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Role Of WOM, Green Marketing, Environmental Knowledge on Purchase Intention Mediated Role of Attitude

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ABSTRACT

Purpose – This research focuses on the phenomenon of environmental sustainability, especially in the context of air pollution due to motor vehicle emissions in DKI Jakarta. This study aims to analyse the effect of word of mouth, green marketing, environmental knowledge on purchase intention mediated by attitudes in electric GrabBike customers. **Methodology/approach –** The research design used is quantitative descriptive research using the total population of 168 respondents. Data analysis using the Smart PLS 4.0 application which consists of testing the inner model and outer model. **Findings – It** The results found that Green Marketing has a positive and significant impact on Attitudes and Purchasing Intentions. The results found that Environmental Knowledge has a positive and significant impact on Attitudes and Purchasing Intentions. The results of the study found that Attitude has a positive and significant impact on Purchasing Intention.

INTRODUCTION

Air pollution has become a major concern in DKI Jakarta, pollution sources such as vehicle exhaust, industrial emissions, and waste burning in illegal landfills contribute to the growing air pollution. The increase in air pollution is due to the public's lack of anticipation of pro-public health policies, resulting in an uncontrolled number of motorised vehicles (Samudra & Hertasning, 2023). The problem of pollution due to motorised vehicles is said in research conducted by (Maulana & Haryanto, 2020) which states that the most potential threat results in respiratory disease due to carbon particles contained in the combustion of fossil fuels in motorised vehicles. Carbon dioxide (CO2) and carbon monoxide (CO) are very small and easily enter the respiratory tract even through the air ducts of private or public vehicles that use air conditioning. The uncontrolled increase in the number of motorised vehicles in DKI Jakarta Province is one of the causes of high emissions and air pollution (Samudra & Hertasning, 2023). In 2022, the number of motorised vehicles was recorded to have reached 26.4 million. While the population of battery-based electric vehicles in 2022 was recorded at only 33,461 units, there is potential that has not been fully utilised, namely battery-based electric vehicles. In an era that increasingly prioritises sustainability and environmental friendliness, innovation in the transport industry is key to creating cleaner and more sustainable solutions. One important step in this direction is the introduction of electric vehicles, which are becoming an

attractive alternative in reducing greenhouse gas emissions and air pollution. GrabBike, as a widely recognised app-based transport service provider, has introduced the electric bike GrabBike service as a step towards greener mobility in Indonesia's capital city. GrabBike electric bikes provide an opportunity for customers to contribute to environmental protection efforts, while still enjoying the convenience and practicality of a familiar app-based service. However, behind the promising potential, a comprehensive understanding of customer purchase intention is key in developing and expanding the electric bike GrabBike service.

Factors such as attitude, word of mouth, green marketing, environmental knowledge, consumer trust, price perception, price promotion, and product quality are also options in customer decisions. Therefore, researchers conducted a Pre-Survey of 30 GrabBike service users to find out the factors that influence the intention to buy or use the services provided.

Table 1. Factors Affecting Purchase Intention

No	Factors that influence Purchase Intention	Total	
		Yes	No
1	**Attitude** I buy because of my attitude towards the product	25	5
2	**Word of Mouth** I buy because there is a word of mouth recommendation	23	7
3	**Green Marketing** I buy because it uses environmentally friendly marketing	22	8
4	Price Perception I bought because of the low price	14	16
5	**Environmental Knowledge** I buy because I am aware of environmental impacts	20	10
6	Consumer Trust I buy because I am confident in the company	12	18
7	Product Quality I buy because the quality provided is good	10	20
8	Price Promotion I bought because there was a discount	14	16

Source: Pre-Survey (2024)

From the pre-survey results in Table 1, it shows that there are four statements that have a 'Yes' answer above 60%. First, in statement number one there are 25 respondents, which means that (Attitude) is the highest factor influencing the intention to buy or use GrabBike services. Furthermore, in statement number two there were 23 respondents indicating that (Word of Mouth) is a factor that can influence buying intentions. Furthermore, in statement number three, 22 respondents indicated that (Green Marketing) is a factor that can influence buying intentions. Then in statement number five as many as 20 respondents indicated that (Environmental Knowledge) is a factor that can influence purchase intentions. Research conducted by Liu et al. (2020) also shows that Attitude plays the most significant role in predicting Purchase Intention. In a study conducted by Soelasih & Sumani (2021) that negative and positive perceptions of word of mouth also affect purchase intention, if negative perceptions arise, then purchase intention will be low and vice versa, if perceptions are positive, then purchase intention will increase. Research conducted Jeevandas et al. (2019) focuses on determining green marketing on consumer purchase intentions, this research also focuses on how green marketing tools increase consumer purchase intentions. According to research by Zaremohzzabieh et al. (2021) This empirical study has developed an awareness or knowledge-attitude-intention paradigm, which shows a positive relationship between environmental knowledge, attitudes, and intentions; the more environmental knowledge and awareness a consumer

has, the more positive the attitude shown towards green products, which results in green purchase intentions. The purpose of doing this research is as input for Grab Indonesia in order to improve purchase intention. Based on the background of the problem that has been described, the problem formulation is as follows:
1) Does word of mouth affect purchase intention?
2) Does green marketing affect purchase intention?
3) Does Environmental Knowledge affect purchase intention?
4) Does word of mouth influence attitude?
5) Does green marketing influence attitude?
6) Does Environmental Knowledge affect attitude?
7) Can attitude mediate the effect of word of mouth on purchase intention?
8) Can attitude mediate the effect of green marketing on purchase intention?
9) Can attitude mediate the effect of Environmental Knowledge on purchase intention?
10) Does attitude affect purchase intention?

