

## Analysis of Green Product, Green Advertising, Green Perceived Value, Green Trust, and Green Purchase Intention of Aqua Product in Special Region of Yogyakarta

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#### ABSTRACT

Consumer's concern for environmental sustainability raises consumption behavior for environmentally friendly products. This study investigates the impact of green products, green advertising, and green perceived value on green purchase intention, with green trust serving as a moderating variable. The population of this research is all consumers of AQUA product in Yogyakarta. The sample of 190 respondents has been chosen with the technique of purposive sampling. The Partial Least Squares (PLS) method is used in this study to test hypotheses based on Structural Equation Model (SEM) approach. The data collection method uses a Likert scale. Based on the research results, green products, green advertising, and green perceived value significantly influence green trust. There is a Green Trust, substantial Effect on green purchase intention. Green trust acts as a bridge between green products and green purchase intent. Green trust serves as a link between green advertising and green buying intent. Green trust acts as a bridge between green perceived value and green buying intent.

**Keywords:** Green Advertising, Green Perceived Value, Green Product, Green Purchase Intention, Green Trust

## **INTRODUCTION**

Rapid economic development and technological progress improve people's lives, but they also cause a slew of environmental issues such as air pollution, climate change, and global warming. The world has put more awareness on the importance of environmental conservation (Mukaromah, Kusuma, & Anggraini, 2019). These are the problems are directly related to the long-term viability of economic growth, the environment, and society as a whole. They have also piqued the interest of various environmental stakeholders. Environmentally conscious consumers' engagement with environmental protection, attitudes, and knowledge have grown significantly and positively in recent decades. As a result, there is a greater emphasis on environmental issues, which has a direct impact on personal lifestyles. This has an immediate impact on personal lifestyles and values. As people become more aware, they are becoming more aware of the value of the environment as well as the fact that their consumer choices can have an impact on the ecological landscape (Zhuang, Luo, & Riaz, 2021).

People are gradually valuing the concepts of green and environmentally friendly consumption and sustainable development (Sun & Xing, 2022). The concept of green marketing has developed along with people awareness of the declining quality of environment (Wolok, 2019). It is consistent with the UN's commitment to achieving a world in which every nation experiences continuous, inclusive, and sustainable economic growth while providing decent employment opportunities for all. This world strives for environmentally responsible consumption and production practices, as well as the responsible use of all natural resources. It envisions a development strategy that is sensitive to climate concerns and prioritizes biodiversity preservation. This vision entails restoring, conserving, and managing all ecosystems in a sustainable manner while encouraging cooperation to prevent environmental degradation and improve resilience and disaster risk reduction (United Nations, 2019).

Nowadays, people perspectives are evolving, leading to shifts in their life attitudes. This transformation is accompanied by a growing preference for green products (Indriani, Rahayu, & Hadiwidjojo, 2019). The issues are not only triggering business and manufacturers, but also consumer itself (Eles & Sihombing, 2017). According to the outcomes of a 2017 WWF-Indonesia and Nielsen poll, 63% of Indonesian Customers are willing to pay more for environmentally friendly products (Dinas Kominfo Jawa Timur, 2017). Furthermore, Indonesia maintains a steady economic growth rate, contributing to an increase in consumers' buying capacity. The awareness of environmental concerns is reinforced by this enhanced purchasing power among consumers, positioning Indonesia as a promising market for green product (Indriani, Rahayu, & Hadiwidjojo, 2019).

Green advertising refers to a company's product campaign (Alamsyah, Suhartini, Rahayu, Setyawati, & Hariyanto, 2018). The requirement for businesses to publicize their green initiatives and environmentally friendly products highlights the significance of implementing green marketing strategies. Green advertising, in addition to promoting the product, emphasizes the manufacturing process (Ktisti, Hatzithomas, & Boutsouki, 2022).

