International Journal of Indonesian Business Review

Vol.4 No.1, 2025
e-ISSN: 2827-9840
PP.88-113

Understanding Green Purchase Intention in the Electronic Product Market: The Mediating Role of Green Trust

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DOI: https://doi.org/10.54099/ijibr.v4i1.1189

ARTICLE INFO

Research Paper

Article history:
Received: 20 December 2024
Revised: 15 January 2025
Accepted: 26 February 2025

Keywords: Triage, Guidelines and Standard of Triage, E-Triage

ABSTRACT

Purpose – This study aims to test and analyze the influence of green perceived value, green awareness, and environmental knowledge on green electronics purchase intention, both directly and through the mediation of green trust. **Methodology/approach –** A survey that included information on green purchase intention was used to collect data from 200 purchasers and potential purchasers of electronic product in urban cities of Java Island, and a Structural Equation Model (SEM) test was conducted using Smart PLS software.**Findings –** It was found that green perceived value, green awareness, environmental knowledge, and green trust have a positive and significant influence on green electronic purchase intention. And on the other hand, green trust also has a positive and significant influence in mediating the relationship between green preceived value, green awareness, and environmental knowledge and green electronic purchase intention.
Novelty/value – The novelty of this research lies in the integration of the role of Green Trust as a mediator, focusing on the context of the green electronic market in Indonesia, and the use of a comprehensive PLS-SEM analysis method. Keywords Green perceived value, Green awareness, Environmental knowledge, Green trust, Green purchase intention.

INTRODUCTION

This research topic has high relevance in the global and national context, especially related to the increasingly prominent environmental issues. One of the main challenges facing the world today is the increasing volume of electronic waste (e-waste) that has the potential to damage the environment. Industrial factories have produced a large of pollutants, and they are a major contributor to environmental degradation (Jalu et al., 2023). Indonesia, as one of the largest producers of electronic waste in the world, contributed 2 million tons of electronic waste in 2021, with more than half of it coming from Java Island. Unfortunately, the recycling rate of electronic waste in Indonesia is still low, reaching only 17.4%. This situation requires an effective strategy in managing electronic waste and reducing its environmental impact. In addition, global consumption trends have also changed significantly. Haller et al., in the IBM report (2020) revealed that 71% of global consumers are willing to pay more for

environmentally friendly products. However, despite this increasing awareness, environmentally friendly purchasing behavior is not yet optimal, especially in the electronics product sector. This phenomenon shows a gap between consumer intentions and actual behavior. Individuals responsible for environmental damage are difficult to determine because they are cross-sectoral, between actors, between institutions, between regions, and even between countries (Asih et al., 2022). Therefore, joint efforts are needed to overcome these environmental challenges.

The seller companies play an important role in encouraging environmentally friendly consumption behavior. Therefore, this study is important because it aims to identify key factors that can drive the intention to purchase environmentally friendly electronic products through a trust-based approach (green trust). The findings of this study are expected to provide real contributions to green marketing strategies in Indonesia, while strengthening efforts to manage electronic waste at the national level.

This study presents a number of new contributions that have not been widely discussed in previous literature. One aspect of novelty that stands out is the integration of Green Trust as a mediating variable that connects the relationship between Green Perceived Value, Green Awareness, and Environmental Knowledge to Green Buy Intention. Previously, related studies more often tested the direct influence of these variables on Green Buy Intention. However, this study provides a new dimension by showing that consumer trust in environmentally friendly claims can strengthen the influence of these variables on purchase intentions.

The next novelty is the focus on the context of the electronic market in Indonesia. Most previous studies have focused on the consumption of other products, such as household products and environmentally friendly cleaning products. Different from previous studies, this study focuses on electronic products that are globally known as one of the largest contributors to electronic waste. In the context of Indonesia, The seller companies play a strategic role as one of the main players in the distribution of electronic products from major brands.

In terms of methodology, this study uses Partial Least Squares Structural Equation Modeling (PLS-SEM), which allows testing direct and indirect relationships between key variables. This method provides a higher level of precision compared to the usual linear regression method, especially in identifying the mediation role. By using this approach, the study can describe more clearly how Green Trust strengthens the influence of the variables Green Perceived Value, Green Awareness, and Environmental Knowledge on Green purchase Intention.

This study aims to explore and confirm the influence of various key variables on Green Purchase Intention. Specifically, the objectives of this study can be detailed as follows:1) Measuring the direct influence of independent variables on Green Buy Intention (GPI). The researcher aims to what extent Green Perceived Value, Green Awareness, and Environmental Knowledge can increase consumer purchase intentions towards environmentally friendly electronic products, 3) Analyze the influence of independent variables on Green Trust (GT). In this case, the study aims to explore the influence of Green Perceived Value, Green Awareness, and Environmental Knowledge on Green Trust, which is seen as a key element in building consumer trust in environmentally friendly claims, 3) Analyze the mediating role of Green Trust. Another important objective is to identify the role of Green Trust as a mediating variable in the relationship between Green Perceived Value, Green Awareness, and Environmental Knowledge on Green Purchase Intention. This objective provides a deeper understanding of the psychological mechanisms that influence green purchasing behavior. Overall, the purpose of this study is to provide new insights to retail managers and companies on how to influence

purchase intentions of green products, especially electronic products, through trust-based strategies.

LITERATURE REVIEW

Sustainability

Sustainability refers to efforts to maintain a balance between economic, social, and environmental dimensions to ensure that the needs of current generations can be met without compromising the capabilities of future generations. This concept is known as the Triple Bottom Line (TBL), which was introduced by Elkington and Rowlands (1999). The main focus of environmental sustainability is to preserve ecosystems, reduce pollution, and conserve natural resources and biodiversity. In this context, efforts to manage electronic waste (e-waste) through the consumption of environmentally friendly electronic products are in line with sustainability goals, especially Sustainable Development Goals (SDGs) number 12, 13, and 15, which are related to responsible production and consumption, climate change mitigation, and ecosystem conservation (Iskamto, 2023, p. 204; Krishnan & Kamalnabhan, 2015)iskamto.

Theory of Planned Behavior (TPB)

Planned Behavior Theory (TPB) from Ajzen (1991) explains that a person's behavioral intentions are influenced by attitudes towards behavior, subjective norms, and perceived behavioral control (Memon et al., 2020). In the context of purchasing green products, consumers' positive attitudes are formed from the belief that purchasing environmentally friendly products is beneficial to the environment. Subjective norms, namely social pressure from people around them, also encourage individuals to choose green products. Meanwhile, perceived behavioral control is related to the availability of products and resources that allow consumers to buy environmentally friendly products .