LITERATURE REVIEW

1. Sustainable Development Goals

Sustainable Development Goals is a global action plan agreed by world leaders, including Indonesia, to end poverty, reduce inequality and protect the environment. The SDGs contain 17 Goals and 169 Targets that are expected to be achieved by 2030. These goals are a development agenda agreed upon by member states of the United Nations (UN) in 2015. The SDGs aim to address various global problems faced by the world today, such as poverty, hunger, gender inequality, climate change, and environmental degradation. In this research, the Sustainable Development Goals that are raised based on observations on (SDG 11) building cities and settlements that are inclusive, safe, resilient and sustainable. which aims: Reduce adverse environmental impacts per capita in cities, including by paying special attention to air quality and municipal and other waste management. With the hope that PT Grab Indonesia can reduce adverse environmental impacts, especially on air quality and municipalities and other waste management with the increase in Grab Bike Electric users.

2. Theory of Planned Behavior

The Theory of Planned Behavior is based on the assumption that humans are rational beings and use information that is possible for them, systematically (Vizano et al., 2021). Memon et al. (2020) In TPB, intention is an instantaneous antecedent of the specific performance of a particular behavior. Therefore, behavioral beliefs that are easily accessible in memory shape attitudes towards behavior either positively or negatively.

3. Purchase Intention

Intention to transact or purchase intention is defined as the buyer's intention to engage in relationship exchanges on shopping sites, such as sharing information, maintaining business relationships, and conducting business transactions (Aileen et al., 2021). According to Satria et al. (2021), the dimensions of purchase intention are through the AIDA stimulation model which tries to describe the stages of stimulation that consumers may go through towards a certain stimulus provided by marketers, namely as follows: 1) Attention. Viewers' attention when they see or hear about the promotion for the first time. 2) Interest. Interested in the products offered because the promotions carried out by the company are successfully accepted by consumers. 3) Will (Desire). A strong desire from the public to buy and try the product. 4) Action. Actually realize their desire to buy the product.

4. Attitude

Halim et al. (2022) define attitude as an individual's positive or negative feelings towards the target behavior. Mouloudj & Bouarar (2021) suggest that there are five indicators that can be used to measure attitude, namely: 1 I prefer to use environmentally friendly products rather than non-

environmentally friendly products. 2 I think buying green products is good for me. 3 Green products can save energy and electricity and this is important to me. 4 I think green products that can reduce environmental damage are important. 5 I am willing to buy green products that are good for the environment.

5. Word Of Mouth

Word of mouth is referred to as interpersonal and informal communication about products, including goods and services (Iyer & Griffin, 2019). According to Buchori (2020), there are five elements of Word of mouth, namely Talkers, Topics, Tools, Taking parts, and Tracking. Talkers are a collection of sources who start talking about a brand, and are also called influencers. People who have used a company's products such as consumers, neighbors, friends, family, and others can become talkers. Topics are what talkers will talk about. Good topics are simple, conversational and natural. A successful word of mouth always starts with an interesting topic to discuss. The third element is tools, which are needed to help accelerate and expand the spread of the message. These tools include brochures, product samples, coupons, forwads, newspaper ads, and giveaways, among others. These tools are useful to make it easier for sources to spread and talk about information about the products of a company. Taking parts (participation) provided by the company in the implementation of word of mouth, namely answering incoming messages, receiving comments from various existing social media, answering questions by telephone, and establishing good relations with the talkers. Meanwhile, tracking (supervision) is an activity carried out by the company in monitoring and evaluating consumer reactions.

6. Green Marketing

Green marketing is an umbrella that includes the concept of green environment, namely green perceived value, green products (green buildings), and concern for the environment (Sahioun et al., 2023). According to Amalia & Ramli (2024) Green Marketing is about using marketing in a way that is more environmentally friendly and in accordance with the needs of society at this time. Green Marketing consists of: 1 Green Product, Green products and production tend to refer to classifications such as green products, environmentally friendly products, environmentally friendly products that highlight needs such as recycled materials, production by recycled content that releases the least amount of toxic and hazardous waste. 2 Green Price, with an aim to turn their facilities and codes of conduct into environmentalists, many business enterprises have to install a number of cascade costs. In such cases, the costs will be reflected in the price making green products relatively more expensive than their equivalents. 3 Green Place/Distribution is the process that ensures the flow and storage, taking under control the planning of movement within the supply chain from the starting point of all kinds of products, services, and information flows to the last point where the product is consumed, to be precise, the inventory process, to be effective, efficient and at the lowest cost to meet the needs of consumers. 4 Green Promotion, green practice is the implementation of activities such as advertising, personal selling, sales promotion, point of sale communication, direct markerting, and public relations of marketing based on environmental consciosness.