With the growing number of people concerning the environment, businesses to increase green perceived value, a green marketing strategy must be implemented. While decreasing product perceived risk to achieve competitive advantage (Juliana, Djakasaputra, & Pramono, 2020). Green perceived value is derived from clients who have either benefitted from or are in the process of benefiting derived from a product. Any advantages that consumers gain from using organic products, which have a positive

impact or serve as a benefit, constitute the perceived value of the product (Muhammad, Djatmika, & Hermawan, 2023). When a product has a high perceived value, consumers are more inclined to depend on it and have confidence in its qualities (Kwok, Wong, & Lau, 2015).

Green trust is a critical component of green consumption willingness. When customers possess a heightened ecological consciousness, there is a greater likelihood that they will show a stronger inclination towards adopting environmentally friendly practices. Furthermore, when customers demonstrate awareness of ecological concerns, trust is enhanced, leading to an increase in their intent to purchase intent (Wasaya et al., 2021).

Danone Indonesia is a green product company in Indonesia (Danone, 2023) produces mineral water under the AQUA brand. This is consistent with the company's vision of "one planet, one health", which represents Aqua's belief that promoting a healthy lifestyle and a healthy environment will help the environment well-being of the community.

Specifically, this study through green trust, examine the impact of green product, green advertising, and green perceived value on green purchase intent. There may be a gap between green advertising impact to green trust, and no indirect to green purchase intention in (Abdillah, 2022) research. Furthermore, this research serves as a valuable tool for marketers to gain deeper insights into consumer perceptions of environmentally friendly products. Consequently, this current study offers contributions to the business sector by fostering growth in the commercial market and fostering a greater emphasis on green consumption among consumers.

## **LITERATURE REVIEW**

### **Green Purchase Intention**

Consumer willingness to purchase green products driven by concerns for ecological quality and the environmental consequences resulting from consumer buying behavior (Jaiswal & Kant, 2018). The indicators used in this study include: (1) the goal of purchasing green products; (2) the hope of purchasing green products; (3) the willingness to purchase green products (Zulfanizy & Wahyono, 2019).

### **Green Trust**

The ability to put faith in a product, service, or brand is determined by the trust or expectations generated by its dependability, truthfulness, and performance when it comes to environmental performance (Chen, Lin, & Weng, 2015). The indicators used in this study refer to the following indicators: (1) trust in environmental image; (2) trust in environmental functionality; (3) trust in environmental claims; (4) trust in environmental performance (Wiranto & Adialita, 2020).

### **Green Product**

Products that can reduce environmental damage by containing minimal or no environmentally harmful materials, are energy-efficient in both production and consumption, and do not pollute the air, water, or soil (Muslim & Indriani, 2014). The indicators employed in this study are the indicators which include: (1) Product quality; (2) eco-friendly packaging (3) health safety; (4) eco-label certification (Lestari, Putri, Anindhita, & Laksmiari, 2020).

### **Green Advertising**

Green advertising is always associated with a message related to hospitality, the environment, and human protection (Alamsyah & Mohammed, 2019). The indicators used in this study are the ones that include: (1) Product image; (2) Go Green campaigns; (3) environmental sustainability (Lestari, Putri, Anindhita, & Laksmiari, 2020).

### **Green Perceived Value**

Green perceived value refers to costumer's perceptions of the environment overall assessment a comparison of the clean advantages of a product or service over what has been received in line with consumers' environmental preferences, expectations of sustainability, as well as the need for environmental sensitivity. More and more people are beginning to recognize the importance of environmental friendliness in a product (Ping, Tanjungsari, & Sari, 2020). The indicators used in this study are the indicators which include: (1) product functions for the environment; (2) environmental product awareness; (3) eco-friendly products; (4) environmental product benefits (Zulfanizy & Wahyono, 2019).

### **The Influence of Green Product on Green Trust**

Based on this research conducted by (Abdillah, 2022) it is found that green products have a positive impact on green trust. These findings are further supported by research conducted by (Lestari, Putri, Anindhita, & Laksmiari, 2020).

H1: Green products have an increase in green trust.

