

Do Green Trust and Attitude Toward Green Products Have Effect on Green Purchase Behavior of Urban Society In Makassar?

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Abstract

This study aims to analyze and investigate the involvement of variables in influencing green purchase behavior in Makassar City. The number of respondents sampled in this study was 190 people. The analysis method of this study is to use structural equation modeling. The results of the study analysis stated that the entire research hypothesis had a positive and significant effect. The findings of this study indicate that Consumers with a more substantial level of environmental awareness may think about their eco-social benefits when buying green products. A person who has a positive attitude towards environmental issues may be warier about the proportion of green ingredients and the effect of their trust in buying green products.

Keywords: Green Trust; Attitude Toward the Green Product; Green Purchase Behavior; Green Product; Urban Society.

1. Introduction*

The life of urban people is also known as urban society. The life of urban people is filled with complex things. Namely, a life that tends to be independent, has low social sensitivity, and a life that is instantaneous and more heterogeneous. Diversity of social levels gives rise to different elements of interest. After the cities of Jakarta, Surabaya, and Medan, the city of Makassar is the fourth city in Indonesia which is the center of growth and is the largest in the eastern part of Indonesia, with a population of 1. 652,305 people (BPS Makassar City) make Makassar the fifth most populous city in Indonesia. People's consumption behavior is influenced by individual, economic, social, and cultural factors that influence people's consumption behavior. How a person consciously affects himself in determining what he wants to buy, how to obtain the product, to how the product he consumes can have a good impact or vice versa on himself and his environment.

People's consumption patterns have a direct effect on the environment. Environmental problems are a global issue closely related to waste or waste. Until now is essential homework for related parties, in this case, companies that produce products in the form of goods, consumers that are end-users, and the government as policy determinants in managing existing waste/waste. Green products are products that do not have a minimal impact on the environment, which means that the manufacturing process requires little energy, is made of natural (harmless) materials, has a good effect on the health of the wearer, and is not harmful to the environment (Gan et al., 2008). In line with the increasingly critical environmental problems where data shows the amount of waste in the city of Makassar is 410,291 tons in 2021, for a month of 34,190 tons, and if it is divided again per day to 1,139 tons and it becomes our common problem.

In line with the increasingly critical environmental lands, campaigning and shifting life for the better is good. Government regulation on policies concerning production activities to create environmentally oriented products shows seriousness in responding to waste problems that cause environmental issues. Several companies are flocking to develop green products, such as Unilever with some of its product packaging, which is claimed to be made of recycled packaging, Mayora, which creates liquid detergent made from biodegradable plant materials, Coca-Cola Company with Ades mineral water products whose bottles are made of recyclable materials, and much more. The

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positive effect of the movement of environmentally conscious consumers is not only shown in how their consumption patterns are in their daily lives, but this has an impact on the company, the government with its policies, and the movement to reject products that have a negative impact on the environment (Chan, 2000).

Several empirical studies on the buying behavior of green products, which are interpreted as buying behaviors that have a good impact on the environment, can be seen from a demographic and psychographic point of view (Amoako et al., 2020), (Mataracı & Kurtuluş, 2020), (Gan et al., 2008). Departing from the basic model of TPB (Theory Planned Behavior), which explains that a person's behavior in acting is influenced by his Attitude towards something, how a person acts based on an evaluation of what is perceived / affection, either feeling of pleasure or vice versa so that the actions reflected according to ton what is felt (Ajzen et al., 1995). A person's actions in purchasing environmentally friendly products (EFP) are environmentally friendly behaviors, and this can be done by participating in organizations that care about the environment, buying products according to needs, saving electricity and water energy, choosing to use public transportation, participating in recycling activities, and to be even more extreme is to avoid companies that do not care about the environment.

Green trust is an essential factor in determining a person's Attitude to purchasing environmentally friendly products, and this is related to a person's willingness to depend on a company, brand, goods, or services based on the credibility/ability of the product to prove its concern for the environment (Y.-S. Chen & Chang, 2012). The inhibiting factor in the purchase of green products is caused by a person's lack of trust in environmentally friendly claims to companies /products, both services, and goods that are considered not fully included in the environmentally friendly category (Wheale & Hinton, 2007), (M. F. Chen & Lee, 2015). The initiation program from WWF Indonesia, which initiated a good buying program, is a program that invites how the Indonesian people to be more competent in carrying out purchasing behaviors for goods to be consumed, and people are invited to be more concerned about environmental sustainability. In 2017 WWF Indonesia and Nielsen Survey surveyed about good buying. 6 major cities in Indonesia were included in this survey activity, of which Makassar was one of the cities included in this survey. The results show that 72% of consumers' awareness levels in terms of understanding well the messages conveyed in this initiation program. However, in line with this, the problem of trust is one of the obstacles for the consumer/community in deciding to buy products that are considered environmentally friendly. This research was then conducted to measure variables; green trust, Attitude toward green products the behavior of purchasing environmentally friendly products in the people of Makassar city

