

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 BACKGROUND OF STUDY**

The majority of experts and politicians see industrialization as one of the most successful strategies for accelerating a country's industrial development and competitiveness. Nevertheless, as some studies indicate, industrial zones may have a mixed effect on regional growth and public well-being. Industrial parks should theoretically benefit regional development and social welfare by enhancing economic activity in the area, hence improving local residents' salaries. However, their presence may also result in the emergence of new issues such as crime, social gaps, and so on. Industrial zones and their political and social repercussions are still understudied in Indonesia. As a result, it is critical that we investigate all of these implications with the goal of strengthening the policy governing the development of industrial parks.

With increased competition in the retail sector, customers increasingly have more options and are savvier when it comes to spending money. Consumers genuinely purchase products in quantities that correspond to their need. Along with the quantity of commodities that meet their need, customers also adapt the price of goods to their economic capacities.

Customers are becoming more conscious of which needs must be met immediately and which can wait. They make purchasing judgments based on certain criteria. This enables customers to choose their favorite retail firm that is

compatible with their preferences. Thus, allowing customers to quickly move to other contemporary retailers or stay loyal to their existing merchant if it meets their objectives. The current marketplace involves the selling of commodities or household items directly to customers for usage, in which the purchase occurs at retail and by self-service. That is why marketplaces with this structure are sometimes referred to as supermarkets. The development throughout this current market is also accompanied by a movement in consumer behavior away from conventional markets and toward contemporary markets. Nowadays, consumer purchasing behavior is increasingly sophisticated, and retailers confront intense competition in the retail industry. As Schiffman and Kanuk (2007) noted, consumer decision making is an integration process that involves combining information in order to assess the behavior of two or more options and selecting one. The outcome of this integration is a cognitively served choice. As a result, this presents a difficulty for marketing scientists in terms of developing marketing strategies for the retail business. With the proper plan, a large opportunity becomes available.

Environmental deterioration has also risen to become a top priority for corporations, politicians, as well as all other parties. Customers have grown more sensitive to the environment over the years as a result of growing knowledge of major environmental problems. They have begun to challenge corporate activities and seek the preservation of environmental resources as a result of their greater level of awareness. They also select environmentally friendly items as a consequence of their concern for the environment. Companies have been adjusting or establishing new marketing techniques to target this sector in response to this.

Industrial estates date all the way back to the late nineteenth century in the United Kingdom. Industrial Estate is a mixture of two terms industrial, which refers to comparable sorts of businesses; estate, which refers to individuals engaged in work, particularly manual labor, and their salaries, obligations, and rights; and estate, that refers to a land ownership, often of great size that is utilized and developed for a certain purpose. Thus, industrial estate refers to a place that has been specifically constructed and developed for the purpose of establishing manufacturing units, complete with all basic amenities. Typically, an industrial estate requires between 15 and 60 acres. The government owns, establishes, controls, and manages industrial estates. The government purchases, develops, and creates roads and structures of various sizes. Additionally, it arranges for the provision of power, water, and other services. Generally, small enterprises are assigned industrial sheds on a rent-to-own basis. The government establishes common service workshops for products such as heat treatment and electric furnaces since tiny units cannot afford to perform these services on their own. Industrial firms established on such estates are therefore eligible for a variety of government incentives, either directly or via certain financial institutions.

As soon as a person enters this world, he begins consuming items such as food, clothing, and medical services. Whether a person is a doctor, a student, a teacher, or an architect, they are all consumers, and the whole economy revolves around them. In the simplest terms, a consumer is someone who consumes or utilizes any product or service that is made accessible to him by natural resources or a market for ultimate use. The term "consumer" is used broadly in the preceding

definition to cover anybody who consumes products or services at the conclusion of the production chain. The inclusive definition is intended to include all men who pay cash as the price of products and services.