Theory of Stimulus-Organism-Response (SOR)

The Stimulus-Organism-Response (SOR) theory developed by Mehrabian & Russell (1974) is a development of the Stimulus-Response (S-R) model by adding the element 'Organism' as a mediator. This concept emphasizes the influence of environmental stimuli on an individual's cognitive and emotional reactions before generating a specific behavioral response. According to Burnasheva and Suh (2020), environmental stimuli trigger emotional and cognitive reactions that drive certain behaviors. Stimulus (S) is represented by green perceived value, green awareness, and environmental knowledge. Organism (O) in this model refers to the internal mechanism of consumers, where green trust plays an important role as a mediator. This trust is formed through the process of internalizing the stimulus and influencing the decision to buy green products. The resulting response (R) is green purchase intention, which is the consumer's intention to buy green products .

Green Purchase Intention

Green Purchase Intention refers to the desire or tendency of consumers to buy environmentally friendly products. GPI is influenced by factors such as consumer awareness, value, and trust in green products. Some studies reveal that consumers are willing to pay more for eco-friendly products because they feel responsible for the environment. Studies by Zhuang et al. (2021) show that green purchase intent is influenced by key variables, such as Green Perceived Value, Green Awareness, and Environmental Knowledge, which are reinforced by consumer confidence in the product.

Panda et al. (2022) identified three dimensions used to measure green purchase intention; The first dimension is altruism, which includes the individual's concern for the well-being of others and the environment. The second dimension is attitude-based green purchase intent, which includes indicators such as product price perception, willingness to overpay, as well as social influence in purchasing decisions. The third dimension is green brand evangelism, which describes consumers' desire to promote green brands to others through the dissemination of positive information and enthusiasm in supporting green brands.

Green Trust

Green Trust is consumer trust in environmental claims made by a company or product. This belief reflects consumers' belief that green products actually have the promised environmental benefits. A study by Wasaya et al. (2021) shows that green trust strengthens the relationship between green perceived value and green purchase intention. Green trusts also serve as important mediators that connect values, awareness, and environmental knowledge with the purchase intent of green products. Wicaksono and Darpito (2023) measure green trust through several main dimensions, namely product reliability, honesty in communication, and environmental commitment. The indicators used include reliable product reputation, consistent product environmental performance, trustworthy environmental claims, and the company's commitment and concrete actions in protecting the environment. Understanding and measuring these dimensions is essential to analyze the influence of green trust on consumers' green purchase intentions (Dahlan & Nurhayati, 2022; Wachjuni et al., 2024).

Green Perceived Value

Green Perceived Value refers to the evaluation of consumers on the benefits obtained from green products compared to the sacrifices that must be made. Consumers are more likely to buy eco-friendly products if they see that the environmental and social benefits outweigh the costs. Research shows that green perceived value plays an important role in building trust (green trust) and increasing the purchase intention of green products. Consumers evaluate the value of green products based on functional benefits, social benefits, emotional value, epistemic value, and conditional value (Román-Augusto et al., 2022). Functional benefits include product efficiency and performance, while social benefits include social recognition and prestige gained from the use of green products. The emotional benefits are related to the sense of satisfaction and pride from the consumption of green products, while the epistemic value includes curiosity and learning from the experience of using green products. Conditional value refers to the adaptability of a product in different environmental situations.

Green Awareness

Green Awareness refers to consumer awareness of environmental issues and the impact of the products or services they consume (Ajban, 2024). Consumers who are aware of the environmental impact are more likely to buy eco-friendly products. Green awareness has also been proven to play a role in increasing trust in green claims made by companies. This awareness can be generated through environmental awareness campaigns, green marketing, and education to consumers. According to Sharma in Novia (2017), the dimension of green awareness includes environmental impacts, environmental issues, and individual responsibility. Environmental impact includes individual awareness of energy use and the impact of products on the environment. Environmental problems refer to awareness of

pollution and the influence of humans on environmental damage. Individual responsibility refers to attitudes and actions that reflect awareness and responsibility towards the environment in daily lifestyles.

Environmental Knowledge

Environmental Knowledge includes consumers' understanding of environmental issues and the impact of the products they use on the environment. This knowledge includes scientific information on pollution, sustainability, and environmentally friendly consumption methods (Elbarky et al., 2023). Previous research has shown that consumers who have good environmental knowledge tend to believe more in green products and have higher green purchase intentions. Li et al. (2023) identified three main dimensions of environmental knowledge, namely objective knowledge, subjective knowledge, and practical knowledge. Objective knowledge involves a factual understanding of environmental issues such as global warming, deforestation, and pollution. Subjective knowledge refers to consumer beliefs about the level of knowledge (Akmal et al., 2024; Irfany et al., 2023).

HYPOTHESES DEVELOPMENT

Green Perceived Value and Green Purchase Intention

Green Perceived Value (GPV) refers to consumers' perception of the benefits obtained from environmentally friendly products compared to the sacrifices made. This value includes aspects of the economic, social, and environmental benefits of green products. Consumers tend to buy green products when they feel that they have greater value compared to conventional products. Previous research has found that green perceived value plays an important role in increasing consumer purchase intentions. Research by Charviandi (2023) shows that green perceived value has a significant positive influence on Green Purchase Intention. This is reinforced by Zhuang et al. (2021) who found that a positive perception of green value encourages consumers to buy eco-friendly products

H1: Green Perceived Value has a positive and significant effect on Green Purchase Intention.

Green Awareness and Green Purchase Intention

Green Awareness refers to consumer awareness of the importance of eco-friendly products and the impact of their consumption on the environment. Consumers with high awareness tend to be more aware of the consequences of purchasing products that are not environmentally friendly. This affects their intention to choose green products. Lestari et al. (2021) found that green awareness has a direct positive influence on green purchase intentions. However, research by Junarsin et al. (2022) shows that green awareness only has an indirect influence through the mediation role of green trust. Thus, the higher the awareness of consumers about environmental issues, the more likely they are to have the intention to buy green products

H2: Green Awareness has a positive and significant effect on Green Purchase Intention

Environmental Knowledge and Green Purchase Intention.

Environmental Knowledge refers to the level of consumer understanding of environmental issues, including knowledge about environmentally friendly products and the negative impact of consuming conventional products. Greater knowledge allows consumers to make more informed purchasing decisions. Research by Kim and Park (2023) and Sharma and Singh (2023) shows that environmental knowledge has a positive effect on green purchase intention.

This means that consumers with better environmental knowledge tend to have a stronger desire to buy green products.

H3: Environmental Knowledge has a positive and significant effect on Green Purchase Intention.

Green Trust and Green Purchase Intention

Green Trust is consumer trust in products or brands that claim to be environmentally friendly. This trust is formed when consumers are confident that the environmental claims made by the product or company are valid. Elbarky et al. (2023) found that green trust significantly increases green purchase intention, which means that the higher the consumer confidence in green claims, the greater their intention to buy the product. In addition, Chauhan et al., (2021) also show that green trust is one of factors can affect purchase intention.