2. Literature Review

Environmentally friendly products are also known as green products or green products. The existence of green products is due to the company's awareness about environmental damage and the impact of the waste produced. Green products translate into products whose existence is not harmful to the environment in content and context, protects their users, is energy efficient at the time of its manufacture, is pollution-free, and produces waste that is not harmful to the environment (Pankaj & Vishal, 2014); (Ottman, 1998). Eco-friendly products are grouped into four groups; (1) do not contain toxins that are harmful to the user and the environment, (2) are more energy-efficient (materials and manufacturing processes) compared to conventional products, (3) are made of recyclable materials, (4) the technology used is environmentally friendly. (Rahnama & Rajabpour, 2017); (Dangelico & Pontrandolfo, 2010).(Pankaj & Vishal, 2014)(Ottman, 1998)(Rahnama & Rajabpour, 2017)(Dangelico & Pontrandolfo, 2010)

Trust is an element that is considered necessary in transactions between sellers and buyers because good trust will have an impact on mutually beneficial exchange relationships. Trust is crucial in understanding interpersonal behavior, especially in business relationships (Doney & Cannon, 1997). Green trust / green trust is interpreted as the willingness of a consumer to depend on a product (goods or services), brand, or company due to his trust in credibility, benevolence, and ability in the environment (Y. S. Chen et al., 2015). If consumers feel unsure about environmentally-friendly claims, they also ask about the benefits, dependence, and competence ability to the environment of green products so that in the end, there will be doubts about trust. (Chang & Chen, 2013); (Wheale & Hinton, 2007).

Consumer trust is a reason for consideration and expectations towards oneself and others, leading to consumer behavior in the long run. Consumer confidence is an essential determinant for consumer behavior that will last long (Lee et al., 2011). Several studies have shown that green trust positively and significantly influences attitudes toward brands (Okazaki et al., 2007); (Iftikhar et al., 2017). In addition, in the research conducted by (Kang & Hur, 2012), it

was explained that the green trust / k variable green trust has an impact on improving the quality of relationships with the formation of a tendency for consumers to believe that brands/products/companies are committed to their promises concerning environmentally friendly performance. From the explanation above, a hypothesis can be obtained as follows:

H1: Green trust has a positive and significant effect on attitudes towards environmentally friendly products.

H2: Green trust has a positive and significant effect on green buying behavior.

According to (Ajzen et al., 1995), Attitude is a person's good/bad evaluation of specific behavior of an object, action, problem, or person. In addition, Attitude is interpreted as a set of beliefs about a certain thing or action, which can be interpreted as the intention to take action. The attitude variable can be said to be the primary variable and can predict choices and actions that care about the environment. According to some studies, consumers who have a positive attitude toward environmentally friendly products are likely to make purchases that contribute nicely to their environment (Wang et al., 2020); (Smith & Paladino, 2010); In addition, the existence of attitudes is needed, because it is essential for consumers to fully understand how their attitudes and motivations are as a solution in overcoming the purchasing obstacles they will face.

However, it is possible that there are also gaps regarding behaviors that show that even though a consumer has a positive attitude towards certain things, in reality, they do not always apply them in an authentic way (Carrington et al., 2010); (Sharma & Foropon, 2019), as is the case with research conducted in Malaysia that green purchase behavior (GPB) is not facilitated with a positive attitude towards its environment (T. Chen & Chai, 2010). Based on several studies of calm attitudes towards behavior, the relationship between attitudes and behaviors should be carried out with different approaches and tested in-depth; it is assumed that consumer attitudes towards products or green will be the main determining factor in positive purchasing decisions so that a positive attitude of consumers towards green products in a more robust content will lead to higher purchases of environmentally friendly products. Based on the explanation above, the following hypothesis can be obtained:

H3: Attitude to green products has a positive and significant effect on green buying behavior

H4: Green trust has a positive and significant effect on green buying behavior through attitudes towards green products

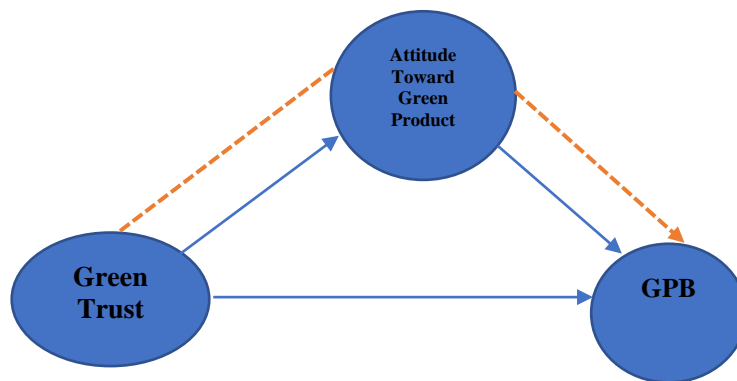


Figure 1. Conceptual Framework

3. Research Method and Materials

3.1 Samples

The sample in this study was a resident of Makassar city. The spread of the survey is carried out through an online procedure. Sample collection techniques using probability sampling with the use purposive sampling method, the sample criteria are determined by the researcher according to research needs. The number of samples in the study was

190, namely the number of measurement indicators multiplied by the numbers 5-10 (Ferdinand, 2014). The indicators in this study were $19 \times 10 = 190$ samples.

