis of this study has relevance to each other in terms of observation and interviews and documentation.

Green Behavior Analysis Reviewed from Environmental Knowledges, Recycle Behavior, and Government Regulations

Consumer behavior in purchasing recycled waste products is based on Environmental Knowledges, Recycle Behavior, and Government Regulations. Environmental knowledge is the understanding of each individual or community related to the environment, as well as human impacts on the environment. Through environmental knowledge variables, customers who buy and use waste recycling products are customers who are aware of the surrounding environment. This is shown by basic knowledge of the environment in consumers which includes awareness of waste that continues to accumulate every day, and the potential dangers that can be caused by waste, as well as how to handle it to reduce waste. While recycle behavior is the action of individuals or communities in collecting, sorting, and recycling waste so that it can be reused as an effort to care for the environment. Based on the results of research that has been conducted in researchers, all informants try to make a habit of recycling waste by reusing items that can still be used, collecting waste by type, bringing drinking bottles from home, etc. So this habit of recycling waste encourages customers to buy reusable products.

One thing that is no less important in consumer behavior in purchasing waste recycling products is how government regulations are applied. This also refers to consumer behavior in buying waste recycling products followed by the implementation of PERWALI no.30 of 2023 concerning restrictions on single-use plastics. Through the PERWALI issued by the Mayor of Kediri City, a habit was finally formed to bring their own shopping bags, so that crackles became less used. This shows that government regulations take a big role in protecting the environment, where in the end people prefer to obey government regulations and use environmentally friendly products. The relationship between government regulations in purchasing waste recycling products can be used as one of the marketing strategies of the Melati Waste Bank to innovate products. One of them is by processing plastic waste into an item that has use value and aesthetics.

Marketing Strategy after Green Consumer Behavior Analysis

Efforts to improve the marketing strategy that must be implemented by the Melati Waste Bank Kediri City after conducting a Green Consumer Behavior analysis are by expanding the branding of waste recycling products. Through the development of branding on social media, waste recycling products will be increasingly known by the wider community both in Kediri City and all corners of the world. On the other hand, Bank Sampah Melati needs to create new products by looking at needs, wants, and market trends. So that waste recycling products are made more in trend. Of course, every innovation designed requires a lot of references and trial and error.

Not only that, marketing strategies that need to be developed by improving packaging and hygiene, as well as increasing the work on waste recycling products. Improving packaging and cleanliness of waste recycling products can increase customer satisfaction. Likewise, with the increase in the work on recycled products, the faster the recycled products are done, the faster the customer will receive the product and the waste will also be faster to process. The effectiveness of working on this recycled product will greatly affect the turnover of waste in the Melati Waste Bank.

4. Conclusion

Consumer behavior in purchasing recycled waste products is based on environmental knowledge, recycle behavior and government regulations that play a role in a region. Concern and awareness of the environment makes someone prefer to buy environmentally friendly products. Likewise with the habit of recycling waste, some people who are accustomed to recycling waste will be more aware of environmentally friendly products. One thing that is no less important in consumer behavior in purchasing waste recycling products is PERWALI implemented in Kediri City, which makes people change their habits.

Efforts to improve the marketing strategy that must be implemented by the Melati Waste Bank Kediri City after conducting a Green Consumer Behavior analysis are by compiling and expanding branding about waste recycling products, making innovations for recycled products that have use value but are also trending in the market, improving packaging and product hygiene, and increasing the estimated work on waste recycling products so that customers do not have to wait long to buy recycled products.

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