### **The Influence of Green Advertising on Green Trust**

According to this study was carried out by (Lestari, Putri, Anindhita, & Laksmiari, 2020) indicate that green advertising has a substantial positive effect on green trust. According to her findings, the promotional efforts carried out by businesses through various media, both online and offline, can raise consumer awareness about environmental protection.

H2: Green advertising has a positive impact on green trust.

### **Green Perceived Value's Influence on Green Trust**

Based on this study was carried out by (Zulfanizy & Wahyono, 2019) states green trust is significantly influenced by green perceived value. This theory is further supported by the findings of studies conducted by (Ping, Tanjungsari, & Sari, 2020) which also showed similar results.

H3: Green perceived value has a positive effect on green trust.

### **Green Trust's Influence on Green Purchase Intention**

Based on this study was carried out by (Abdillah, 2022) it is stated green trust has a significant and positive influence on green purchasing intentions. This theory is further supported by the findings of studies conducted by (Zulfanizy & Wahyono, 2019), (Wiranto & Adialita, 2020), (Lestari, Putri, Anindhita, & Laksmiari, 2020) and (Ping, Tanjungsari, & Sari, 2020).

H4: Green trust influences green purchase intent positively.

### **Green Product Influence on Green Purchase Intention via Green Trust**

Research by (Wiranto & Adialita, 2020) suggests that green product When mediated by green trust influences green purchase intent positively.

H5: When mediated by green trust has a positive impact and significant influence on green purchasing intentions.

#### **The Influence of Green Advertising on Green Purchase Intention through Green Trust**

Research by (Lestari, Putri, Anindhita, & Laksmiari, 2020) indicates the fact that presence of green advertising is a critical component in establishing consumer trust, which influences green purchase intent. According to this research, environmentally friendly promotion can make consumers care and trust the product.

H6: Green trust mediates the influence of green advertising on green purchasing intent.

#### **The Influence of Green Perceived Value on Green Purchase Intention through Green Trust**

Research by (Ping, Tanjungsari, & Sari, 2020) suggests when mediated by green trust, green perceived value has a significant and positive impact on green purchase intent. This finding corresponds to research by (Zulfanizy & Wahyono, 2019) which also show similar results.

H7: Green trust mediates the impact of green perceived value on green purchase intention.

### **RESEARCH METHOD**

The quantitative analysis technique was used. Students served as research subjects in Daerah Istimewa Yogyakarta, Indonesia who have the intention to buy AQUA Product. In addition to describing the relationship between the variables under consideration, namely Green Product, Green Advertising and Green Perceived Value are the independent variables, green purchase intention is the dependent variable, and green trust is the mediating variable. Based on the Hair et al. formula, (2021), the total number of samples to be used in the study is 190. (10 X (N) Indicator Variables) and using purposive sampling technique. The hypothesis will be tested using the SEM method based on Partial Least Squares (PLS).

The data description presented below provides an overview of the data distribution obtained from data collection. The descriptive statistics findings for the participants in this study show that the majority of those polled are male, most of them are aged between 21 and 25 years, with the majority having completed senior high school and having an income ranging from less than Rp. 1,000,000. More information is available found in Table 1:

**Table 1. Summary of Demographic Analysis**

| No | Respondent Charasteristic | Frequency | Percentage |
|----|---------------------------|-----------|------------|
| 1  | <b>Gender</b>             |           |            |
|    | Male                      | 108       | 56,84%     |
|    | Female                    | 82        | 43,16%     |
| 2  | <b>Age</b>                |           |            |
|    | < 20 years old            | 37        | 19,47%     |
|    | 21 – 25 years old         | 125       | 65,79%     |
|    | 26 – 30 years old         | 18        | 9,47%      |
|    | 31 – 40 years old         | 10        | 5,26%      |
|    |                           |           |            |