The company that will be used in this paper is *PT Riaumas Prakarsa Utama, Ecogreen Industrial Estate* located in Riau and North Sumatera which engages in the field of industrial estate. *PT Riaumas Prakarsa Utama* is a potential investor investigating business opportunities in the industry of supplying qualified restricted industrial estates that do not generate hazardous industrial waste. The industrial area that will be developed is projected to become a new landmark in central Pekanbaru, serving as a fresh source of attraction for business professionals.

Below is the price list of the units of *PT Riaumas Prakarsa Utama, Ecogreen Industrial Estate*. There are also two different systems of payment for the unit that is ready in stock and is not ready in stock. The booking fee for both systems is Rp20.000.000,-. But the installment for the unit that is not ready in stock is longer than the unit that is ready in stocks, which are maximum of 6 months and 3 months.

No.	Lokasi	Type	Luas Tanah	Luas Gudang	Luas Kantor	Harga (IDR)	Keterangan
<b>I. Unit Ready Stock :</b>							
1	Blok D No. 1 (Hook)	Ruby	630-m2 (15x42-m)	540-m2 (15x36-m)	NIL	3.880.000.000	
2	Blok D No. 2	Ruby	630-m2 (15x42-m)	540-m2 (15x36-m)	NIL	3.880.000.000	
3	Blok D No. 3	Ruby	630-m2 (15x42-m)	540-m2 (15x36-m)	NIL	3.880.000.000	
4	Blok G No. 23	Sapphire	576-m2 (12x48-m)	504-m2 (12x48-m)	NIL	3.510.000.000	
5	Blok G No. 26	Sapphire	576-m2 (12x48-m)	504-m2 (12x48-m)	NIL	3.510.000.000	
6	Blok H No. 28	Topaz	504-m2 (12x42-m)	432-m2 (12x36-m)	NIL	3.065.000.000	
7	Blok D No. 7	Ruby	630-m2 (15x42-m)	540-m2 (15x36-m)	NIL	3.880.000.000	Jaminan sewa prorata sisa sewa 130/tahun (1 Mar'18 s/d 28 Feb'20)
8	Blok D No. 8	Ruby	630-m2 (15x42-m)	216-m2 (6x36-m)	324-m2 (9x36m)	4.000.000.000	Jaminan sewa prorata sisa sewa 110/tahun (1 Mei'18 s/d 30 Jul'21)
9	Blok G No. 1 (Hook)	Sapphire	576-m2 (12x48-m)	504-m2 (12x48-m)	NIL	3.510.000.000	Jaminan sewa prorata sisa sewa 140/tahun (4 Feb'19 s/d 3 Feb'20)
10	Blok G No. 2	Sapphire	576-m2 (12x48-m)	504-m2 (12x48-m)	NIL	3.510.000.000	Jaminan sewa prorata sisa sewa 140/tahun (4 Feb'19 s/d 3 Feb'20)
11	Blok G No. 3	Sapphire	576-m2 (12x48-m)	504-m2 (12x48-m)	NIL	3.510.000.000	Jaminan sewa prorata sisa sewa 140/tahun (4 Feb'19 s/d 3 Feb'20)
12	Blok F No. 12	Onyx	432-m2 (12x36-m)	360-m2 (12x30-m)	NIL	2.820.000.000	Jaminan sewa prorata sisa sewa 90/tahun (Mei'18 s/d Mei'20)
13	Blok F No. 17	Onyx	432-m2 (12x36-m)	360-m2 (12x30-m)	NIL	2.820.000.000	Jaminan sewa prorata sisa sewa 80/tahun (Mei'18 s/d Mei'20)
<b>II. Unit Belum Ready (Masa konstruksi : ± 6 bulan) :</b>							
1	G No. 6,7,8,9,10,11	Sapphire	576-m2 (12x48-m)	504-m2 (12x48-m)	NIL	3.510.000.000	
2	Blok H No. 3,5,6,7,8,9,10,11,12,15	Onyx	432-m2 (12x36-m)	360-m2 (12x30-m)	NIL	2.820.000.000	
4	Blok H No. 18,19,20,21,22,23,24,25,26,27	Topaz	504-m2 (12x42-m)	432-m2 (12x36-m)	NIL	3.065.000.000	
5	Blok H No. 16 (Hook)	Onyx	432-m2 (12x36-m)	360-m2 (12x30-m)	NIL	2.835.000.000	
6	Blok H No. 17 (Hook)	Topaz	504-m2 (12x42-m)	432-m2 (12x36-m)	NIL	3.175.000.000	