3.2 Research Instruments

The research questionnaire consists of 3 parts that become research variables: 5 statements in the questionnaire measuring the exogenous variables of green trust were adopted by research conducted by OleH (Y. S. Chen & Chang, 2013), (Y. S. Chen, 2010). His instruments include Reputation for the environment, Performance for the environment that can be relied on, claims to the environment can be trusted, Environmental concerns as expected, and committed to protecting the environment. 7 statements were used in the review of Attitude toward green product adopted in research conducted by (Cheung & To, 2019), (Rokka & Uusitalo, 2008), (Rokka & Uusitalo, 2008), which included; Liking green products, Hijua products have a positive effect, Hijua products are suitable for the environment, Using green products is a wise behavior, Utilization of renewable energy, There are efforts to preserve the environment, Willing to be involved in environmental conservation programs, Environmentally friendly products are profitable. The endogenous variable green purchase behavior was adopted by a study conducted by (Wan et al., 2012), (C. Chang, 2011), (and Gil Roig et al., 2000) consisting of 6 statements, As for the research instrument; In terms of better environmentally friendly product quality, Buying ecologically friendly products for routine needs, Purchasing green products in the last six months, Buying products labeled as environmentally friendly, Buying products with reusable packaging, and Buying products that do not make animals experimental materials. The statement indicator measurement uses a 5-point Likert scale (1 strongly disagree, five strongly agree). Instrument validity and reliability measurements were tested using SPSS software version 26.

3.3 Measurement and Analysis

The research model was measured through an SEM (structural equation model) test using AMOS 23 software. Data analysis techniques used in explaining the phenomena in this study are descriptive statistical analysis techniques with the criteria of Goodness of Fit Chi-square Index (Expected to be small), Significant Probability (≥ 0.05), RMSEA (≤ 0.08), GFI (≤ 0.90), AGFI (≥ 0.90), CMIN / DF (≤ 2.0), TLI (≥ 0.95), CFI (≥ 0.95) (Mashur et al., 2020); (Indahingwati et al., 2019); (Putra et al., 2019); (Hair et al., 2014).

4. Results and Discussion

The results of construct reliability and variance extracted testing on the three variables Green Trust, Attitude Toward Green Product, and Green Purchase Behavior compete in total are in the table 1.

Table 1. Testing Construct Reliability and Variance Extracted

No	Variable	Indicator	Std Loading (Loading Factor)	Standard Loading ²	Measurement Error (1-Std Loading ²)	Contract Reliability	Variance Extracted
1	Green Trust	X11	0,745	0,555	0,445	0,887	0,612
		X12	0,819	0,671	0,329		
		X13	0,799	0,638	0,362		
		X14	0,821	0,674	0,326		
		X15	0,724	0,524	0,476		
		\sum	3,908	3,062	1,938		
		\sum^2	15,272				
2	Attitude Toward Green Product	Y11	0,829	0,687	0,313	0,934	0,586
		Y12	0,773	0,598	0,402		
		Y13	0,786	0,618	0,382		
		Y14	0,8	0,640	0,360		
		Y15	0,799	0,638	0,362		
		Y16	0,798	0,637	0,363		
		Y17	0,707	0,500	0,500		
		Y18	0,799	0,638	0,362		
		Y19	0,661	0,437	0,563		
		Y110	0,68	0,462	0,538		
		\sum	7,632	5,855	4,145		
\sum^2	58,247						

No	Variable	Indicator	Std Loading (Loading Factor)	Standard Loading ²	Measurement Error (1-Std Loading ²)	Contract Reliability	Variance Extracted
3	Green Purchase Behavioral	Z1	0,758	0,575	0,425	0,894	0,628
		Z2	0,758	0,575	0,425		
		Z3	0,758	0,575	0,425		
		Z4	0,758	0,575	0,425		
		Z5	0,758	0,575	0,425		
		Σ	3,790	2,873	1,702		
		Σ^2	14,364				

Based on the results of the reliability calculation mentioned above, it shows that the construct reliability of the latent variable Green Trust of 0.887, Attitude Toward Green Product of 0.934, and Green Purchase Behavioral of 0.894 have met the criteria for the cut-off value requirement of >0.70. Likewise, the variance extracted value of the latent variable Green Trust of 0.612, Attitude Toward Green Product 0.586, and Green Purchase Behavioral of 0.628 meet the requirement of a cut-off value of >0.50. So, it can be concluded that each latent variable meets the criteria of reliable reliability.