7. Environmental Knowledge

Zainol & Hayat (2020) explain that environmental knowledge is a general awareness of facts, concepts, and relationships related to the natural environment with ecosystems, environmental knowledge provides a basis for developing attitudes towards environmentally friendly behavior. According to Wang & Zhang (2021) In the enhanced KAP theoretical model, environmental knowledge [science-oriented environmental knowledge (SEK)] is divided into three types: system knowledge, action knowledge, and efficiency knowledge. 1. System knowledge: Global warming is caused by CO2 emissions, Decreasing forests will cause soil erosion, Shrinking lakes will cause climate drought. 2. Action knowledge: Using recyclable bags helps protect the environment, Proper disposal of waste batteries helps protect the environment, Refusing to use wildlife products helps protect biodiversity. 3. Efficiency Knowledge: Waste recovery can save resources effectively, using public transportation can support energy conservation, using energy-saving lamps can save energy.

Research Framework

Many studies discuss word of mouth, green marketing, environmental knowledge, attitude, and purchase intention. However, of the many studies, no one has examined the implementation of environmental awareness by the Grab Indonesia company. Therefore, this study will first explain the research framework regarding environmental awareness in grab electric users shown in Figure 1.

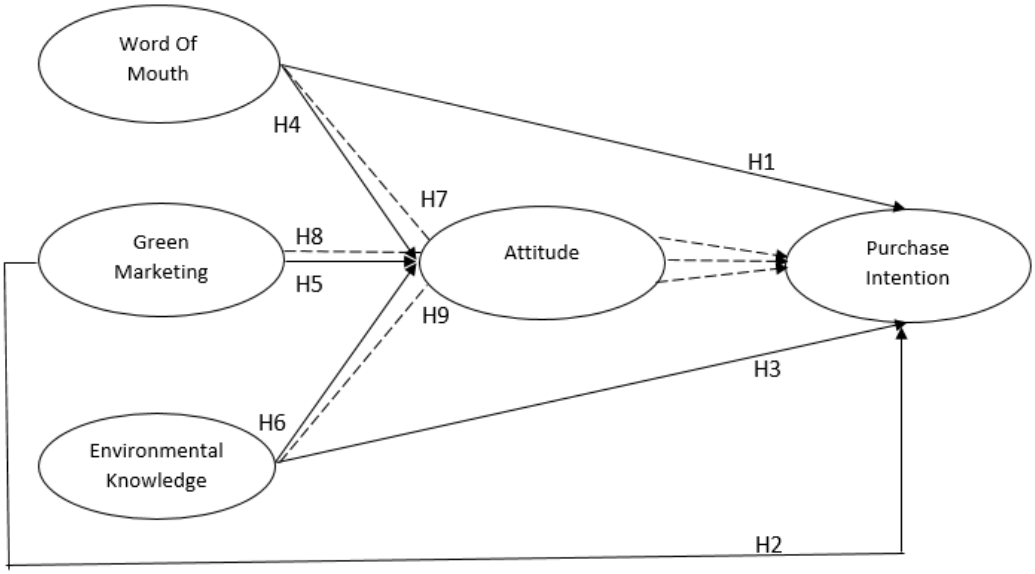

Figure 1. Conceptual Framework

H1: Word of mouth has a positive and significant effect on Purchase Intention
H2: Green Marketing has a positive and significant effect on Purchase Intention
H3: Environmental Knowledge has a positive and significant effect on Purchase Intention
H4: Word of Mouth has a positive and significant effect on Attitude
H5: Green Marketing has a positive and significant effect on Attitude
H6: Environmental Knowledge has a positive and significant effect on Attitude
H7: Attitude has a positive and significant effect in mediating Word of Mouth on Purchase Intention
H8: Attitude has a positive and significant effect in mediating Green Marketing on Purchase Intention
H9: Attitude has a positive and significant effect in mediating Environmental Knowledge on Purchase Intention
H10: Attitude has a positive and significant effect on Purchase Intention

METHOD

Type, Sample, Population Research

The method used in this research is quantitative method research. This research uses quantitative methodology because there is no direct relationship or contact between researchers and respondents. So, this research is objective not subjective. In this study, the population used is people who have never bought/ used Electric Grab Bike services. According to Malhotra (2019), descriptive research is one type of conclusive research that aims to get a description of the independent variable and the dependent variable. According to Hair et al. (2019), the sample size should reach 100 or greater than 100. In addition, the general rule of sample size is based on the number of indicators, i.e. the sample size should be at least 5 - 10 times greater than the number of items to be analysed. In this study, the number of statements is 24 questions which are intended to measure 5 research variables (24 questions × 7 = 168) thus the study will take a minimum sample of 168 respondents.

Time, and Place Research

This research uses a transportation service company by collecting data from the official website of PT Grab Indonesia. The research was conducted from April 2024 to September 2024. In this study, the population used is people who have never bought / used Electric Grab Bike services in Jakarta.

Definition and Operational Variables

According to Malhotra (2019), the dependent variable or dependent variable is the variable that measures the effect of the independent variable on the test unit. In this study, the variable used is Purchase Intention. Independent variables, Malhotra (2019) states that independent variables or independent variables are independent variables that are manipulated (the level of these variables is changed by the researcher) and the effects are measured and compared. The independent variables in this study are: Word of Mouth, Green Marketing, Environmental Knowledge. According to Sekaran and Bougie (2017), mediating or intervening variables are variables that suggest between the time the independent variable starts working to influence the dependent variable, and when the independent variable feels its influence on the dependent variable. In this study, the variable used is Attitude.