|   |                               |    |        |
|---|-------------------------------|----|--------|
| 3 | <b>Education</b>              |    |        |
|   | Elementary school             | 1  | 0,53%  |
|   | Junior High School            | 3  | 1,58%  |
|   | Senior High School            | 90 | 47,37% |
|   | D1/D2/D3                      | 32 | 16,84% |
|   | Bachelor degree               | 63 | 33,16% |
|   | Master Degree/Post Graduate   | 1  | 0,53%  |
| 4 | <b>Monthly Income</b>         |    |        |
|   | Rp 1.000.000                  | 67 | 35,26% |
|   | Rp. 1.000.000 - Rp. 1.999.999 | 46 | 24,21% |
|   | Rp.2.000.000 - Rp.3.999.999   | 47 | 24,74% |
|   | Rp.4.000.00 -Rp.4.999.999     | 18 | 9,47%  |
|   | > Rp. 5.000.000               | 12 | 6,32%  |

## RESULTS

### Outer Model Evaluation

#### **Convergent Validity**

According to Hair et al. (2021), the degree to which a theory is convergent is defined as convergent validity. convergent construct explains the variation in its indicators. Based on the table above, all outer loading values are > 0.70, which can be interpreted as all indicators being valid since they exceed the established threshold value. Based on the results from Table 2, all indicator values are considered valid in this research.

**Table 2. Convergent Validity Result**

|                                 | Indicator | Loading Factor | Limit Loading Factor | Annotation |
|---------------------------------|-----------|----------------|----------------------|------------|
| <i>Green Product</i>            | GP1       | 0,890          | 0,70                 | Valid      |
|                                 | GP2       | 0,731          | 0,70                 | Valid      |
|                                 | GP3       | 0,881          | 0,70                 | Valid      |
|                                 | GP4       | 0,844          | 0,70                 | Valid      |
| <i>Green Advertising</i>        | GA1       | 0,876          | 0,70                 | Valid      |
|                                 | GA2       | 0,911          | 0,70                 | Valid      |
|                                 | GA3       | 0,848          | 0,70                 | Valid      |
| <i>Green Perceived Value</i>    | GPV1      | 0,817          | 0,70                 | Valid      |
|                                 | GPV2      | 0,868          | 0,70                 | Valid      |
|                                 | GPV3      | 0,867          | 0,70                 | Valid      |
|                                 | GPV4      | 0,840          | 0,70                 | Valid      |
|                                 | GPV5      | 0,884          | 0,70                 | Valid      |
| <i>Green Trust</i>              | GT1       | 0,862          | 0,70                 | Valid      |
|                                 | GT2       | 0,901          | 0,70                 | Valid      |
|                                 | GT3       | 0,805          | 0,70                 | Valid      |
|                                 | GT4       | 0,844          | 0,70                 | Valid      |
| <i>Green Purchase Intention</i> | GPI1      | 0,891          | 0,70                 | Valid      |
|                                 | GPI2      | 0,913          | 0,70                 | Valid      |
|                                 | GPI3      | 0,857          | 0,70                 | Valid      |

### ***Discriminant Validity***

According to Hair et al. (2021), discriminant validity is a metric used to measure the extent to which empirically, one construct differs from another in a structural model. He suggests that issues related to discriminant validity arise when the values. Minimum loading factor threshold in this research is  $> 0.70$ . Based on the results from Table 3, all indicator values are considered valid in this study.