H4: Green Trust has a positive and significant effect on Green Purchase Intention.

Green Perceived Value and Green Trust

Green Perceived Value not only increases the purchase intention of green products, but also strengthens consumer trust in these products. When consumers feel that eco-friendly products have great benefits, they will be more likely to trust the green claims of the products. Wang and Liu (2022) and Ren and Wang (2023) found that green perceived value has a positive effect on green trust. Xu et al. (2022) also support this argument by showing that green perceived value drives consumer trust in green products.

H5: Green Perceived Value has a positive and significant effect on Green Trust.

Green Awareness and Green Trust

Consumer awareness of environmental issues also plays a role in building their trust in green products. Environmentally conscious consumers tend to trust eco-friendly claims made by manufacturers. Syafitri (2024) shows that green awareness positively affects green trust. In addition, Zhang et al. (2021) and Lee and Chen (2021) showed that environmental awareness strengthens consumer trust in green products.

H6: Green Awareness has a positive and significant effect on Green Trust.

Environmental Knowledge and Green Trust.

Environmental knowledge allows consumers to better understand the eco-friendly claims of a product. Better knowledge allows consumers to evaluate the reliability of products and trust the claims made by manufacturers. Research by Kim and Park (2023) shows that environmental knowledge positively affects green trust. In addition, Sharma and Singh (2023) and Sio et al. (2022) found that higher environmental knowledge increases consumer trust in green products.

H7: Environmental Knowledge has a positive and significant effect on Green Trust.

Mediating effect of Green Trust in the Relationship between Green Perceived Value and Green Purchase Intention.

Green trusts act as a bridge that transforms value perception into purchase intent. When consumers feel that a product has a high value, they tend to trust the product's green claims,

which ultimately increases purchase intent. Research by Sharma and Singh (2023), Wang and Liu (2022), and Tan et al. (2022) shows that green trust mediates this relationship.

H8: Green Trust mediates the relationship between Green Perceived Value and Green Purchase Intention.

Mediating effect of Green Trust in the Relationship between Green Awareness and Green Purchase Intention.

Green awareness itself is not always enough to trigger purchase intentions, but through trust, environmental awareness can be transformed into purchase intentions. Ajban (2024) and Zhang et al. (2021) show that green trust mediates the relationship between green awareness and green purchase intention. In addition, Syafitri (2024) found that green trust plays an important role in the decision-making process for purchasing green products

H9: Green Trust mediates the relationship between Green Awareness and Green Purchase Intention.

Mediating effect of Green Trust in the Relationship between Environmental Knowledge and Green Purchase Intention.

Environmental knowledge allows consumers to make better purchasing decisions. With green trust, this knowledge can be converted into purchase intent. Research by Sio et al. (2022), Kim and Park (2023), and Sharma and Singh (2023) shows that green trust mediates the influence of environmental knowledge on green purchase intention.

H10: Green Trust mediates the relationship between Environmental Knowledge and Green Purchase Intention

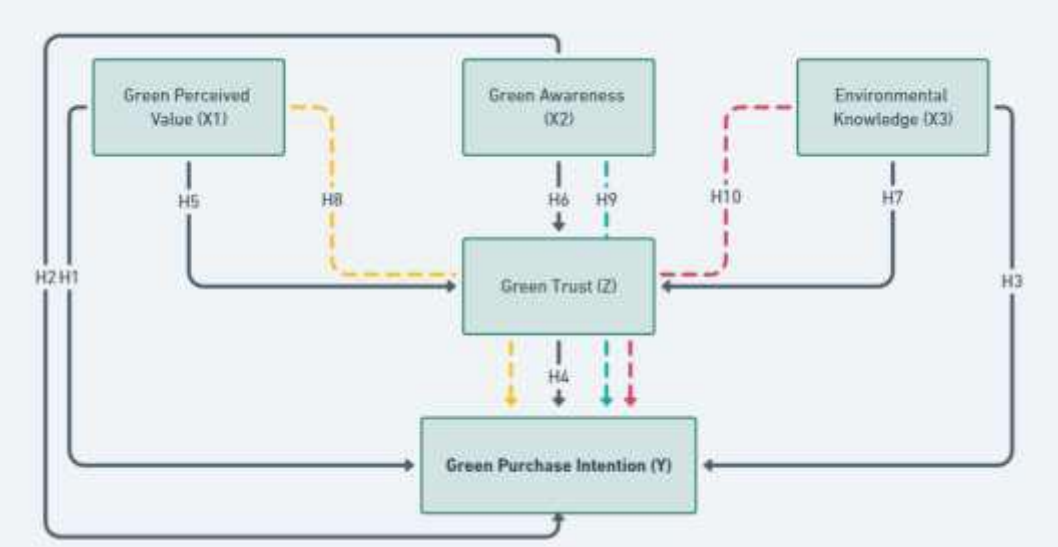


Figure 1. Conceptual Model

METHOD

This study uses a quantitative design to test the relationship between the research variables statistically. The study population is people who have never bought environmentally friendly electronic products and are 17 years old spread across major cities on the island of Java (Greater Jakarta, Bandung, Semarang, Yogyakarta, Solo, and Surabaya), with a sample of 200

respondents taken through the non-probability purposive sampling method. Data was collected through an online questionnaire using Google, with a Likert scale to measure responses to the research variables. Data analysis was carried out using the Partial Least Square-Structural Equation Modeling (PLS-SEM) technique to evaluate the measurement model (validity and reliability) and the structural model (relationship between variables). This technique was chosen because of its ability to handle latent variables with complex indicators and small- to large-scale data.

RESULT AND DISCUSSION

Variable Description

Descriptive statistics are used to interpret the magnitude of the mean, the highest value, the lowest value and the standard deviation of the variables used. From the statistics obtained in this study, it can be explained that from 24 instrument items submitted to 200 respondents were obtained as follows:

Table 1. Deskriptif Green Perceived Value

Indicator	*Mean*	*Std. Deviation*
GPV1	4,140	0,990
GPV2	4,150	0,979
GPV3	3,980	1,015
GPV4	4,050	0,953
GPV5	4,190	0,972
GPV6	4,185	0,922
GA1	4,250	0,947
GA2	4,100	0,949
GA3	4,100	1,010
GA4	4,120	0,962
GA5	4,230	0,887
GA6	4,045	1,097
EK1	4,275	0,943
EK2	4,135	0,952
EK3	3,985	1,037
EK4	4,080	0,997
EK5	4,210	0,941
EK6	4,080	1,115
GT1	4,240	0,856
GT2	4,310	0,857
GT3	4,210	0,875
GT1	4,240	0,856
GT2	4,310	0,857

