

BACHELOR THESIS
THE EFFECT OF GREEN MARKETING AND PRODUCT QUALITY ON
COMPETITIVE ADVANTAGES OF NATURAL DYE SASIRANGAN
FABRIC
(STUDY ON SMI LINS GALLERY IN BANJARMASIN CITY)



Submitted to Complete The Requirements In Obtaining
Bachelor Degree in Management Study Program

Arranged by:

SALSA WINNA WIDYA PARAWANGSA

NIM: 1910312320020

STUDY PROGRAM: S1 MANAGEMENT

FACULTY OF ECONOMICS AND BUSINESS

LAMBUNG MANGKURAT UNIVERSITY

BANJARMASIN

2023

LEGALITY SHEET

BACHELOR'S THESIS

**THE EFFECT OF GREEN MARKETING AND PRODUCT QUALITY ON
COMPETITIVE ADVANTAGES OF NATURAL DYE SASIRANGAN
FABRIC**

(STUDY ON SMI LINS GALLERY IN BANJARMASIN CITY)

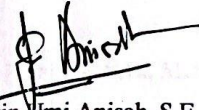
Prepared and arranged by:

SALSA WINNA WIDYA PARAWANGSA

NIM.1910312320020

It has been defended in front of the Testing Team on June 20, 2023 and declared
to have met the requirements for acceptance

Advisor



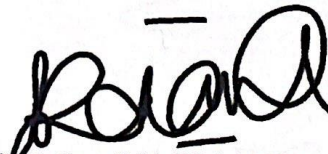
Dr. Hastin Umi Anisah, S.E., M.M.
NIP. 187807142003122002

Examiner Lecture I



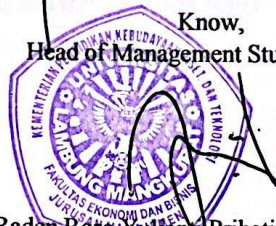
Widvarfendhi, S.E., M.Si.
NIP. 197611062006041002

Examiner Lecture II



Laila Refiana Said, S.Psi, M.Si, Ph.D.
NIP. 197009132005012003

Know,
Head of Management Study Program



Dr. Raden Roro Auliya Prihatiningrum, S.E., M.S.
NIP. 197307272001122001


VALIDITY SHEET

FACULTY OF ECONOMICS AND BUSINESS

LAMBUNG MANGKURAT UNIVERSITY

Name : Salsa Winna Widya Parawangsa
NIM : 191031320020
Major : Management
Sarjana's Thesis title : The Effect of Green Marketing and Product Quality on Competitive Advantages of Natural Dye Sasirangan Fabric (Study on SMI Lins Gallery In Banjarmasin City)
Main Subject : Entrepreneurship
Exams are held : 20 June 2023

Test Team

Advisor : Dr. Hastin Umi Anisah, S.E., M.M.  (.....)

Examiner I : Widyarfendhi, S.E., M.Si.  (.....)

Examiner II : Laila Refiana Said, S.Psi, M.Si, Ph.D.  (.....)

REVISION OF THESIS IMPROVEMENT

Based on the results of exams that have been carried out by students of the Faculty of Economics and Business, University of Lambung Mangkurat.

Name : Salsa Winna Widya Parawangsa

NIM 191031320020

Major : Management




Sarjana's Thesis title : The Effect of Green Marketing and Product Quality on Competitive Advantages of Natural Dye Sasirangan Fabric (Study on SMI Lins Gallery In Banjarmasin City)

Date : Wednesday, 10 May 2023

Place : Online


Exam Time : 14.00 – 16.00 WITA

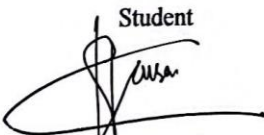
With this, I have made improvements to the bachelor's thesis based on the advice of the Examining Team.

Number	Name	Description	Signature
1.	<u>Dr. Hastin Umi Anisah, S.E., M.M.</u> NIP. 187807142003122002	Advisor	
2.	<u>Widvarfendhi, S.E., M.Si.</u> NIP. 197611062006041002	Examiner I	
3.	<u>Laila Refiana Said, S.Psi, M.Si, Ph.D.</u> NIP. 197009132005012003	Examiner II	

This is the report on the repair of the bachelor thesis proposal examination which has received approval from the Examining Team.