Table 2. Operational Variable

No	Variable	dimensions	indicator	Scale of Measurement
1	Environmental Knowledge (X3) Wang & Zhang, (2021)	System Knowledge	CO2 emissions	Likert
			Climate drought	Likert
		Action Knowledge	Protecting the environment	Likert
			Protecting biodiversity	Likert
		Efficiency Knowledge	Support energy conservation	Likert
			Saving energy	Likert
2	Green Marketing (X2) Amalia & Ramli, 2024	Green Product	Non-polluting products	Likert
		Green Price	Premium price on green products	Likert
		Green Place	Optimal in every commodity	Likert
		Green Promotion	social, environmental, and sustainability-related commitments	Likert
3	Word Of Mouth (X1) Buchori (2020)	Speaker	Talking about a brand	Likert
		Topic	A hallmark of the company	Likert
		Tools	Message dissemination tool	Likert
		Taking Parts	Receiving comments	Likert
		Tracking	Monitoring and evaluating	Likert
4	Attitude (Z) Mouloudj & Bouarar, (2021)		Likes green products	Likert
			Buying green products	Likert
			Save energy and electricity	Likert
			Reducing damage to the environment	Likert
			Products that are good for the environment	Likert
5	Purchase Intention (Y) Menurut Satria et al., (2021)	Attention	Concerned about the promotion for the first time	Likert
		Interest	Interested in the product being offered	Likert

No	Variable	dimensions	indicator	Scale of Measurement
		Desire	Strong desire to buy and try the product	Likert
		Action	Realizing their desire to buy the product	Likert

Source: Processed by author (2024)

Instruments, Procedures, And Research Techniques

In this study, the data collection technique that will be used is a questionnaire or questionnaire. The questionnaire is a technique for collecting data by giving a set of questions to respondents to be answered (Rahman et al., 2022). The Likert scale consists of a sequence of comments that describe the respondent's attitude about the item being investigated. Each statement is worth 5 points based on the following scale: Agree and Disagree (Hardani, 2020). This study uses analytical assistance in the form of the SmartPLS (Partial Least Square) application program which is a data analysis technique designed for recursuve models that have one direction PLS (Partial Least Square), namely the SEM equation model. SEM (Structural Equation Modeling) is a statistical data analysis that can analyse relationships and interrelationships between latent variables. Descriptive statistics are used to explain or provide an overview of the characteristics of a series of data without drawing general conclusions (Ghozali, 2016). The measurement model or outer model explains how each indicator model relates to latent variables (Ghozali, 2021). This measurement model assessment uses the Multi Trait-Multi Method (MTMM), namely by testing convergent validity and discriminant tests. The test stages on the outer model: Convergent Validity Analysis, Discriminant Validity Analysis, Reliability Test. Evaluation of the structural model (inner model) to show the relationship or strength of the estimate between latent variables or constructs based on subtantive theory (Ghozali, 2021). Inner model analysis (Structural Model) is used to determine the specification of the relationship between latent constructs and other latent constructs. The inner model test stages are as follows: Test Coefficient of Determination (R-Square), Direct Effect Hypothesis Test, Indirect Effect Hypothesis Test.

RESULT AND DISCUSSION

Respondent Description

In the respondent description section, the characteristics of respondents or participants are presented by taking samples through distributing questionnaires. This study aims to examine the effect of Word of Mouth, Green Marketing, Environmental Knowledge, which is mediated through Attitude on Purchasing Intention. Data collection was carried out by using a questionnaire using google forms distributed via social media such as telegram and whatsapp. A total of 168 respondents filled out the google form that was distributed this is due to the respondent criteria set in this study, so that respondents who are not included in the criteria cannot continue to the questionnaire filling stage.

Table 3. Respondent Description

Characteristics	Category	Frequency	Percentage
Length of use Grab Bike service	0-1 Year	36	21%
	2-3 Years	53	32%
	>3 Years	79	47%
	Total	168	100%
Domicile	Central Jakarta	42	25%
	North Jakarta	39	23%
	West Jakarta	40	24%
	South Jakarta	25	15%
	East Jakarta	22	13%

Characteristics	Category	Frequency	Percentage
	Total	168	100%
Gender	Male	61	36%
	Female	107	64%
	Total	168	100%
Education	Junior High School	26	15%
	Senior High School	34	20%
	Diploma	33	20%
	S1	37	22%
	S2	21	13%
	S3	17	10%
	Total	168	100%
Occupation	Civil Servant	20	12%
	Private Employee	42	25%
	Entrepreneur	21	13%
	Lecturer	25	15%
	Frelancer	30	18%
	Others	30	18%
	Total	168	100%
Age	< 20 Years	37	22%
	21-30 Years	53	32%
	31-40 Years	46	27%
	41-50 Years	23	14%
	>51 Years	9	5%
	Total	168	100%
Income (IDR)	<3.000.000	37	22%
	3.000.001- 5.000.000	77	46%
	5.000.001- 10.000.000	46	27%
	10.000.001- 15.000.000	5	3%
	>15.000.000	3	2%
	Total	168	100%

Source: Processed by author (2024)