GT3	4,210	0,875
GPI1	4,055	1,073
GPI2	4,160	0,935
GPI3	4,170	0,944

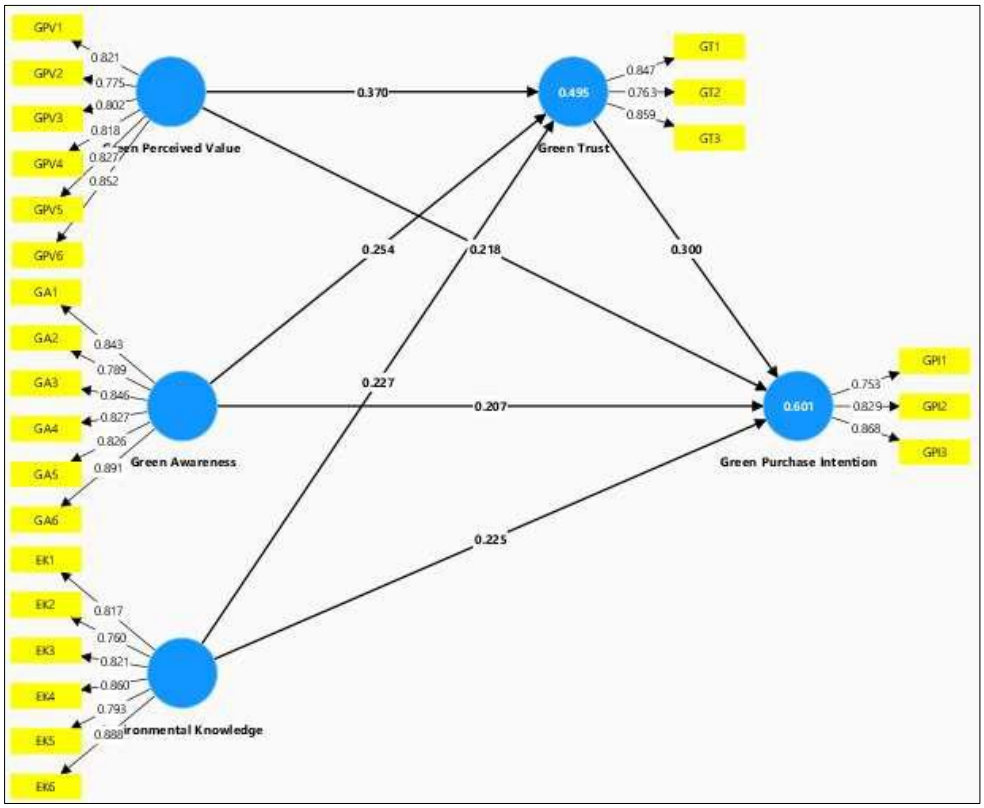
PLS-SEM

This study uses the Partial Least Square (PLS) technique with the Structural Equation Modeling (SEM) method. The reason why the researcher uses the PLS method is because the variables measured in this study are latent variables, namely variables that are not measured directly, but through their indicators (manifest variables), and the researcher can analyze with clear and detailed definitions. PLS is one of the powerful analysis methods in SEM because it can be applied to all data scales, does not require assumptions, and does not have to use too large a number of samples. According to Hair et al., (2021) the advantages of using the PLS-SEM method can solve various complex models with many endogenous and exogenous variables. PLS-SEM has the goal of testing predictive interactions between constructions by seeing if there is an influence between these constructions (Hamid & Anwar, 2019).

Outer Model

The outer model shows that there is a relationship between the latent variable and the indicator variable directly. Reliability and validity testing is required first. There are several tests on the outer model (Hair et al., 2021).

Figure 1. Output Result Path Diagram



1. *Convergent Validity*

Convergent Validity is the value of the loading factor on the latent variable with all its indicators (Sihombing & Arsani, 2022). The reflective measure is said to be high if it correlates more than 0.70 with the construct to be measured. Convergent Validity can also be measured with an Average Variance Extracted (AVE) value of more than 0.5 in order to be said that each construct in the model is valid.

Table 2. Test Result of Convergent Validity

Variabel	Items	*Outer Loadings*	Result
Green Perceived Value	GPV1	0.821	Valid
	GPV2	0.775	Valid
	GPV3	0.802	Valid
	GPV4	0.818	Valid
	GPV5	0.827	Valid
	GPV6	0.852	Valid
Green Awareness	GA1	0.843	Valid
	GA2	0.789	Valid
	GA3	0.846	Valid
	GA4	0.827	Valid
	GA5	0.826	Valid
	GA6	0.891	Valid
Environmental Knowledge	EK1	0.817	Valid
	EK2	0.760	Valid
	EK3	0.821	Valid
	EK4	0.860	Valid
	EK5	0.793	Valid
	EK6	0.888	Valid
Green Trust	GT1	0.847	Valid
	GT2	0.763	Valid
	GT3	0.859	Valid
Green Purchase Intention	GPI1	0.753	Valid
	GPI2	0.829	Valid
	GPI3	0.868	Valid

Based on ~~Figure 4.1 and~~ Table 2, Green Perceived Value has six questionnaire statements with outer loadings values > 0.70, which indicates that all Green Perceived Value questionnaire statements are valid. Green Awareness had six questionnaire statements with an outer loading value of > 0.70, which indicates that all Green Awareness questionnaire statements were valid. Environmental Knowledge had six questionnaire statements with an outer loading value of > 0.70, which indicates that all Environmental Knowledge questionnaire statements were valid. Green Trust has three questionnaire statements with an outer loading > 0.70, which indicates that all Green Trust statements are valid. Green Purchase Intention has three questionnaire

statements with an outer loading > 0.70, which indicates that all Green Purchase Intention statements are valid.

Average Variance Extract (AVE) is used to determine the achievement of the validity requirements of discrimination. The AVE value aims to measure the degree of variation of the constructed components compiled from its indicators by adjusting the error rate. The minimum reliability AVE value is 0.5 (Hair et al., 2021).

Table 3. Test Result of Average Variance Extracted (AVE)

Variabel	AVE
Green Perceived Value	0.666
Green Awareness	0.702
Environmental Knowledge	0.679
Green Trust	0.670
Green Purchase Intention	0.679

Based on Table 3, Green Perceived Value has an AVE value of 0.666, which is greater than 0.50, so Green Perceived Value is declared valid. Green Awareness has an AVE value of 0.702, which is greater than 0.5, so Green Awareness is declared valid. Environmental Knowledge has an AVE value of 0.679, which is greater than 0.5, so Environmental Knowledge is declared valid. Green Trust has an AVE value of 0.670, which is greater than 0.50, so Green Trust is declared valid. Green Purchase Intention has an AVE value of 0.679, which is greater than 0.50, so the Green Purchase Intention is declared valid.