Banjarmasin, July 2023


Know,
Head of Management Study Program
Dr. Raden Koro Yulianti Prihatiningrum, S.E., M.S.
NIP. 197307272001122001

Student

Salsa Winna Widya Parawangsa
NIM. 191031323002

ORIGINALITY STATEMENT

I, the undersigned, certify that this Bachelor's thesis is the result of the research that I have done. All quotations and assistance from various sources have been properly disclosed. This thesis has never been published for other purposes by anyone. If in the future it turns out that my statement is not true, then I am willing to accept the legal consequences of the untruth of the statement.

Banjarmasin, July 2023

Who make a statement,



Salsa Winna Widya Parawangsa
NIM.1910312320020

FOREWORD

By giving thanks to the presence of Allah SWT for all His grace, taufiq and guidance to the writer so that this thesis can be compiled to completion. This thesis is entitled "The Influence of Green Marketing and Product Quality on the competitive advantage of natural dyed sasirangan fabric (Study at SMI Lins Gallery in Banjarmasin)". This thesis was written to complete the requirements for obtaining a Bachelor of Management degree at the Faculty of Economics and Business, University of Lambung Mangkurat.

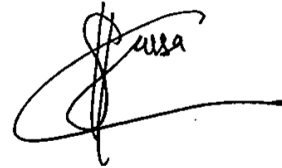
The author also does not forget to thank a lot to those who have provided support and assistance in completing this thesis. The author realizes that the preparation of this thesis would not have been completed without the help of various parties. Therefore, on this occasion, the author would like to thank:

1. Mr. Dr. Atma Hayat, Ak, M. Si, CA as the Dean of the Faculty of Economics and Business University of Lambung Mangkurat
2. Mrs. Dr. Raden Roro Yulianti Prihatiningrum, SE, M. Si as Chairman Department of Management, Faculty of Economics and Business, University of Lambung Mangkurat.
3. Mrs. Dr. Hastin Umi Anisah, SE, MM as the Advisor has helped in compiling and finding solutions to problems faced by the author in preparing this thesis as well as possible.
4. Mr. Widyharfendhi, SE, M.Si and Mrs. Laila Refiana Said, S.Psi, M.Sc, Ph.D as Examiners of My Thesis and Thesis Proposals who have taken the time to provide criticism and suggestions as improvement in completing this thesis.

5. All Lecturers in the Faculty of Economics and Business Lambung Mangkurat University who has educated, guided and provide useful knowledge for writers.
6. To my parents who have given prayers, support and endless enthusiasm during education and preparation this thesis.
7. My friends who have helped and encouraged me a lot.
8. To my comrades in arms at the Faculty of Economics and Business University of Lambung 2019 Batch Management Study Program Mangkurat

Hopefully the support and assistance given will get the best reward from God Almighty. The author realizes that this thesis is not without flaws, the writer expects criticism and suggestions for its perfection and improvement so that in the end this thesis can provide benefits to readers.

Banjarmasin, July 2023



Salsa Winna Widya Parawangsa

NIM. 1910312320020

ABSTRACT

Salsa Winna Widya Parawangsa (2023). The Influence of Green Marketing and Product Quality on Competitive Advantages of Natural Dyes Sasirangan Fabrics. (Study at SMI Lins Gallery in Banjarmasin). Advisor: Hastin Umi Anisah.

In this study, competitive advantage is a company's strategy in creating more value than its competitors, to dominate the same money market. In previous research, it is known that there is an influence of green marketing and product quality on competitive advantage. This research is conducted to (1) analyze the effect of green marketing on competitive advantage and (2) analyze the effect of product quality on competitive advantage.

This research is causal research with quantitative methods. The population in this study is unknown. Determination of the acceptance of the sample in this study using purposive sampling, using the Roscoe formula, namely as many as 100 respondents. Data has been collected through a questionnaire and analyzed using SEM-PLS (Structural Equation Modeling-Partial Least Square) analysis techniques.