**Table 3. Discriminant Validity Test**

|      | <i>Green Product</i> | <i>Green Advertising</i> | <i>Green Perceived Value</i> | <i>Green Trust</i> | <i>Green Purchase Intention</i> |
|------|----------------------|--------------------------|------------------------------|--------------------|---------------------------------|
| GP1  | <b>0,89</b>          | 0,709                    | 0,663                        | 0,664              | 0,531                           |
| GP2  | <b>0,731</b>         | 0,62                     | 0,585                        | 0,542              | 0,572                           |
| GP3  | <b>0,881</b>         | 0,664                    | 0,663                        | 0,659              | 0,594                           |
| GP4  | <b>0,844</b>         | 0,636                    | 0,629                        | 0,636              | 0,516                           |
| GA1  | 0,729                | <b>0,876</b>             | 0,692                        | 0,701              | 0,554                           |
| GA2  | 0,708                | <b>0,911</b>             | 0,747                        | 0,75               | 0,594                           |
| GA3  | 0,626                | <b>0,848</b>             | 0,689                        | 0,662              | 0,625                           |
| GPV1 | 0,67                 | 0,695                    | <b>0,817</b>                 | 0,688              | 0,666                           |
| GPV2 | 0,678                | 0,702                    | <b>0,868</b>                 | 0,752              | 0,666                           |
| GPV3 | 0,612                | 0,697                    | <b>0,867</b>                 | 0,771              | 0,652                           |
| GPV4 | 0,576                | 0,605                    | <b>0,84</b>                  | 0,646              | 0,718                           |
| GPV5 | 0,7                  | 0,747                    | <b>0,884</b>                 | 0,777              | 0,718                           |
| GT1  | 0,643                | 0,703                    | 0,745                        | <b>0,862</b>       | 0,635                           |
| GT2  | 0,64                 | 0,724                    | 0,781                        | <b>0,901</b>       | 0,601                           |
| GT3  | 0,593                | 0,583                    | 0,674                        | <b>0,805</b>       | 0,503                           |
| GT4  | 0,676                | 0,72                     | 0,708                        | <b>0,844</b>       | 0,625                           |
| GPI1 | 0,564                | 0,591                    | 0,7                          | 0,608              | <b>0,891</b>                    |
| GPI2 | 0,589                | 0,599                    | 0,709                        | 0,623              | <b>0,913</b>                    |
| GPI3 | 0,595                | 0,596                    | 0,714                        | 0,618              | <b>0,857</b>                    |

### Reliability Test

This test is also used to ensure that the measurement scale employed possesses adequate consistency and reliability. According to Hair et al. (2021), a value for Cronbach's Alpha is  $>0.70$ . Hair et al. (2021) mentions that to assess the internal reliability related to indicators measuring constructs that are interrelated, one can use composite reliability, where the value should be  $>0.70$  and not exceed 0.95. according to the results from Table 4, it is possible to conclude that the variables are proven to be reliable and can be used in this research.

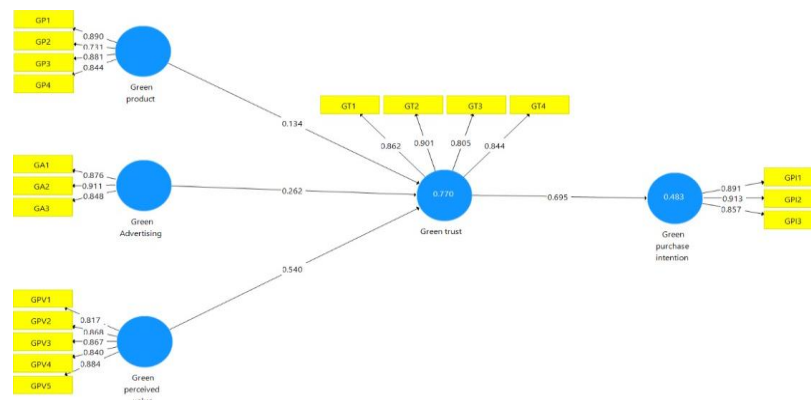
**Table 4. Reliability Test**

|                          | Cronbach's Alpha | Composite Reliability |
|--------------------------|------------------|-----------------------|
| Green Product            | 0,858            | 0,904                 |
| Green Advertising        | 0,852            | 0,910                 |
| Green Perceived Value    | 0,909            | 0,932                 |
| Green Trust              | 0,876            | 0,915                 |
| Green Purchase Intention | 0,865            | 0,865                 |

### Inner Model Evaluation

In the structural model evaluation (inner model) for examine the path values to determine whether latent variables have a significant influence. The structural model's evaluation within SmartPLS can be carried out using bootstrapping at a significance level of 0.05. This analysis is performed through several methods, including the R<sup>2</sup> and Q<sup>2</sup> are the coefficients of determination and predictive relevance, respectively.