4.1 Multivariate Outlier

The full Mahalanobis distance calculation results are presented in the table below.

Table 2. Mahalanobis Distance Test

Observation number	Mahalanobis d-squared	p1	p2
61	39,429	,006	,675
66	38,165	,008	,478
86	37,934	,009	,246
125	37,596	,010	,122
23	35,582	,017	,231
115	34,837	,021	,211
93	33,660	,029	,300
68	33,659	,029	,178
81	33,240	,032	,153
91	32,838	,035	,135
103	32,201	,041	,163

The table 2 shows that the highest Mahalanobis d-squared value was obtained at 61 of 39,429. Because the value of Mahalanobis d-squared observes 61 is $39,429 < 45.31$, it can be concluded that in the observation data, there is no multivariate outlier.

4.2 Normality Test

Normality testing was conducted by looking at the skewness and kurtosis values of the indicators in the research variables. The criteria for an average indicator are from the critical ratio (C.R.) skewness and kurtosis values of ± 2.58 at a significance level of 0.01 (1%). The results of the univariate and multivariate normality tests are presented as follows:

Table 3. Normality Test Results

Variable	min	Max	skew	c.r.	kurtosis	c.r.
Z1	1,000	5,000	,382	2,150	-,186	-,525
Y13	1,000	5,000	,144	,810	-,858	-2,415
Y11	1,000	5,000	,290	1,635	-,393	-1,107
Y12	1,000	5,000	,033	,184	-,171	-,481
Y14	1,000	5,000	,163	,920	-,178	-,500

Variable	min	Max	skew	c.r.	kurtosis	c.r.
Y16	1,000	5,000	,179	1,009	-,325	-,914
Y15	1,000	5,000	-,331	-1,863	,080	,224
Y110	1,000	5,000	,242	1,359	-,731	-2,056
Y19	1,000	5,000	,122	,686	-,128	-,361
Y18	1,000	5,000	,103	,582	-,513	-1,443
Y17	1,000	5,000	-,177	-,999	-,428	-1,204
Z3	1,000	5,000	,074	,416	-,473	-1,332
Z4	1,000	5,000	-,353	-1,984	-,296	-,832
Z5	1,000	5,000	-,087	-,492	-,442	-1,245
Z2	1,000	5,000	,049	,275	-,789	-2,219
X11	1,000	5,000	-,162	-,910	-,400	-1,126
X12	1,000	5,000	,055	,308	-,513	-1,444
X13	1,000	5,000	,112	,632	-,359	-1,010
X14	1,000	5,000	,176	,992	-,477	-1,342
X15	1,000	5,000	,205	1,153	-,692	-1,947
Multivariate					11,847	2,752

The table 3 shows that the critical ratio (cr) value in each indicator, both at the skewness value and the kurtosis value has a critical ratio (cr) value between ± 2.58 so that all hands are normal univariate. Meanwhile, the multivariate critical ratio value is 11,847, and the required ratio is 2,752. This value is still inside between ± 2.58 , which indicates that the data is abnormally multivariate.

4.3 Model Confirmatory Factor Analysis (CFA)

This CFA model is carried out to test the indicators on each of the latent variables and the relationship between the latent variables. Indicator testing is done by looking at the indicator loading value against latent variables for both exogenous and endogenous variables. If the indicator's loading value is > 0.5 , then the indicator is valid as a gauge. The full results are presented in the CFA mode below.

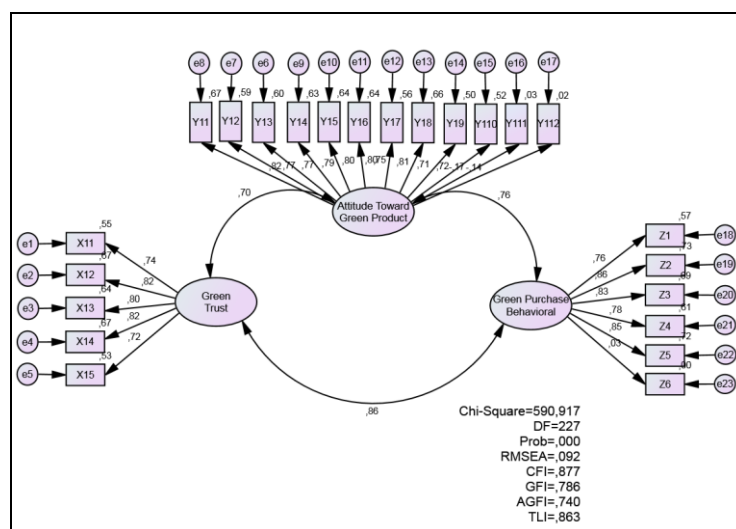


Figure 2. CFA Step I

The CFA 1 model above shows that it produced a chi-square value of 590.917, RMSEA of 0.092, CFI of 0.877, GFI of 0.786, AGFI of 0.740, and TLI of 0.863, so it can be said that the model is not yet fit. Furthermore, testing the validity of the indicators can be seen in the loading values obtained by each indicator, which can be seen in the table below.