Table 1.1 Pricelist of PT Riaumas Prakarsa Utama

Source: Prepared by PT Riaumas Prakarsa Utama (2023)

**Sistem Pembayaran :****Unit Belum Ready Stock :**Cicilan bertahap via Developer (max.6 bulan) :

Booking Fee	: Rp. 20.000.000,-
Cicilan ke - 1	: Cicilan -1 dibayar 14 hari terhitung sejak BF (Cicilan ke 2 s/d 6 pd setiap tgl yg sama bulan berjalan)

KPG (Kredit Kepemilikan Gudang) via Bank :

Booking Fee	: Rp. 20.000.000,-
D/P 30% (cicilan 6 bulan)	: Cicilan D/P-1 dibayar 14 hari terhitung sejak BF (Cicilan D/P-2 s/d 6 dibayar pd setiap tgl yang sama bln berjalan)
Sisa 70%	: via KPA Bank paling lambat 30 hari sejak pelunasan D/P

**Sistem Pembayaran :****Unit Ready Stock :**Cicilan bertahap via Developer (max.3 bulan) :

Booking Fee	: Rp. 20.000.000,-
Cicilan ke - 1	: Cicilan ke-1 dibayar 14 hari terhitung sejak BF (Cicilan ke-2 dan ke-3 pada setiap tanggal yang sama bulan berjalan)

KPG (Kredit Kepemilikan Gudang) via Bank :

Booking Fee	: Rp. 20.000.000,-
D/P 30%	: dibayar 14 hari terhitung sejak BF
Sisa 70%	: via KPA Bank paling lambat 30 hari sejak pelunasan D/P

Table 1.2 Payment System of PT Riaumas Prakarsa Utama

Source: Prepared by PT Riaumas Prakarsa Utama (2023)

The price stated have not been included the 10% tax, the transfer fee for land and or building rights (BPHTB), the notary fees for deed of sale and purchase and transfer of names, and every additional work fees that are not included in the standard building specifications.