**Figure 1. Research Framework**





### R-Square Test

**Table 5. R-Square Test**

| Variable                 | (R-Square) | Annotation |
|--------------------------|------------|------------|
| Green Trust              | 0,770      | High       |
| Green Purchase Intention | 0,483      | Medium     |

The R-Square value for the green trust, the variable is 77%, indicating that the ability of the green product, green advertising, and green perceived value variables to explain the green trust variable is 77%, while the remaining 23% other factors not included in the model have an impact. On the other hand, the R-Square value of green purchasing intent variable is 48.3%, meaning that the ability of green trust to explain the green purchase intention variable is 48.3%, with the remaining 51.7% influenced by factors not accounted for in the model.

### Q-Square Test

**Table 6. Q-Square Test**

| Variable                 | Q-Square | Annotation |
|--------------------------|----------|------------|
| Green Trust              | 0,551    | High       |
| Green Purchase Intention | 0,376    | High       |

Predictive relevance (Q-Square) is used to measure how well the observations generated by the model align with the parameter estimates. Table 6 shows that the green trust variable obtained a Q-Square of 0.551, and the green purchase intention variable obtained a Q-Square of 0.376. Therefore, according to these findings, possible to conclude that this study model has predictive relevance, indicating that the values generated by the model observations and parameter estimates are good.

### Hypotesis Test

Hypothesis test aims to examine the relationships indicated by the arrows from independent variables towards dependent variables. In making decisions, this research employs a significance level of 5%, which means that the t-table value for this study is 1.66. If the t-table value > 1.66, it signifies that the independent variable influences the dependent variable in a positive and significant.

**Table 7. Hypothesis Test**

|  | Original S | Sample M | Standard | T Statistic | P Values |
|--|------------|----------|----------|-------------|----------|
| Green product -> Green trust                                     | 0,134      | 0,131    | 0,078    | 1,721       | 0,043    |
| Green advertising -> Green trust                                 | 0,262      | 0,273    | 0,075    | 3,489       | 0,000    |
| Green perceived value -> Green trust                             | 0,540      | 0,532    | 0,079    | 6,792       | 0,000    |
| Green trust -> Green purchase intention                          | 0,695      | 0,697    | 0,053    | 13,010      | 0,000    |
| Green product -> Green trust -> Green purchase intention         | 0,093      | 0,092    | 0,054    | 1,707       | 0,044    |
| Green advertising -> Green trust -> Green purchase intention     | 0,182      | 0,190    | 0,055    | 3,331       | 0,000    |
| Green perceived value -> Green trust -> Green purchase intention | 0,375      | 0,371    | 0,065    | 5,809       | 0,000    |

## DISCUSSION

### **Green Product Influence on Green Trust**

According to result data analysis obtained that green product significant influence on green trust. Attributes of green product in this research can be crucial factors for companies seeking to establish green trust. In a market where environmental concerns are still on a rising, companies can earn the trust of consumers by prioritizing these aspects. This research underscores the transformative potential of prioritizing green product attributes in a market where environmental concerns are steadily gaining prominence. Companies that make conscious efforts to offer environmentally friendly and sustainable products are not only responding to the evolving consumer demands but are also earning the trust of their environmentally-conscious customers. In a world increasingly shaped by ecological awareness and ethical consumption, businesses that incorporate green products into their offerings can secure a strong position in the market and build relationships with consumers who value sustainable choices, thereby contributing to a more-eco-friendly market.

### **Green Advertising's Impact on Green Trust**

Based on result data analysis obtained that green advertising significant influence on green trust. Attributes of green advertising in this research can be crucial factors for businesses seeking to establish green trust. Informative and engaging green advertising can encourage consumers to become more involved in environmental issues. When companies consistently demonstrate their commitment to sustainable practices through advertising, consumers tend to perceive the company as a trustworthy entity in its efforts to protect the environment. By effectively conveying a company's dedication to sustainability through their advertising efforts, company can position themselves as leaders in environmental responsibility, resonating with environmentally conscious consumers and inspiring them to support and advocate for green initiatives.