Based on the processing results in Table 3, the gender characteristics of the respondents totaled 168 people consisting of 61 men and 107 women. It can be seen that respondents were dominated by women with a percentage of 64% so, it can be concluded that the majority of respondents in this study were women. Based on the age of the most respondents aged 21 years to 30 years with a percentage of 32%. In this age range is a productive age or called millennial age. All respondents are part of consumers who have never used an electric grab bike. Then in general, the respondents in this study had an undergraduate education (S1) with 37 respondents or 22%. In this study, the majority of respondents were private employees with 42 respondents (25%) and the domicile of respondents in this study was mostly in the Central Jakarta area, totaling 42 respondents with a percentage of 25%. The characteristics of respondents' income in this study show that of the 168 respondents, 77 respondents or 46% have an income between 3,000,001 - 5,000,000 per month. The data above shows that the distribution of questionnaires domiciled in DKI Jakarta mostly has an average minimum wage of under five million.

Measurement Results (Outer Model)

Based on the data contained in Figure 2 below, The value of path coefficients is closer to the value +1, the stronger the relationship between the two constructs. A relationship that is closer to -1 indicates that the relationship is negative (Hair et al., 2017).

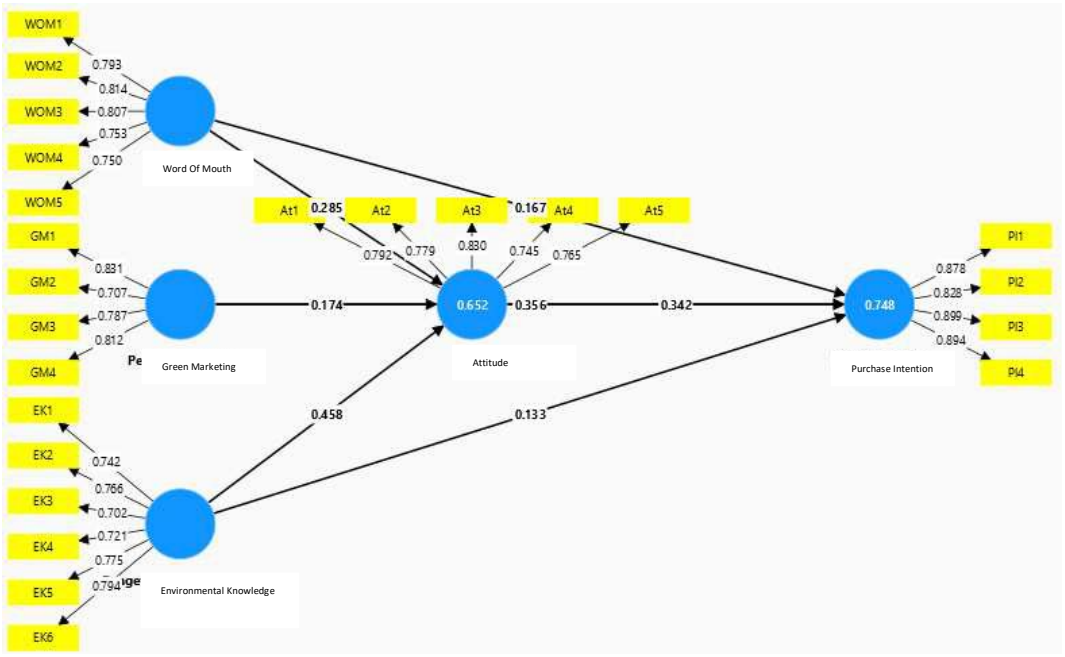

Figure 2. Output Results Path Diagram

Validity test

In testing the Convergent Validity of the measurement model with reflexive, it is seen from the correlation between the indicator score and the construct score if the individual indicator has a correlation value above 0.70, it is considered reliable. However, if the value of 0.50 to 0.60 is still acceptable (Ghozali, 2021).

Table 4. Results of Outer Loading Tests

Variable	Indicator	Outer Loadings	Terms	Result
Word Of Mouth (X1)	X1.1	0,793	>0,70	Valid
	X1.2	0,814	>0,70	Valid
	X1.3	0,807	>0,70	Valid
	X1.4	0,753	>0,70	Valid
	X1.5	0,750	>0,70	Valid
Marketing (X2)	X2.1	0,831	>0,70	Valid
	X2.2	0,707	>0,70	Valid
	X2.3	0,787	>0,70	Valid
	X2.4	0,812	>0,70	Valid
Environmental Knowledge (X3)	X3.1	0,742	>0,70	Valid
	X3.2	0,766	>0,70	Valid
	X3.3	0,702	>0,70	Valid
	X3.4	0,721	>0,70	Valid
	X3.5	0,775	>0,70	Valid
	X3.6	0,794	>0,70	Valid
Attitude (Z)	Z1.1	0,792	>0,70	Valid

Variable	Indicator	Outer Loadings	Terms	Result
	Z1.2	0,779	>0,70	Valid
	Z1.3	0,830	>0,70	Valid
	Z1.4	0,745	>0,70	Valid
	Z1.5	0,765	>0,70	Valid
Purchase Intention (Y)	Y1.1	0,878	>0,70	Valid
	Y1.2	0,828	>0,70	Valid
	Y1.3	0,899	>0,70	Valid
	Y1.4	0,894	>0,70	Valid