Table 4. Standardized regression Model CFA 1

				Estimate
X11	<---	Green_Trust		0,744
X12	<---	Green_Trust		0,819
X13	<---	Green_Trust		0,799
X14	<---	Green_Trust		0,82
X15	<---	Green_Trust		0,725
Y11	<---	Attitude_Toward_Green_Product		0,816
Y12	<---	Attitude_Toward_Green_Product		0,771
Y13	<---	Attitude_Toward_Green_Product		0,774
Y14	<---	Attitude_Toward_Green_Product		0,794
Y15	<---	Attitude_Toward_Green_Product		0,798
Y16	<---	Attitude_Toward_Green_Product		0,801
Y17	<---	Attitude_Toward_Green_Product		0,748
Y18	<---	Attitude_Toward_Green_Product		0,811
Y19	<---	Attitude_Toward_Green_Product		0,707
Y110	<---	Attitude_Toward_Green_Product		0,719
Y111	<---	Attitude_Toward_Green_Product		-0,167
Y112	<---	Attitude_Toward_Green_Product		-0,138
Z1	<---	Green_Purchase_Behavioral		0,758
Z3	<---	Green_Purchase_Behavioral		0,832
Z2	<---	Green_Purchase_Behavioral		0,856
Z4	<---	Green_Purchase_Behavioral		0,779
Z5	<---	Green_Purchase_Behavioral		0,849
Z6	<---	Green_Purchase_Behavioral		0,032

The standardized regression table above shows that the loading value in the Attitude toward Green Product variable measuring indicator has a low loading value (<0.6), namely indicators Y111 and Y112 of -0.167 and -0.138, respectively. In contrast, other indicators have a loading value of > 0.6. In the Gren Purchase Behavioral variable, one indicator has a low loading value (<0.6), namely Z6 of 0.032. From the results of the loading value, three indicators with common loading values (< 0.6), namely Y111, Y112, and Z6, are considered invalid. Furthermore, a second CFA analysis was carried out by removing the above indicators from the model because it obtained a low loading value.

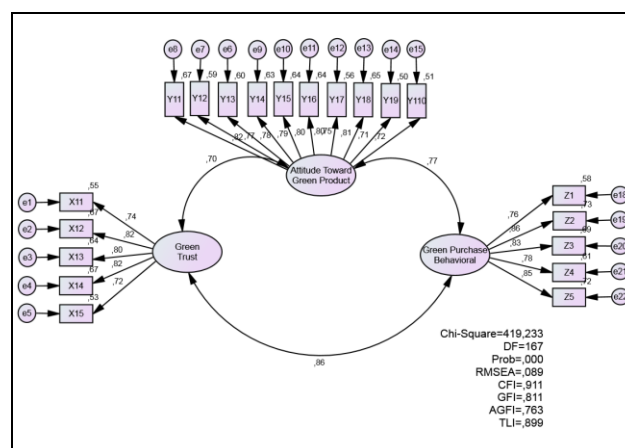


Figure 2. CFA Step II

The CFA 2 model above shows that the model produced a lower chi-square value of 419.233, RMSEA of 0.089, CFI of 0.811, GFI 0.911, AGFI 0.763, and TLI of 0.899, and it can be said that the model is not yet fit.

Tabel 5. Standardized regression Model CFA 2

			Estimate
X11	<---	Green_Trust	0,744
X12	<---	Green_Trust	0,819
X13	<---	Green_Trust	0,799
X14	<---	Green_Trust	0,821
X15	<---	Green_Trust	0,725
Y11	<---	Attitude_Toward_Green_Product	0,817
Y12	<---	Attitude_Toward_Green_Product	0,771
Y13	<---	Attitude_Toward_Green_Product	0,776
Y14	<---	Attitude_Toward_Green_Product	0,793
Y15	<---	Attitude_Toward_Green_Product	0,798
Y16	<---	Attitude_Toward_Green_Product	0,801
Y17	<---	Attitude_Toward_Green_Product	0,748
Y18	<---	Attitude_Toward_Green_Product	0,809
Y19	<---	Attitude_Toward_Green_Product	0,707
Y110	<---	Attitude_Toward_Green_Product	0,717
Z1	<---	Green_Purchase_Behavioral	0,758
Z2	<---	Green_Purchase_Behavioral	0,856
Z3	<---	Green_Purchase_Behavioral	0,831
Z4	<---	Green_Purchase_Behavioral	0,779
Z5	<---	Green_Purchase_Behavioral	0,849

From the CFA 2 model results, the indicators obtained a relatively high loading value (>0.6), so the indicators are valid as a measure of the late variables. To create a fit/accepted model by lowering the chi-square value smaller. The decrease in chi-square values can be done by modifying the model to correlate error values between indicators. Information on the correlation of this indicator was obtained from the modification indices of Amos output. The complete modification indices are presented in the table below.