The results of this study show the following: (1) Green marketing has a positive and significant effect on competitive advantage, and (2) product quality has a positive and significant effect on competitive advantage.

Keywords: Competitive Advantage, Green Marketing, Product Quality

ABSTRAKSI

Salsa Winna Widya Parawangsa (2023). Pengaruh Green Marketing dan Kualitas Produk Terhadap Keunggulan Bersaing Kain Sasirangan Pewarna Alam. (Studi pada SMI Lins Gallery di Banjarmasin). Pembimbing: Hastin Umi Anisah.

Pada penelitian ini, keunggulan bersaing merupakan strategi dari perusahaan dalam menciptakan nilai yang lebih dari pada pesaingnya, agar dapat mendominasi di pasar uang sama. Pada penelitian sebelumnya diketahui terdapat pengaruh green marketing dan kualitas produk terhadap keunggulan bersaing. Penelitian ini dilakukan untuk (1) menganalisa pengaruh green marketing terhadap keunggulan bersaing (2) menganalisa pengaruh kualitas produk terhadap keunggulan bersaing.

Penelitian ini merupakan penelitian kausal dengan metode kuantitatif. Populasi dalam penelitian ini tidak diketahui. Penentuan pengambilan sampel dalam penelitian ini menggunakan purposive sampling, dengan menggunakan rumus roscoe yaitu sebanyak 100 responden. Data yang telah dikumpulkan melalui kuesioner dan dianalisis menggunakan teknis analisis SEM-PLS (*Struktural Equation Modeling-Partial Least Square*).

Hasil penelitian ini menunjukkan sebagai berikut: (1) Green marketing berpengaruh positif dan signifikan terhadap keunggulan bersaing, dan (2) kualitas produk berpengaruh positif dan signifikan terhadap keunggulan bersaing.

Kata kunci: Keunggula Bersaing, Green Marketing, Kualitas Produk

LIST OF CONTENTS

LEGALITY SHEET	ii
VALIDITY SHEET	iii
REVISION OF THESIS IMPROVEMENT	iv
ORIGINALITY STATEMENT	v
FOREWORD	vi
ABSTRACT	viii
ABSTRAKSI	ix
LIST OF TABLE	xiii
LIST OF FIGURES	xiv
LIST OF CHART	xv
LIST OF APPENDIX	xvi
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Formulation Of The Problem	12
1.3 Research Purposes.....	12
1.4 Research Benefits	13
1.5 Systematic Discussion	13
CHAPTER II LITERATURE REVIEW	15
2.1 Theoretical Basis	15
2.1.1 Green Marketing	15
2.1.2 Green Marketing Indicators	16
2.1.3 Product Quality.....	18
2.1.4 Competitive Advantage	23
2.1.5 The Influence of Green Marketing on Competitive Advantage	25
2.1.6 The Linkage of Product Quality to Competitive Advantage	26
2.1.7 Results of Previous Research.....	27
CHAPTER III CONCEPTUAL FRAMEWORK AND HYPOTHESIS	35
3.1 Conceptual Framework	35
3.2 Hypothesis.....	36
3.2.1 The Effect of Green Marketing on Competitive Advantage.....	36
3.2.2 The Effect of Product Quality on Competitive Advantage.....	36
CHAPTER IV RESEARCH METHODS	38
4.1 Research Scope	38
4.2 Types of Research	38
4.3 Research Place/Location	38