Source: Results Using SmartPLS (2024)

Based on the data contained in Table 4, it can be seen that in the variables word of mouth, green marketing, environmental knowledge, attitudes and intention to use there are no invalid variables. This is because the outer loading value is above 0.70. In addition to the factor loading value, to analyze the validity of research data, you can use the Average Variance Extracted (AVE) value. At the next stage, see the Average Variance Extracted (AVE) results. Good model requirements if the AVE of each construct is greater than 0.50 (Ghozali & Latan, 2021). The results of checking the AVE value in this study have met the requirements for the AVE value ≥ 0.5 which can be seen in Table 10 as follows:

Table 5. Result of Average Variance Extracted Value

Variable	Average Variance Extracted (AVE)	Terms	Result
Word Of Mouth (X1)	0,614	> 0.5	Valid
Green Marketing (X2)	0,766	> 0.5	Valid
Environmental Knowledge (X3)	0,617	> 0.5	Valid
Attitude (Z)	0,563	> 0.5	Valid
Purchase Intention (Y)	0,613	> 0.5	Valid

Source: Results Using SmartPLS (2024)

Table 5 It can be concluded that the value of Average Variance Extracted (AVE) is above 0.5 where for the word of mouth (X1) 0.614, green marketing (X2) 0.766, environmental knowledge (X3) 0.617, attitude (Z) 0.563 and intention to use (Y) 0.613.

Reliability Test

The reliability test in the study was carried out to measure the constructs measured by two criteria, namely the reliability test was carried out with Cronbach's Alpha (Ghozali & Latan, 2021). The construct is said to be reliable if it has above 0.7.

Table 6. Cronbach's Alpha and Composite Reliability values

Variable	Cronbach's Alpha	Composite Reliability	Result
Word Of Mouth (X1)	0,843	0,849	Realibel
Green Marketing (X2)	0,898	0,898	Realibel

Variable	Cronbach's Alpha	Composite Reliability	Result
Environmental Knowledge (X3)	0,792	0,799	Realibel
Attitude (Z)	0,845	0,848	Realibel
Purchase Intention (Y)	0,842	0,844	Realibel

Source: Results Using SmartPLS (2024)

Based on Table 6, that the test results of Cronbach's alpha testing show a satisfactory value because the variable values in this study have a Cronbach's Alpha value> 0.6 and Composite Reliability>0.7. So that this study has good reliability. That means, the construct has good reliability or the questionnaire used as a tool in this study, has been reliable or consistent.

Discriminant Validity Test

The Discriminant Validity testing process is carried out to determine whether an indicator used is appropriately reflective and good for measuring the research construct based on the principle that each indicator against itself has a greater value than the value of an indicator against other indicators (Ghozali & Latan, 2021). There are two ways to test discriminant validity using SmartPLS, the first is by looking at the cross loading value of each indicator, and the second is by looking at the Fornell-Lecker value.

Table 7. Result of Cross Loading Test

	Word Of Mouth	Purchase Intention	Green Marketing	Environmental Knowledge	Attitude
At1	0.534	0.614	0.536	0.586	**0.792**
At2	0.572	0.608	0.480	0.571	**0.779**
At3	0.585	0.644	0.491	0.653	**0.830**
At4	0.565	0.558	0.404	0.535	**0.745**
At5	0.553	0.616	0.463	0.573	**0.765**
EK1	0.458	0.479	0.393	**0.742**	0.559
EK2	0.500	0.594	0.511	**0.766**	0.613
EK3	0.572	0.445	0.311	**0.702**	0.551
EK4	0.500	0.515	0.409	**0.721**	0.520
EK5	0.467	0.500	0.352	**0.775**	0.507
EK6	0.608	0.568	0.394	**0.794**	0.602
GM1	0.578	0.622	**0.831**	0.483	0.501
GM2	0.410	0.499	**0.707**	0.335	0.415
GM3	0.523	0.606	**0.787**	0.414	0.495
GM4	0.578	0.609	**0.812**	0.423	0.493
PI1	0.719	**0.878**	0.654	0.646	0.680
PI2	0.627	**0.828**	0.673	0.526	0.652
PI3	0.645	**0.899**	0.635	0.649	0.704
PI4	0.607	**0.894**	0.652	0.600	0.686
WOM1	**0.793**	0.582	0.501	0.544	0.586
WOM2	**0.814**	0.664	0.520	0.604	0.635
WOM3	**0.807**	0.612	0.562	0.583	0.576
WOM4	**0.753**	0.508	0.568	0.476	0.547
WOM5	**0.750**	0.526	0.475	0.482	0.445

Source: Results Using SmartPLS (2024)

From Table 7, it shows that the loading value on each intended construct is greater than the loading value with other constructs. So it can be concluded that word of mouth (X1), green marketing (X2), environmental knowledge (X3), attitude (Z) and intention to use (Y) have good discriminant validity.