### **The Impact of Perceived Green Value on Green Trust**

According to result data analysis obtained that the power of persuasion of perceived green worth on green trust. Attributes of green perceived value in this research can be crucial factors for companies seeking to establish green trust. This indicates that when customers perceive a product as having high green values, they are more likely to trust the company or to the products. Furthermore, products that consistently meet or exceed the promised green expectations will enhance consumer trust cause perceived value is generated from perceived benefit with perceived sacrifice. The cultivation of a positive perception of green products can be used as a powerful tool for businesses aiming to build and sustain trust while encouraging environmentally responsible consumer choices.

### **The Impact of Green Trust on Green Purchase Intention**

According to data analysis green trust has a significant influence on green purchasing intent. Attributes of green trust on this research can be crucial factors for companies seeking to establish green purchase intention. The positive relationship illustrates the fact that trust established by consumers in a company or brand related to environmental issues can influence their intention to choose more sustainable products or services. Additionally, consumers who believe in the company or brand are more likely to seek out and select products that align with the green values they uphold. It emphasizes the potential for companies to leverage their established green trust in attracting both new environmentally-conscious consumers and retaining existing ones in a more competitive market.

### **Green Product Influence on Green Purchase Intention through Green Trust**

Based on data analysis, green trust has a statistically significant relationship between green products and green purchase intent. This implies that customers are more likely to want to buy green products when they have a high level of trust in the company or brand that offers them. The fundamental green trust that is built can create a stronger green purchase intention. The fundamental green trust established between the customer and the company can serve as a pivotal driver in shaping a stronger green purchase intention. This trust is not solely about the product's environmental attributes but also encompasses the company's commitment to sustainability and ethical practices.

### **Green Advertising's Impact on Green Purchase Intention through Green Trust**

Based on data analysis, green advertising and green purchase intention have a statistically significant relationship. Informative and engaging green advertising can capture consumers' attention and create their interest in environmental issues (green trust). Companies that effectively leverage green trust as a mediator between green advertising and green purchase can gain a competitive advantage in markets where environmental concerns are a significant factor in consumer decision-making. By promoting sustainability and showcasing a commitment through green advertising and eco-friendly practices, businesses can not only attract more environmentally conscious customers but also contribute to a more sustainable future.

### **Green Perceived Value and Green Purchase Intention as Influenced by Green Trust**

Based on data analysis, green trust has a statistically significant connection with green perceived value and green purchase intention. Consumers who perceive a product as having high green values tend to be more interested and believe to consider purchasing that product. Companies can maximize the green values of their products and meet the rising consumer expectations for environmentally friendly products. This can also enhance the company's image and assist in capturing a larger market share. By demonstrating a commitment to sustainability and eco-friendliness value, businesses can foster greater trust among their target audience and, in turn, stimulate a heightened interest in green products.

## **CONCLUSION**

The result of this study has demonstrated that green products are beneficial, green advertising and green perceived value have a positive impact on green purchase intention, with green trust acting as an intermediate variable. Researchers are able to draw the following conclusions from the findings of the study: The green trust variable is significantly influenced by the green advertising variable, and the green perceived value variable is significantly influenced by the variable green trust. Furthermore, the Green Purchase Intention variable has a substantial and positive impact on the Green Trust variable. These findings suggest that Green Trust mediates the connection between green products, green advertising, and green perceived value on green purchase intention, implying that Green Trust is important in translating these factors into green purchase intentions. In conclusion, the incorporation of green elements into a company operation has the potential to enhance its overall performance and sustainability.

## LIMITATION

This research still falls short of fully uncovering all the factors influencing green purchase intention. The sample used in this research is limited in size and it was conducted in the Special Region of Yogyakarta. Although the samples were randomly selected, a larger sample size could enhance the validity and dependability of research results. This time constraints of the research may affect the generalizability of the research findings to a broader time period. This is because consumer preferences, purchasing behavior, or other factors related to the studied variables may change over time.

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