4.4 Unit of Analysis	39
4.5 Population and Sample.....	39
4.5.1 Population	39
4.5.2 Sample.....	39
4.6 Variables and Variable Operational Definitions	41
4.6.1 Variable	41
4.6.2 Variable Operational Definitions	41
4.7 Data collection technique	43
4.8 Data source.....	44
4.8.1 Primary Data	44
4.8.2 Secondary Data.....	44
4.9 Technical Data Analysis.....	44
4.9.1 Analysis Model in PLS.....	46
4.9.2 Hypothesis Testing	49
CHAPTER V RESEARCH RESULTS AND ANALYSIS.....	50
5.1 General Description of the Research Object.....	50
5.1.1 History of Lins Gallery.....	52
5.1.2 Types of Natural Colored Sasirangan Fabrics in the Lins Gallery ..	52
5.2 Characteristics of Respondents.....	54
5.2.1 Characteristics of Respondents Based on Gender	55
5.2.2 Characteristics of Respondents by Age.....	55
5.2.3 Characteristics of Respondents Based on Employment Status	56
5.3 Descriptive Analysis of Respondents' Answers.....	57
5.3.1 Descriptive Analysis of Green Marketing Variables.....	57
5.3.2 Descriptive Analysis of Product Quality Variables	58
5.3.3 Analisis Deskriptif Variabel Competitive Advantage	60
5.4 Model Evaluation Results.....	61
5.4.1 Outer Model Evaluation Results.....	62
5.4.2 Inner Model Evaluation Results.....	66
5.4.3 Hypothesis Testing Results.....	68
5.5 Discussion	72
5.5.1 The Effect of Green Marketing on Competitive Advantage.....	72
5.5.2 Effect of Product Quality on Competitive Advantage.....	73
5.6 Implications of Research Results.....	74
5.6.1 Theoretical Implications	74
5.6.2 Practical Implications	75
5.7 Research Limitations.....	77
CHAPTER VI CONCLUSIONS AND RECOMMENDATIONS.....	79

6.1 CONCLUSIONS.....	79
6.2 RECOMMENDATIONS	79
BIBLIOGRAPHY	87

LIST OF TABLE

Table 1. 1 Micro and Small Industry Production Growth (Percent).....	4
Table 1. 3 Price list for natural dyed Sasirangan fabrics at SMI Sasirangan in Banjarmasin City	9
Tabel 4. 1 Development of Research Instruments	42
Tabel 4. 2 Skala Likert (Score Value for each Questionnaire Answer).....	44
Tabel 4. 3 Measurement Inner Model.....	46
Table 4. 4 Outer Model Interpretation Criteria	48
Table 5. 1 Characteristics of Respondents Based on Gender	55
Table 5. 2 Characteristics of Respondents Based on Age.....	55
Table 5. 3 Characteristics of Respondents Based on Occupation	56
Tabel 5. 4 Descriptive Analysis index value	57
Table 5. 5 Descriptive Analysis of Green Marketing Variables.....	57
Table 5. 6 Product Quality Variable Descriptive Analysis	58
Table 5. 7 Variable Descriptive Analysis of Competitive Advantage.....	60
Table 5. 8 Outer Loading Value	63
Tabel 5. 9 Average Variance Extracted (AVE)	63
Tabel 5. 10 Fornell Larcker Criteria Value.....	64
Table 5. 11 Cross Loading Value	65
Tabel 5. 12 Composite Reliability and Cronbach's Alpha values	66
Table 5. 13 Determinant Coefficient Value (R Square/ R ²)	67
Table 5. 14 <i>Path Coefficients</i> Value	69
Table 5. 15 Statistical T Value and P Value	70
Tabel 5. 16 Total Effect Value	70
Tabel 5. 17 Research Hypothesis Testing Results	71

LIST OF FIGURES

Figure 1. 1 Sasirangan Natural Coloring Fabrics Lins Gallery	8
Figure 1. 2 Andai River Nature House	10
Figure 3. 1 Conceptual Framework	35
Figure 5. 1 Cotton Fabric (Bold Color)	53
Figure 5. 2 Linen Fabric (Kalem Color)	54
Figure 5. 3 Research Model	61
Figure 5. 4 Outer Value of Initial Estimation Stage Research Model	62

LIST OF CHART

Chart 1. 1 Cumulative Number of Registered Environmentally Friendly Products (2013-2018).....	2
Chart 1. 2 Graph of sasirangan natural dyes SMI in Banjarmasin City that applies green marketing indicators.....	8

LIST OF APPENDIX

APPENDIX I.....	87
APPENDIX II	93
APPENDIX III	99
APPENDIX IV	110
APPENDIX V	119