TAHUN	BLOK	RINCIAN	NOMINAL	KETERANGAN
2019	C 01	PT. Nippon Indosari Corpindo	Rp53.110.000.000	
	D 3A	PT. Valveindo Teknik Pratama	Rp2.300.000.000	
	D 05	PT. Valveindo Teknik Pratama	Rp2.300.000.000	
	E 05	Danny	Rp1.630.000.000	
	E 1 2 3	Wicky Leonardi	Rp4.060.000.000	
2020	G 12 15 16	PT. Kimia Farma Tbk	Rp4.490.200.000	
	F 11	Yano	Rp1.890.000.000	
	D 16	Piter Sumardy Halim	Rp2.150.000.000	
	D 17	Samuel Cinter	Rp2.150.000.000	
	F 05	Unit Franz Hayden Sewa Suprayitno	Rp140.000.000	Sewa 1 Tahun Per 21 April 2020 s.d 2021
2021	G 24	Unit Tandarmawanto Sewa Sicepat Ekspres	Rp163.500.000	Sewa 2 Tahun Per 1 Juli 2020 s.d 1 Juli 2022
	E 9 10	PT. Mitra Bersama Jaya	Rp3.560.000.000	
	G 17	Unit Ganindo Sewa Sicepat Ekspres	Rp163.500.000	Sewa 2 Tahun Per 1 April 2021 s.d 15 April 2023
	F 06	Unit CJP Sewa Suprayitno	Rp125.500.000	Sewa 1 Tahun 19 April 2021 s.d 18 April 2022
	F 07	Unit CJP Sewa Suprayitno	Rp125.500.000	Sewa 1 Tahun 19 April 2021 s.d 18 April 2022
2022	D	8 Unit Blok D Sewa PT. Cipta Niaga Semesta	Rp2.080.000.000	Sewa 2 Tahun Juli 2021 s.d 30 Juni 2023
	F 16	Unit CJP Sewa Mario Valentino	Rp160.000.000	Sewa 1 Tahun Per 1 Oktober 2021 s.d 30 Sept 2022
	F 15	Unit CJP Sewa Arah Limbah	Rp165.000.000	Sewa Per 5 Tahun Per 23 Des 2021 s.d 2026
	D 15	Piter Sumardy Halim	Rp2.150.000.000	
	F 12	Pohandi	Rp1.600.000.000	
2023	F 07	Unit CJP Sewa Ade Saputra / Suprayitno	Rp125.000.000	Sewa 1 Tahun Per 19 April 2022 s.d 18 April 2023 Pindah ke F06 Karena Dijual
	F 08	Unit CJP Sewa Suprayitno	Rp130.000.000	Sewa 1 Tahun 19 April 2022 s.d 18 April 2023
	G 01	Unit CJP Sewa ID Express	Rp170.000.000	Sewa 1 Tahun Per 13 Mei 2022
	G 27	Unit Thia Lie Min Sewa Zulkifli	Rp175.000.000	Sewa 1 Tahun Per 6 Juni 2022
	G 24	Unit Tandarmawanto Sewa Sicepat Ekspres	Rp163.500.000	Sewa 1 Tahun Per 1 Juli 2022 s.d 1 Juli 2023
	G 26	Unit Suwandi Sewa Mario Valentino	Rp170.000.000	Sewa 1 Tahun Per 19 September 2022
	F 07	Unit CJP Dijual ke Darmawai Utama	Rp2.300.000.000	1 September 2022
	F 08	Unit CJP Sewa Suprayitno	Rp130.000.000	Sewa 1 Tahun 19 April 2022 s.d 18 April 2023
	F 15	Unit CJP Sewa Arah Limbah	Rp165.000.000	Biaya Per Tahun Per 23 Des 2023 s.d 2024
2023	G 01	Unit CJP Sewa ID Express	Rp170.000.000	Perpanjang Sewa 1 Tahun Per 13 Mei 2023 s.d Mei 2024
	G 24	Unit Tandarmawanto Sewa Sicepat Ekspres	Rp163.500.000	Sewa 1 Tahun Per 1 Juli 2023 s.d 1 Juli 2024
	F 08	Unit CJP Jual Toni Nugroho	Rp2.600.000.000	Cash Bertahap Per November 2022
	G 26	Unit Suwandi Sewa Mario Valentino	Rp170.000.000	September 2023 s.d 2024

**Table 1.3 Sales of PT Riaumas Prakarsa Utama**

**Source: Prepared by Writer (2023)**

From the table above, it can be seen and concluded that there are more units sold in 2019 than 2020 with the total nominal of Rp67.890.200.000, - in 2019 and Rp6.493.500.000, -. But then, in 2021, the units that were sold and rented increased and with the nominal of Rp6.379.500.000,-. In 2022, the units that were sold and rented increased again with the nominal of Rp7.278.500.000,-. And as can be seen in the data above for the year 2023, the total units that were sold and rented is still in the total nominal of Rp3.103.500.000,-.