2. *Discrimant Validity*

Discriminant validity indicates the extent to which a construct differs empirically from other constructs in the model. There are three ways to test it. First, by looking at the cross loading value, where each variable must have a value of more than 0.70 (Hair et al., 2021). Second, using the Fornell-Larcker Criterion, where all AVE values for reflective constructs must be higher than the interconstruct quadratic correlation, indicate the validity of discrimination. The AVE of each latent construct must be higher than the highest squared correlation of the construct with the other latent constructs. Third, with the Heterotrait-Monotrait Ratio (HTMT), the HTMT value must be less than 1 to ensure there are no problems in the validity test of discrimination. By meeting these three criteria, the validity of discrimination in the model can be ensured

a) *Cross-loading*

Cross-loading is a method to determine the validity of a discrimination by looking at the cross-loading value. If the loading value of each item against the construct is greater than the cross-loading value. The expected cross-loading value is greater than 0.70 (Hair et al., 2021).

Table 4. Cross-Loadings

	EK	GA	GPI	GPV	GT

EK1	**0.817**	0.479	0.458	0.506	0.494
EK2	**0.760**	0.433	0.356	0.476	0.357
EK3	**0.821**	0.465	0.456	0.513	0.467
EK4	**0.860**	0.439	0.463	0.527	0.515
EK5	**0.793**	0.380	0.384	0.472	0.400
EK6	**0.888**	0.407	0.485	0.553	0.502
GA1	0.414	**0.843**	0.359	0.432	0.433
GA2	0.400	**0.789**	0.328	0.442	0.423
GA3	0.480	**0.846**	0.411	0.573	0.517
GA4	0.411	**0.827**	0.381	0.486	0.436
GA5	0.419	**0.826**	0.391	0.462	0.404
GA6	0.501	**0.891**	0.534	0.576	0.541
GPI1	0.468	0.403	**0.753**	0.363	0.377
GPI2	0.466	0.464	**0.829**	0.575	0.618
GPI3	0.575	0.579	**0.868**	0.558	0.621
GPV1	0.469	0.409	0.574	**0.821**	0.548
GPV2	0.403	0.398	0.479	**0.775**	0.473
GPV3	0.448	0.360	0.509	**0.802**	0.461
GPV4	0.399	0.431	0.474	**0.818**	0.528
GPV5	0.437	0.409	0.526	**0.827**	0.502
GPV6	0.430	0.360	0.473	**0.473**	0.484
GT1	0.514	0.454	0.566	0.602	**0.847**
GT2	0.378	0.349	0.414	0.479	**0.763**
GT3	0.472	0.547	0.523	0.575	**0.859**

Based on Table 4, the cross-loading value for the Green Perceived Value variable is more than 0.70, indicating that the Green Perceived Value is valid. Similarly, the cross-loading value for the Green Awareness variable exceeded 0.70, confirming the validity of Green Awareness. The Environmental Knowledge variable also showed a cross-loading value of more than 0.70, ensuring its validity. The cross-loading value for the Green Trust variable is also more than 0.70, validating the Green Trust variable. The Green Purchase Intention variable also shows a cross-loading value above 0.70, meaning it is valid.

b) *Fornell-Larcker*

According to Hamid et al. (2017), this approach involves comparing the square roots of the Average Variance Extracted (AVE) with the correlation between the latent constructs. The basic principle is that a latent construct must account for more variations in its own indicators than variations explained by other latent constructs. If the square root value of AVE for each construct is greater than the correlation value between the construct and other constructs in the model, then the model is said to have good discriminatory validity (Ghozali, 2021).

Table 5. Fornell-Larcker

Variabel	EK	GA	GPV	GPI	GT
Environmental Knowledge	**0.824**				
Green Awareness	0.526	**0.838**			
Green Perceived Value	0.529	0.484	**0.816**		
Green Purchase Intentions	0.617	0.597	0.622	**0.818**	
Green Trust	0.557	0.553	0.614	0.674	**0.824**

Based on Table 5, the Average Variance Extracted (AVE) value for each construct is higher than the correlation between each construct and the other constructs in the model. Based on the results of this test, it can be concluded that there is no problem with the discrimination validity test using the Fornell-Larcker criterion approach.

c) *Heterotrait-monotrait (*HTMT)

Hair et al. (2021) recommended the Heterotrait-Monotrait Ratio (HTMT) as a measure of the validity of discrimination in addition to the Fornell-Larcker criterion. This is because HTMT is considered more sensitive and accurate in detecting the validity of discrimination. The recommended value is < 0.90.

Table 6. Heterotrait-monotrait (HTMT)

Variabel	EK	GA	GPV	GPI	GT
Environmental Knowledge					
Green Awareness	0.575				
Green Perceived Value	0.582	0.526			
Green Purchase Intentions	0.742	0.701	0.736		
Green Trust	0.658	0.647	0.731	0.859	

Based on Table 6, the Heterotrait-Monotrait Ratio (HTMT) values for all construct pairs are presented in a matrix format. All HTMT values are clearly lower than the predetermined limits. Therefore, the construct in the estimated model meets the criteria for the validity of the crime.

3. *Cronbach's Alpha dan Composite Reliability*

Internal consistency reliability uses Cronbach's alpha value. Composite reliability has a value range of 0 to 1, if it is higher, the value obtained is the higher the level of reliability, and the Consistency Reliability value must be greater than 0.7 to be accepted.

a) *Cronbach Alpha*

Cronbach's alpha is used to measure the lower bound of the reliability value of a construct. The reliability test can be strengthened by Cronbach's Alpha value, where the value must > 0.70 for all constructs (Hair et al., 2021).

Table 7. Cronbach Alpha

Variabel	Cronbach's alpha
Environmental Knowledge	0.905
Green Awareness	0.915
Green Perceived Value	0.900
Green Purchase Intentions	0.755
Green Trust	0.764

Based on Table 7, the Environmental Knowledge variable has a Cronbach's alpha value of 0.905, which indicates that Environmental Knowledge is reliable. Green Awareness has a Cronbach's alpha value of 0.915, which indicates that Green Awareness is also reliable. Green Perceived Value has a Cronbach's alpha value of 0.900, which indicates that Green Perceived Value is reliable. Green Purchase Intentions has a Cronbach's alpha value of 0.755, which indicates that Green Purchase Intentions are reliable. Lastly, Green Trust has a Cronbach's alpha value of 0.764, which indicates that Green Trust is also reliable.

b) *Composite Reliability*

The Composite Reliability Test is used to test the reliability of an instrument or construct in a research model. It is defined as reliable if all variables of its composite reliability value have a > value of 0.70. This means that it has high reliability (Hair et al., 2021).