Table 8. Result of Fornell-Larcker Value Test

Variable	X1	X2	X3	Z	Y	Result
Word Of Mouth (X1)	0,784					Valid
Green Marketing (X2)	0,743	0,875				Valid
Environmental Knowledge (X3)	0,670	0,746	0,786			Valid
Attitude (Z)	0,690	0,693	0,530	0,751		Valid
Purchase Intention (Y)	0,718	0,778	0,608	0,747	0,783	Valid

Source: Results Using SmartPLS (2024)

Based on the data in Table 8, that the root AVE value of each variable with the variable itself is greater than the correlation value with other variables. Thus the requirements for discriminant validity through the Fornell-Lacker Criterion test have been met.

Structural Model Test Results (Inner Model)

R Square

The R-Square value test looks at the value for each endogenous latent variable as the predictive power of the structural model (Ghozali, 2021). R-Square values of 0.75, 0.50, 0.25 can be concluded that the model is strong, moderate and weak. The R-Square value in this study is as follows:

Table 9. Result of R-Square Value (R2)

Variable	R Square	R Square Adjusted
Attitude (Z)	0,748	0,742
Purchase Intention (Y)	0,652	0,646

Source: Results Using SmartPLS (2024)

From Table 14, there is an indication that the attitude variable can be said to be moderate because it has an R2 value of 0.742 <0.75, which means that attitude variables can mediate the independent variables word of mouth (X1), green marketing (X2), environmental knowledge (X3) by 74.2% to influence the dependent variable. In relation to the intention to use variable, it can also be said to be moderate because it has an R2 value of 0.646> 0.50. The independent variables in the model word of mouth (X1), green marketing (X2), environmental knowledge (X3) by 64.6% affect the dependent variable.

Collinearity Statistic (VIF)

The equation model analyzed by PLS must meet one of the classical assumption requirements, which is free from multicollinearity or correlation between variables. The presence or absence of multicollinearity can be identified from the VIF (Variance Inflation Factor) value where a variable with other variables does not occur multicollinearity if the VIF value is <5.

Table 10. Result of Variance Inflation Factor (VIF) Test

Variable	VIF
Attitude -> purchase intention	2,877
Environmental Knowledge -> Attitude	1,942
Environmental Knowledge -> Purcase Intention	2,546

Green Marketing -> Attitude	1,842
Green Marketing -> Purcase Intention	1,930
Word of Mouth -> Attitude	2,530
Word of Mouth -> Purcase Intention	2,763

Source: Results Using SmartPLS (2024)

From Table 10, it shows that all VIF values are <5 so it can be concluded that there is no multicollinearity in the research model.

Model Fit Test

The model fit test uses several statistical indicators including; Standardized Root Mean Square Residual (SRMR). SRMR indicates an acceptable fit when it produces a value smaller than 0.10 (Kline, 2015).

Table 11. Result of SRMR Test

	Saturated Model	Model Estimate
SRMR	0,062	0,060

Source: Results Using SmartPLS (2024)

From Table 11, shows that the SRMR value is 0.060 which is less than 0.10. From these indicators it can be concluded that the model formed has met the suitability criteria so that the model can be used and is good at describing the relationship between variables.

Bootstrapping Test

Hypothesis testing in research aims to determine the significance of the influence of exogenous variables on endogenous variables. This significance value can be obtained by the bootstrapping procedure. The significance value is expressed in the T-Statistic test value. The resulting T-Statistic significance value is >1.96 or P Values significant at <0.05 (Ghozali, 2021). Bootstrapping testing in this study was carried out using smartPLS.

Table 12. Direct & Indirect Hypothesis Testing Results

Variable	Origina Sample	Sample Mean	T Values (|O/STDEV|)	P Values	Result
Attitude -> Purchase intention	0,342	0,339	4,068	0,000	Accepted, Positive significant
Environmental Knowledge -> Attitude	0,458	0,461	5,076	0,000	Accepted, Positive significant
Environmental Knowledge -> Purchase intention	0,133	0,131	2,075	0,038	Accepted, Positive significant
Green Marketing -> Attitude	0,174	0,172	2,363	0,018	Accepted, Positive significant

Variable	Origina Sample	Sample Mean	T Values (|O/STDEV|)	P Values	Result
Green Marketing -> Purchase intention	0,356	0,358	4,545	0,000	Accepted, Positive significant
Word Of Mouth -> Attitude	0,285	0,284	3,249	0,001	Accepted, Positive significant
Word Of Mouth -> Purchase Intention	0,167	0,171	2,303	0,021	Accepted, Positive significant
Environmental Knowledge -> Attitude -> Purchase Intention	0,097	0,096	2,550	0,011	Accepted, Positive significant
Green Marketing -> Attitude -> Purchase Intention	0,060	0,058	2,111	0,035	Accepted, Positive significant
Word Of Mouth -> Attitude -> Purchase Intention	0,157	0,158	2,921	0,004	Accepted, Positive significant

Source: Results Using SmartPLS (2024)

The Influence of Word of Mouth on Purchase Intention

The relationship between word of mouth (X1) on purchase intention (Y) has an Original Sample (O) value of 0.167, a T-statistic value of 2.303 (>1.96), and has a P Value of 0.021 < alpha (0.05) so that the results of testing H1 are that word of mouth has a positive and significant effect on intention to use can be accepted.

The Effect of Green Marketing on Purchase Intention

The relationship between the green marketing path (X2) and purchase intention (Y) has an Original Sample (O) value of 0.356, a T-Statistic value of 4.545 (>1.96), and has a P Value of 0.000 < alpha (0.05) so that the results of testing H2 is green marketing has a positive and significant effect on intention to use can be accepted.