It can be seen that there has been a significant lost from the past 2 years since the pandemic started. From the writer's survey to the company, it is quite understandable for the company to have a lost in sales since the marketing used by the company is a mouth-to-mouth marketing which is not exactly right as the pandemic was still going on, the company have been changing the marketing system after looking at those reasons. Thus, the writer of this research wants to understand more about the influence of green marketing mix and marketing mix on the customer purchase decision.

The concept of green marketing by the company is to offer housing that has an environment with more green areas so that consumers can enjoy a beautiful atmosphere. Apart from that, the company also created a fairly large garden area in the housing complex so that the residents in the company have a large enough area to enjoy the garden atmosphere in the housing complex. The company also provides a running track area around the park so that residents of the housing complex can exercise while enjoying clean and cool air.

By that, the writer of this research decided to do research on *“Influence of Green Marketing Mix and Marketing Mix on Customer Purchase Decision of PT Riaumas Prakarsa Utama, Ecogreen Industrial Estate”*.

## **1.2 PROBLEM LIMITATION**

In this research, it will be focusing more on how green marketing mix and marketing mix can impact customer's purchase decision. This study will also investigate how green marketing mix and marketing mix can affect customer's

purchase decision. Despite the fact that there might be several other factors that might impact a customer's purchase decision; the writer of this paper will focus on only two variables which are green marketing mix and marketing mix. This study will primarily focus on customers of *PT Riaumas Prakarsa Utama, Ecogreen Industrial Estate*.

### **1.3 PROBLEM FORMULATION**

Following are some concerns that may be identified from the research based on background of the study:

1. What is the influence of green marketing mix on customer purchase decision of *PT Riaumas Prakarsa Utama, Ecogreen Industrial Estate*?
2. What is the influence of marketing mix on customer purchase decision of *PT Riaumas Prakarsa Utama, Ecogreen Industrial Estate*?
3. What are the influences of green marketing mix and marketing mix toward customer purchase decision of *PT Riaumas Prakarsa Utama, Ecogreen Industrial Estate*?

### **1.4 RESEARCH OBJECTIVE**

Following are some objectives of the research to assist the writer in solving the identified problems:

1. To comprehend how green marketing mix can influence the customer's purchase decision of *PT Riaumas Prakarsa Utama, Ecogreen Industrial Estate*.

2. To comprehend how marketing mix can influence customer's purchase decision of *PT Riaumas Prakarsa Utama, Ecogreen Industrial Estate*.
3. To comprehend how green marketing mix and marketing mix can concurrently influence customer's purchase decision of *PT Riaumas Prakarsa Utama, Ecogreen Industrial Estate*.

## **1.5 BENEFITS OF THE RESEARCH**

According to the writer, the benefits of the research can be divided into two kinds:

### **1.5.1 THEORETICAL BENEFITS**

#### **1. For Student**

The writer of this research paper believes that the research will help students learn more about the influence of green marketing mix and marketing mix toward customer purchase decision.

#### **2. For Teacher**

The writer of this paper hopes that the research can be valuable in assisting teachers in selecting appropriate resources for use in the course of education.

### **1.5.2 PRACTICAL BENEFITS**

#### **1. For writer**

In this research, the writers can learn about the problems which influence green marketing mix and marketing mix of *PT Riaumas Prakarsa Utama, Ecogreen Industrial Estate*. The writers will be equipped with a deeper

knowledge about the influence of green marketing mix and marketing mix toward customer purchase decision of *PT Riaumas Prakarsa Utama, Ecogreen Industrial Estate*. The writer will be able to understand the factors which influence purchase decisions.

## 2. For Company

This research is indicated to assist *PT Riaumas Prakarsa Utama, Ecogreen Industrial Estate* in the settlement of issues with the degree of purchasing decision. As these elements impact customer purchase decisions, this research may supply additional insight on improving the green marketing mix and marketing mix.

## 3. For Future Researchers

The writer believes that the research may act as an outline for the coming research. This research aims to provide additional knowledge for future researchers focusing on the influence of green marketing mix and marketing mix toward customer purchase decision.