Table 8. Composite Reliability

Variabel	rho_a
Environmental Knowledge	0.910
Green Awareness	0.923
Green Perceived Value	0.901
Green Purchase Intentions	0.779
Green Trust	0.779

Based on Table 8, the Environmental Knowledge variable has a composite reliability of 0.910, which indicates that Environmental Knowledge is reliable. Green Awareness has a composite reliability of 0.923, which shows that Green Awareness is also reliable. Green Perceived Value has a composite reliability of 0.901, which indicates that Green Perceived Value is reliable. Green Purchase Intentions has a composite reliability of 0.779, which indicates that Green Purchase Intentions is reliable. Lastly, Green Trust has a composite reliability of 0.779, which indicates that Green Trust is also reliable.

Inner Model

1. *Coefficient of determination* (R^2)

According to Ghozali (2021), R^2 is the result of a modified measurement of the determination coefficient that calculates the number of independent or exogenous variables

that go into the equation and sample size. This means that R^2 expresses how large the scale of the influence of independent/exogenous variables is on dependent/endogenous variables. The interpretation of R^2 according to Sihombing & Arsani (2022) is: $R^2 > 0.67$ (very strong), $R^2 > 0.33$ (moderate), and $R^2 > 0.19$ (weak).

Table 9. R Square

Variabel	R-*Square*
Green Purchase Intention	0,601
Green Trust	0,495

Based on Table 9, the R^2 value is 0.601, which when converted into a percentage means that Environmental Knowledge, Green Awareness, Green Perceived Value, Green Trust collectively affects Green Purchase Intention by 60.1%. The remaining 39.9% was influenced by other variables that were not explained in this study. The R^2 value in this study is included in the medium category. Meanwhile, Green Trust has an R^2 of 0.495, which means that Environmental Knowledge, Green Awareness, and Green Perceived Value affect Green Trust by 49.5%, and is included in the medium category.

2. Prediction Relevance Test (Q^2)

According to Ghozali (2021), the Q^2 test is a way to assess the relevance of predictions from the inner model. Q^2 measures how well the observed values are generated by the model and parameter estimation. A Q^2 value of > 0 indicates that the model has predictive relevance, while a $Q^2 < 0$ indicates that the model lacks predictive relevance. Specifically, Q^2 values of 0.02 are weak models, 0.15 is medium models, and 0.35 is strong models (Ghozali, 2021).

Table 10. Q Square

Variabel	Q Square
Green Purchase Intentions	0.378
Green Trust	0.326

Based on Table 10 the results of the Q^2 analysis, the Green Purchase Intentions variable has a strong predictive relevance with a Q^2 value of 0.378, in accordance with the criteria of Ghozali (2021) which stipulates that a Q^2 value of ≥ 0.35 indicates strong predictive relevance. Meanwhile, the Green Trust variable has a Q^2 value of 0.326, which indicates moderate predictive relevance, as the value is between 0.15 and 0.35.

3. Effect Size (f^2)

The f^2 test is carried out to determine the goodness of the model. An f^2 value of 0.02 has a small influence, 0.15 has a moderate effect, and 0.35 has a large influence on the structural level (Hair et al., 2021).

Table 11. F Square

Variabel	GPI
Green Awareness	0.066
Green Perceived Value	0.067

Environmental Knowledge	0.074

Based on Table 11 the results of the f² test, the Environmental Knowledge variable has an f² value of 0.074, which shows that its influence on Green Purchase Intention is relatively small, in accordance with the criteria set by Ghozali (2021), namely an f² of 0.02 is considered small. The Green Awareness variable has an f² value of 0.066, which also shows a small influence on Green Purchase Intention. In addition, the Green Perceived Value variable has an f² value of 0.067, which indicates a small influence on the structural level on Green Purchase Intention.

4. Bootstrapping

According to Hair et al. (2021), bootstrapping is a method for evaluating the level of significance or probability of direct effects, indirect effects, and total effects. In addition, bootstrapping can also be used to assess the significance of other values such as R square and adjusted R square, f square, outer loading, and outer weight.

Table 12. Significance of the Direct Influence

Construct	Original Sample (O)	T Statistics	P Values	Result
GPV > GPI	0.218	2.519	0.012	Accepted
GA > GPI	0.207	3.412	0.001	Accepted
EK > GPI	0.225	2.581	0.010	Accepted
GT > GPI	0.300	3.247	0.001	Accepted
GPV > GT	0.370	4.599	0.000	Accepted
GA > GT	0.254	3.422	0.001	Accepted
EK > GT	0.227	2.554	0.011	Accepted

Based on Table 12, the original sample values of several variable relationships in the model show a positive and significant influence. The relationship between Green Perceived Value (GPV) and Green Purchase Intentions (GPI) has an original sample value of 0.218, a t-statistical value of 2.519 (greater than the critical value of 1.96), and a p-value of 0.012 (smaller than the threshold of 0.05), so hypothesis 1 in this study is accepted.

The original sample value of the Green Awareness (GA) variable against Green Purchase Intentions (GPI) was positive at 0.207. The t-statistical value is 3.412, which is higher than the critical value of 1.96, and the p-value is 0.001, which is smaller than the threshold of 0.05 (Hair, 2021). Thus, it can be concluded that Green Awareness has a positive and significant influence on Green Purchase Intentions. Therefore, the H2 hypothesis in this study is accepted.

The Original Sample value of the Environmental Knowledge (EK) variable against Green Purchase Intentions (GPI) was positive at 0.225. The t-statistic value is 2.581, which is higher than the critical value of 1.96, and the p-value is 0.010, which is smaller than the threshold of 0.05 (Hair, 2021). Therefore, it can be concluded that Environmental Knowledge has a positive

and significant influence on Green Purchase Intentions. Thus, the H3 hypothesis in this study is accepted.

The Original Sample value of the Green Trust (GT) variable against Green Purchase Intentions (GPI) was positive at 0.300. The t-statistic value is 3.247, which is higher than the critical value of 1.96, and the p-value is 0.001, which is smaller than the threshold of 0.05 (Hair, 2021). Therefore, it can be concluded that Green Trust has a positive and significant influence on Green Purchase Intentions. Thus, the H4 hypothesis in this study is accepted.

The Original Sample value of the Green Perceived Value (GPV) variable against Green Trust (GT) was positive at 0.370. The t-statistical value is 4.599, which is higher than the critical value of 1.96, and the p-value is 0.000, which is smaller than the threshold of 0.05 (Hair, 2021). Therefore, it can be concluded that Green Perceived Value has a positive and significant influence on Green Trust. Thus, the H5 hypothesis in this study is accepted.

The original sample value of the Green Awareness (GA) variable against Green Trust (GT) was positive at 0.254. The t-statistic value is 3.422, which is higher than the critical value of 1.96, and the p-value is 0.001, which is smaller than the threshold of 0.05 (Hair, 2021). Therefore, it can be concluded that Green Awareness has a positive and significant influence on Green Trust. Thus, the H6 hypothesis in this study is accepted.