Table 6. Correlation between indicator errors

			M.I.	By Change
eror7	<-->	eror6	9,757	,081
eror10	<-->	eror11	8,585	,078
eror14	<-->	eror15	22,324	,154
eror12	<-->	eror15	21,846	,152
eror12	<-->	eror14	44,144	,183

More, in the modification indices table above, five error correlations exist to create a model and lower the chi-square value. The correlation between errors is as follows:

1. The correlation between error7 and error6 will reduce chi-square by 9,757.
2. The correlation between error10 and error11 will decrease the chi-square by 8,585.
3. The correlation between error14 and error15 will decrease the chi-square by 22,234.
4. The correlation between error12 and error15 will reduce the chi-square by 21,846.
5. The correlation between error12 and error15 will reduce the chi-square by 44,144.

The results of the model modification are presented in the CFA 3 model image below.

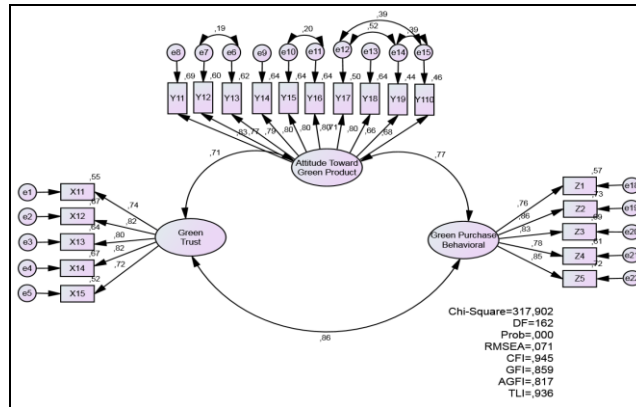


Figure 3. Model Confirmatory Factor Analysis step III

The CFA 3 model above shows that the model produced a chi-square value that dropped to 317.902, RMSEA of 0.071, CFI of 0.945, GFI 0.859, AGFI 0.817, and TLI of 0.936. It can be said that the model is fit. Furthermore, the CFA 3 model produces correlations between latent variables, which are more clearly presented in the table below.

Table 7. Correlation between latent variables

	Correlation	Estimate	S.E.	C.R.	P	Description
Green Trust	<--> Attitude Toward Green Product	0,409	0,064	6,364	0,000	Significant
Attitude Toward Green Product	<--> Green Purchase Behavioral	0,459	0,068	6,783	0,000	Significant
Green Trust	<--> Green Purchase Behavioral	0,493	0,073	6,711	0,000	Significant

The table 7 shows that the estimated correlation value between the latent variables Green trust, Attitude toward Green product, and Green Purchase behavior has a significant correlation value (<0.05). From these results, structural models can be tested following the hypotheses that have been developed.

4.4 Structural Equation Model

The results of the CFA test show that the model is acceptable because it already meets the required criteria. Then, the CFA model is developed into a structural model according to the developed model's hypothesis. The results of the complete structural model are presented as follows:

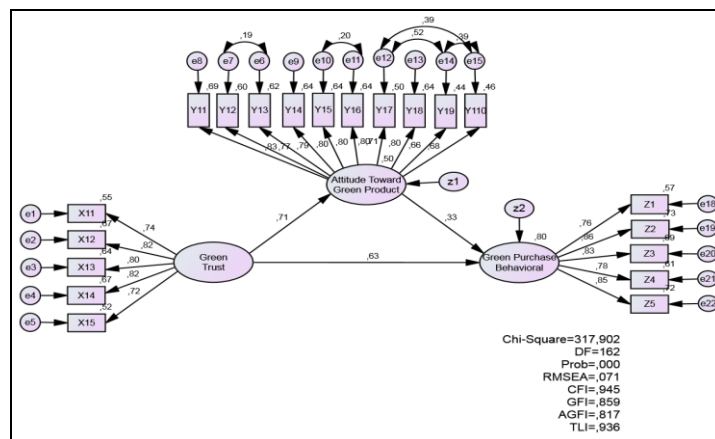


Figure 4. Structural Model

4.5 Confirmatory Test and Empirical Model Test

Absolute fit measures are a direct measure used to determine how well the model set in the study can produce the observed data. Based on the fit model conformity results, it meets the test index based on the required rule of thumb. That is, the model can be empirically tested (there is conformity with the data) used in this study. The measures used are based on the type of absolute fit measures: The test results obtained a chi-square value of 317,902 already in the small/low category. In this study, the model produced a CMIN/DF of 1,962; this value is smaller < than two, so it is categorized as a fit model. The result of the RMSEA value of the research model of 0.071 means that the model is accepted decently because the < 0.1. RMSEA size is more resistant to the number of samples or is not affected by the number of pieces used. So that an easy measure to test the feasibility of an SEM model is more appropriate using RMSEA values. The GFI value of this study was 0.859 > 0.8, meaning that the moderate model is fit.