Effect of Environmental Knowledge on Purchase Intention

The path relationship of environmental knowledge (X3) to purchase intention (Y) has an Original Sample (O) value of 0.133, a T-Statistic value of 2.075 (>1.96), and has a P Value of 0.038 < alpha (0.05) so that the results of testing H3 is that environmental knowledge has a positive and significant effect on intention to use can be accepted.

The Influence of Word of Mouth on Attitude

The relationship between word of mouth (X1) and attitude (Z) has an Original Sample (O) value of 0.285, a T-Statistic value of 2.249 (>1.96), and has a P Value of 0.001 < alpha (0.05) so that the results of testing H4 is that word of mouth has a positive and significant effect on attitude can be accepted.

The Effect of Green Marketing on Attitude

The relationship between the green marketing path (X2) and attitude (Z) has an Original Sample (O) value of 0.174, a T-Statistic value of 2.363 (>1.96), and has a P Value of 0.018 < alpha (0.05) so that the results of testing H5 is green marketing has a positive and significant effect on attitude can be accepted.

The Effect of Environmental Knowledge on Attitude

The path relationship of environmental knowledge (X3) to attitude (Z) has an Original Sample (O) value of 0.458, a T-Statistic value of 5.076 (>1.96), and has a P Value of 0.000 < alpha (0.05) so that the results of testing H6 is that environmental knowledge has a positive and significant effect on attitude can be accepted.

The Role of Attitude Mediates the Influence of Word of Mouth on Purchasing Intentions

The relationship between attitude (Z) mediates word of mouth (X1) on purchase intention (Y) has an Original Sample (O) value of 0.157, a T-Statistic value of 2.921 (>1.96), and has a P Value of 0.004 < alpha (0.05) so that the results of testing H7 is that attitude can mediate the influence of word of mouth with positive and significant results on intention to use can be accepted.

The Role of Attitude Mediates the Influence of Green Marketing on Purchase Intention

The attitude relationship (Z) mediates the green marketing path (X2) on purchase intention (Y) has an Original Sample (O) value of 0.060, a T-Statistic value of 2.111 (> 1.96), and has a P Value of 0.035 < alpha (0.05) so that the results of testing H8 is that attitude can mediate the influence of green marketing with positive and significant results on intention to use can be accepted.

The Role of Attitude Mediates the Influence of Environmental Knowledge on Purchase Intention

The relationship between attitude (Z) mediates the path of environmental knowledge (X3) on purchase intention (Y) has an Original Sample (O) value of 0.097, a T-Statistic value of 2.550 (>1.96), and has a P Value of 0.011 < alpha (0.05) so that the results of testing H9 is that attitude can mediate the influence of environmental knowledge with positive and significant results on intention to use can be accepted.

Effect of Attitude on Purchase Intention

The relationship between the attitude path (Z) and purchase intention (Y) has an Original Sample (O) value of 0.342, a T-Statistic value of 4.068 (>1.96), and has a P Value of 0.000 < alpha (0.05) so that the results of testing H10 is that attitude has a positive and significant effect on intention to use can be accepted.

CONCLUSION

This study was conducted to test whether the variables related to word of mouth, green marketing, and environmental knowledge, on purchase intentions through attitude mediation variables. Based on data analysis and discussion that has been done, several conclusions can be drawn as follows: namely Word of mouth has a positive and significant effect on attitudes and purchase intentions. This shows that with Word of mouth the recommendations that a consumer has are an important factor in shaping purchasing intentions. Environmental knowledge has a positive and significant effect on attitudes and purchase intentions. This shows that the higher the environmental knowledge a person will be more careful about products that cause pollution. Green marketing has a positive and significant effect on attitudes and purchase intentions. This shows that the more green marketing a person will be more aware of and influence the attitudes of others to buy environmentally friendly products.

Attitude can mediate the effect of word of mouth transmission has a positive and significant effect on purchase intention. This shows that a positive attitude will make the higher the word of mouth, the more interested in the intention to purchase environmentally friendly products. Attitude can mediate the effect of green marketing has a positive and significant effect on purchase intention. This shows that the higher the positive attitude can influence green marketing, the more it will increase the intention to purchase environmentally friendly products. Attitudes can mediate the influence of environmental knowledge to have a positive and significant effect on purchasing intentions. This shows that a positive attitude, the higher the level of environmental knowledge, the more it will increase the purchase intention of environmentally friendly products. Attitude has a positive and significant effect on purchasing intentions. This shows that the higher a person's attitude, the more it will increase the intention to purchase environmentally friendly products.

Suggestions for the Company

Based on the research results, several suggestions can be put forward which are expected to be useful for the company PT Grab Indonesia. As for some suggestions that can be given, namely: In the results of the green marketing variable path coefficient, where green marketing on purchase

intentions is 0.356 and green marketing on attitudes is 0.174, the advice that researchers provide is related to the attitude that Grab Bike is expected to always pay attention to social, environmental and sustainable. Because consumers support Grab Indonesia's company commitment with regard to social, environmental and sustainable. Grab Bike can also provide information updates about activities carried out on social media pages so that the information spreads widely so that it creates a positive attitude and is encouraged to use GrabElectric transportation services.

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