The Original Sample value of the Environmental Knowledge (EK) variable against Green Trust (GT) was positive at 0.227. The t-statistical value was 2.554, which was higher than the critical value of 1.96, and the p-value was 0.011, which was smaller than the threshold of 0.05 (Hair et al.,, 2021). Therefore, it can be concluded that Environmental Knowledge has a positive and significant influence on Green Trust. Thus, the H7 hypothesis in this study is accepted.

Table 13. Significance of Indirect influence

Construct	Original Sample (O)	T Statistics	P Values	Result	Mediation Type
GPV > GT > GPI	0.111	2.541	0.011	Accepted	Partial
GA > GT > GPI	0.076	2.120	0.034	Accepted	Partial
EK > GT > GPI	0.068	2.193	0.028	Accepted	Partial

Based on Table 13, the original sample value for the relationship between Green Perceived Value (GPV) and Green Purchase Intentions (GPI) through Green Trust (GT) is positive, which is 0.111. The t-statistical value is 2.541, which is greater than 1.96, and the p-value is 0.011, which is smaller than 0.05 (Hair et al., 2021). Therefore, it can be concluded that Green Perceived Value has a positive and significant effect on Green Purchase Intentions through Green Trust. Since the direct influence of Green Perceived Value on Green Purchase Intentions is also significant, according to the mediator analysis procedure in PLS (Zhao et al., 2010), it can be concluded that Green Trust has a complementary effect, indicating partial mediation. Thus, the H8 hypothesis was accepted.

The original sample value for the relationship of Green Awareness (GA) to Green Purchase Intentions (GPI) through Green Trust (GT) was positive, which was 0.076. The t-statistic value is 2.120, which is greater than 1.96, and the p-value is 0.034, which is smaller than 0.05 (Hair,

2021). Therefore, it can be concluded that Green Awareness has a positive and significant effect on Green Purchase Intentions through Green Trust. Since the direct influence of Green Awareness on Green Purchase Intentions is also significant, in accordance with the mediator analysis procedure in PLS (Zhao et al., 2010), it can be concluded that Green Trust has a complementary effect, indicating partial mediation. Thus, the H9 hypothesis is accepted.

The original sample value for the relationship between Environmental Knowledge (EK) and Green Purchase Intentions (GPI) through Green Trust (GT) was positive, which was 0.068. The t-statistic value is 2.193, which is greater than 1.96, and the p-value is 0.028, which is smaller than 0.05 (Hair, 2021). Therefore, it can be concluded that Environmental Knowledge has a positive and significant effect on Green Purchase Intentions through Green Trust. Since the direct influence of Environmental Knowledge on Green Purchase Intentions is also significant, according to the mediator analysis procedure in PLS (Zhao et al., 2010), it can be concluded that Green Trust has a complementary effect, indicating partial mediation. Thus, the H10 hypothesis was accepted.

RESULT AND DISCUSSION

The Effect of Green Perceived Value on Green Purchase Intention

Based on the results of hypothesis testing, Green Perceived Value (GPV) has a positive and significant influence on Green Purchase Intention with a t-statistical value of 2.519 and a p of 0.012. These findings show that the perception of the value of environmentally friendly electronic products encourages consumers to make purchases. This is in line with the research of Zhuang et al. (2021), which stated that GPV has a direct impact on GPI through the perception of functional and social benefits of green products.

Based on the Theory of Planned Behavior (TPB), GPV contributes to the formation of a positive attitude towards the purchase of green products, which ultimately increases Green Purchase Intention. These results are also supported by research by Imiru (2023), which found that GPV has a significant impact on GPI because consumers tend to believe more in the sustainability value of green products.

In the context of SOR theory, GPV acts as a stimulus that produces a response in the form of Green Purchase Intention (GPI) to environmentally friendly electronic products. Positive perceptions (organisms) of the value of environmentally friendly electronic products, such as energy efficiency and low environmental impact, reinforce consumers' intention to buy the product (response).

The Effect of Green Awareness on Green Purchase Intention

The results of this study show that Green Awareness (GA) has a significant influence on Green Purchase Intention with a t-statistical value of 3.412 and a p of 0.001. These findings are consistent with research conducted by Charviandi (2023) and Abjan (2024), which found that GA has a significant influence on Green Purchase Intention, as consumers with high levels of environmental awareness tend to be more prepared to support products that contribute positively to the environment.

In relation to the SDGs, GA supports the subjective norms and attitudes of consumers towards environmentally friendly electronic products, so that they feel encouraged to behave in accordance with social norms and expectations that support the environment.

Meanwhile, related to SOR Theory, GA as a stimulus increases consumer awareness about environmental issues, which encourages organisms to understand and appreciate the importance of environmentally friendly products. This awareness encourages responses in the form of intentions to buy green products. When consumers are more aware of the importance of choosing environmentally friendly products, they will have an internal perception (organism) the more likely they are to respond by buying environmentally friendly electronic products (response).

The Effect of Environmental Knowledge on Green Purchase Intention

This study also shows that Environmental Knowledge (EK) has a significant influence on Green Purchase Intention with a t-statistical value of 2.581 and a p of 0.010. These findings are in line with the research of Li et al. (2023) and Elbarky et al. (2023), which show that environmental knowledge plays a significant role in increasing the purchase intention of green products by increasing consumers' understanding of the product's impact on the environment, which then affects their trust in these green products.

In the SDGs, this knowledge acts as a deep behavioral control that refers to the extent to which consumers feel capable of making environmentally friendly decisions. With enough knowledge, consumers feel more confident and have the competence to make environmentally friendly purchasing decisions.

In relation to SOR Theory, EK serves as a stimulus that gives consumers a deeper understanding of the impact of products on the environment, whether it is related to energy savings or the use of environmentally friendly materials. This knowledge forms an organism in the form of consumer understanding and belief in product sustainability claims. When consumers have a better knowledge of eco-friendly products, they are better able to evaluate the long-term benefits of those products, which ultimately encourages them to make a purchase. The higher the environmental knowledge that consumers have, the more likely they are to respond with purchase intent (GPI).

The Effect of Green Trust on Green Purchase Intention

Green Trust (GT) has a significant influence on Green Purchase Intention with a t-statistical value of 3.247 and a p of 0.001. These results are supported by research by Kim & Park (2023), which found that green trust greatly influences the purchase intention of green products, especially when consumers have high confidence in the environmental claims of brands or products.

In relation to the SDGs, where GT strengthens a positive attitude towards the purchase of green products and reduces the perception of risks that may be felt. With strong confidence in the company's environmental claims, consumer attitudes become more positive, and they feel more confident in making purchasing decisions. This trust increases the intention to buy environmentally friendly products.

Meanwhile, the relationship between the results of this study and SOR Theory, that GT acts as a mechanism that strengthens consumer reactions to green products, building trust in buying

environmentally friendly electronic products. This trust reduces the risk that consumers feel, thereby increasing purchase intention.