Table 8. Absolute Fit Measures

The goodness of Fit Index	Cut off value	Estimation	Information
<i>Absolute Fit Measures</i>			
χ^2 -Chi-square	small	317.902	Fit
CMIN/DF	≤ 2.00	1.962	Fit
Probability	≥ 0.05	0.000	Not Fit
RMS	≤ 0.08	0.071	Fit
GFI	≥ 0.90	0.859	Moderate Fit

Incremental fit Measures are intended to assess how well the model the researcher estimates compared to some alternative models. Some of the measures used are as follows: research shows that an AGFI value of 0.662 means the model is not fit. The results of this study show that the TLI value of 0.846 > 0.80 means that the moderate model is fit. The results of this study show that the CFI value of 0.861 > 0.80 implies that the model is a good fit. In this study, the NFI value of 0.766 means that the model is not fit.

Table 9. Incremental Fit Measures

Goodness of Fit	Cut off value	Estimation	Information
<i>Incremental fit Measures</i>			
AGFA	≥ 0.90	0.817	Moderate Fit
TLI	≥ 0.95	0.936	Moderate Fit
CFI	≥ 0.95	0.945	Fit
NFI	≥ 0.90	0.895	Moderate Fit

4.6 Causality Test

The complete causality model output results from Structural Equation Modeling (SEM) are presented in the table 10.

Table 10. Regression weight Testing the Full Model Hypothesis

Direct Effect			Estimate	S.E.	C.R.	P	Conclusion
Green Trust	--->	Attitude Toward Green Product	0,733	0,087	8,461	0,000	Significant
Green Trust	--->	Green Purchase Behavioral	0,647	0,096	6,751	0,000	Significant
Attitude Toward Green Product	--->	Green Purchase Behavioral	0,325	0,074	4,408	0,000	Significant

4.7 Empirical Model Testing

Hypothesis 1. The results of statistical testing provide the estimated value of the influence of Green Trust on Attitude Toward Green Product of 0.733, a C.R. value of 8.461, and a p-value of 0.000. Because the C.R. value of 8,461 > 1.96 or p-value of 0.000 < 0.05, it can be concluded that Green Trust has a significant positive effect on Attitude toward green products.

Hypothesis 2. The results of statistical testing provide the results of the estimated value of the influence of Green Trust on Green Purchase Behavioral of 0. 647, CR value 6.751 and p-value 0.000. Because the C.R. value of 6,751 > 1.96 or p-value of 0.000 < 0.05, it can be concluded that Green Trust has a significant posit if the effect on Behavioral Green Purchase.

Hypothesis 3. The results of statistical testing provide the results of the estimated value of the influence of Attitude Toward Green Product on Green Purchase Behavioral of 0. 325, CR value 4.408 and p-value 0.000. Because the C.R. value of 4.408 > 1.96 or p-value of 0.000 < 0.05, it can be concluded that Attitude Toward Green Product significantly affects positively on Green Purchase Behavioral.

Hypothesis 4. The coefficient of indirect influence from Green Trust to Green Purchase Behavioral through Attitude Toward Green Product is 0.733 x 0.325= 0.238. The calculation of the z value of the test table is as follows:

$$z = \frac{ab}{\sqrt{(b^2SE_a^2) + (a^2SE_b^2)}}$$

$$z = \frac{0.733 \times 0.325}{\sqrt{(0.325^2 \times 0.087^2) + (0.733^2 \times 0.074^2)}}$$

$$z = \frac{0.238}{\sqrt{0.0037}}$$

$$z = \frac{0.238}{0.061}$$

$$z = 3.895$$

z-score value show3.895 is more significant than Z = 1.96 at a significance level of 0.05, it can be concluded that the coefficient of indirect influence is substantial. This shows that Green Trust significantly indirectly affects Behavioral Green Purchase through Attitude Toward Green Product.

4.8 Direct Effect Analysis

The direct effect is the coefficient of all coefficient lines with a single arrow of an exogenous variable against an endogenous variable. The result of the value of the coefficient of direct influence full quality is presented in the table below.

Table 11. Direct Effect

	Green_Trust	Attitude_Toward_Green_Product	Green_Purchase_Behavioral
Attitude_Toward_Green_Product	,733	,000	,000
Green_Purchase_Behavioral	,647	,325	,000

The table 11 shows a direct effect of each exogenous latent variable on the endogenous latent variable: The direct influence of Green Trust on the Attitude To ward Green Product of 0.733. The immediate effect of Green Trust on

Behavioral Green Purchase was 0.647. The direct impact of Attitude to ward Green Product on Green Purchase Behavioral was 0.325.

4.9 Indirect Effect Analysis

An indirect effect is an effect obtained through available. Based on the model output results, the value of each indirect influence of causality relationships in this study can be seen in the table below.