The Effect of Green Perceived Value on Green Trust

The relationship between Green Perceived Value and Green Trust has a t-statistical value of 4.599 and a p of 0.000, which indicates a significant relationship. Research by Román-Augusto et al. (2022) and Syafitri (2024) supports these findings, showing that GPV plays an important role in building green trust, especially because the perception of the value of green products increases consumer confidence in brands.

In the context of TPB, GPV strengthens a positive attitude that supports green trust, because consumers feel comfortable and confident in deciding to buy environmentally friendly electronic products.

Meanwhile, related to the SOR theory, GPV acts as a stimulus that strengthens consumer confidence in environmental claims made by companies. Positive perceptions of the value of green products, such as quality and benefits for the environment, increase consumer confidence in the company's environmental commitments.

The Effect of Green Awareness on Green Trust

Green Awareness also has a significant influence on Green Trust with a t-statistical value of 3.422 and a p of 0.001. This result is supported by research by Junarsin et al. (2022) which found that GA plays an important role in forming green trust because consumers trust products that are in accordance with their values and expectations related to the environment.

According to the theory of SDGs, individual attitudes, intentions, and behaviors can be influenced by factors such as attitudes, subjective norms, and behavioral control. In this case, the level of environmental awareness can be considered as a factor influencing an individual's attitude towards environmentally friendly electrolyte products, which in turn affects confidence in such products.

Related to SOR Theory, where GA increases consumer knowledge and awareness about the credibility of environmentally friendly electronic products, which strengthens GT. High awareness makes consumers more confident in environmentally friendly electronic products.

The Effect of Environmental Knowledge on Green Trust

The results showed that Environmental Knowledge (EK) had a significant effect on Green Trust with a t-statistical value of 2.554 and a p of 0.011. These results are in line with the research of Elbarky et al. (2023) and Zameer & Yasmeen (2022), which found that consumers with high environmental knowledge are more likely to trust the green claims of products and are motivated to buy the products

In the SDGs, EK serves as a behavioral control that encourages consumers to trust products based on their understanding of environmental benefits.

Related to SOR Theory, EK acts as a stimulus that affects the internal response (organism) in the form of Green Trust (GT). The environmental knowledge that consumers have increases their understanding of the benefits of eco-friendly electronic products, such as their reliability and positive impact on sustainability. This understanding, as an internal process, builds their

trust in the environmental claims of the company or product. Thus, EK as a stimulus triggers the formation of GT as a response that is strengthened by consumer perception of the credibility of environmentally friendly products. These findings reflect how the element of knowledge can influence the level of consumer trust in the context of SOR.

The Mediation Effect of Green Trust on Relationship between Green Perceived Value and Green Purchase Intention

Green Trust (GT) partially mediates the relationship between Green Perceived Value (GPV) and Green Purchase Intention (GPI) with a t-statistical value of 2.541 and a p of 0.011. This research is supported by previous research by Román-Augusto et al. (2022) and Syafitri (2024), which found that GPV has a significant indirect influence on Green Purchase Intention through green trust.

In the context of TPB, GPV also plays a role in forming a positive attitude which then increases GT, so that consumers are more motivated to buy green products. GT's partial mediation shows that GPV has a direct or indirect impact on GPI through GT, which indicates the important role of GPV in strengthening consumers' purchase intention towards environmentally friendly electronic products.

Furthermore, in the perspective of SOR theory, GPV acts as a stimulus that increases GT in electronic products, which ultimately encourages consumers to respond with GPI. GT as an Organism in this model reinforces the relationship between perceived value towards environmentally friendly electronic products and the intention to buy. Thus, the larger the GPV, the larger the GT formed, which then has a positive impact on GPI.

The Mediation Effect of Green Trust on relationship between Green Awareness and Green Purchase Intention

Green Trust also partially mediates the relationship between Green Awareness (GA) and Green Purchase Intention with a t-statistical value of 2,120 and a p of 0.034. The results of this study are consistent with the findings from Charviandi (2023) and Junarsin et al. (2022), which identified that green awareness influences green purchase intention through green trust.

In the SDGs, GA reinforces subjective norms, while GT provides consumers with a sense of security and confidence in supporting green products. GT's partial mediation of the GA and GPI relationship indicates that GT plays an important role in enhancing the effect of GA on GPI so as to build the trust that is the basis of the purchase intent.

Within the framework of SOR Theory, GA as a stimulus increases consumer awareness of the positive impact of environmentally friendly products, which encourages the formation of GT as an internal response. GT then increased consumer intention to buy environmentally friendly electronic products. These results show that GA not only directly influences GPI, but also through GT which provides additional confidence for consumers in making green product purchase decisions.

The Mediation Effect of Green Trust on Relationship between Environmental Knowledge and Green Purchase Intention

The results showed that Green Trust (GT) partially mediated the relationship between Environmental Knowledge (EK) and Green Purchase Intention with a t-statistical value of 2.193 and a p of 0.028. These findings are in line with research by Elbarky et al. (2023) and

Kim & Park (2023), which stated that green trust strengthens the relationship between environmental knowledge and green purchase intention. With GT partial mediation, the effect of EK on GPI becomes stronger because consumers feel more confident and believe in the environmentally friendly claims of the selected product

In relation to the SDGs, GT acts as a reinforcement of positive attitudes, subjective norms, and behavioral control. With a high GT, consumers feel more confident in implementing a positive attitude towards green products, which increases their purchase intentions. This mediation shows that GPI is not only influenced by EK but also by the GT they have against PT. XYZ which claims that the electronink products they sell are environmentally friendly.

Meanwhile, in relation to SOR Theory, EK plays a role where high environmental knowledge encourages consumers to trust green products. This environmental knowledge serves to strengthen GT, which ultimately increases consumers' intention to buy environmentally friendly electronic products.

CONCLUSION

Green Perceived Value, Green Awareness, and Environmental Knowledge each have a positive and significant effect on Green Purchase Intention, where consumers tend to be more interested in buying environmentally friendly electronic products, if they have a positive perception of value, high environmental awareness, and a good understanding of the benefits of green products. In addition, Green Trust has also proven to play an important role in strengthening Green Purchase Intention, where the higher consumer confidence in a product's environmentally friendly claims, the greater their intention to buy the product. Green Trust is positively influenced by Green Perceived Value, Green Awareness, and Environmental Knowledge, which shows that consumers' perception of value, awareness, and knowledge drives their trust in green products. Furthermore, Green Trust mediates the relationship between Green Perceived Value, Green Awareness, and Environmental Knowledge to Green Purchase Intention, where consumer value, awareness, and knowledge will further encourage their purchase intention if accompanied by trust in the reliability of environmentally friendly claims.

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