Table 12. Indirect Effect

	Green_Trust	Attitude_Toward_Green_Product	Green_Purchase_Behavioral
Attitude_Toward_Green_Product	,000	,000	,000
Green_Purchase_Behavioral	,238	,000	,000

The table 12 shows an indirect effect from green trust to green purchase behavior through Attitude to ward Green Product of 0.238.

4.10 Total Influence Analysis (Total Effect)

Total effect (Total Effect) is the influence of various effects between variables, namely the relationship between direct and indirect impacts. Based on the output results, the value of each of the total marks of causality relationships in this study is presented in the table below.

Table 13. Total effect

	Green_Trust	Attitude_Toward_Green_Product	Green_Purchase_Behavioral
Attitude_Toward_Green_Product	,733	,000	,000
Green_Purchase_Behavioral	,885	,325	,000

The table 13 shows a total effect of Green Trust on Green Purchase behavior of 0.885.

4.11 Discussion

The green marketing mechanism is the marketing of environmentally safe products through the implementation of a green marketing strategy that combines a variety of more environmentally friendly activities, including product modification, changes in production processes, changes in packaging, and advertising modifications. People's awareness in responding to the issue of global warming seems to be increasing in the current era. Many ways are being done to prevent the effects of global warming and further climate change. One of them is to buy daily necessities and more environmentally friendly products. Therefore, various companies' application of green marketing is now increasingly rampant. This social phenomenon makes green branding an added value for a company in increasing competitiveness while producing environmentally friendly goods (eco-friendly). Green marketing refers to consumers' satisfaction, needs, desires, and desires concerning the maintenance and preservation of the environment so that green marketing becomes a necessity in today's business world. This condition can be seen in companies increasingly competing to meet consumer desires for environmentally friendly products. Companies are slowly adopting green marketing activities in their projects as part of social awareness. They are required to reach consumers with green marketing messages. Studies show that factors are the main determinants of green branding that can influence the purchase and consumption of green products. Liobikiene et al. (2016) state that the environment, knowledge, attitudes, values, awareness, and effectiveness of consumer perceptions are the main factors that most influence the purchase of green products.

Meanwhile, according to Boztepe (2012), the results of other studies explained that environmental awareness, green product features, prices, and promotion are factors in the green marketing strategy consumers consider in choosing environmentally friendly products. The first factor to believe in the application of green marketing is environmental awareness which is one of the methods to understand the fragility of the surrounding environment and the importance of protection. Environmentally friendly products alone are not enough for sustainable development. Environmental awareness is also needed in product consumption activities. Environmental awareness introduces us to use environmentally friendly products that do not contain materials harmful to the environment and human health.

In marketing strategy, many things must be considered, including consumer behavior. Various things that affect consumer behavior can affect the marketing of a product. For example, suppose a cautious consumer wants a guaranteed and trusted product. In that case, a conscientious consumer is likely to take longer to determine whether he will buy a product or not. By recognizing consumer behavior, it can be easier to choose the marketing strategy that will be applied. At its core, consumer behavior is the actions of consumers in making purchases. Several things can direct an individual in choosing, considering, and deciding to purchase a product; in this case, consumer decision-making to buy a green product. Environmental consciousness is a multidimensional construction known to affect a person's knowledge, attitudes, behaviors, intentions, and actions. Environmental consciousness refers to psychological factors determining an individual's tendency towards pro-environmental behavior. In the '60s in western states, ecological consciousness was shown to make individuals of a group refrain from buying a product that was harmful to the environment. This Attitude will take root as long as consumers are sensitive in not buying products that are harmful to the environment. This influences the company's commitment to making an environmentally friendly product. The definition of environmental consciousness used in this study is environmental consciousness refers to the ability to reshape habits to minimize environmental effects, and ecological consciousness can measure the extent to which humans have concerns about the environment and the future of the planet. Attitude toward ecological issues can be defined as public concerns about environmental problems that have increased gradually over the past three decades since the inception of Earth Day. This is evidenced by more than 70% of Americans reporting that they support environmental protection and 49% saying they would avoid buying products that are potentially harmful to the environment.

Marketers react to consumer growth in environmental awareness by developing green products. However, few green products have been successful, although most consumers state that environmental concerns affect their purchases. There is little empirical evidence to support that pro-environmental consumer behavior is different from non-pro-environment (general) consumer behavior regarding purchasing green products. General purchasing behavior is driven by assessing the relevant benefits and costs of the product; on the contrary, pro-environmental behavior does not provide instant personal gain or satisfaction; instead, a pro-environmental person performs future-oriented results and benefits society. Consumers with a more substantial concern for the environment are more likely to purchase products compared to those who care less about issues related to the environment. Attitude towards environmental issues can measure the extent to which humans pay attention to news about environmental issues and their willingness to act on the information and stop buying products against companies that have damaged the environment.

5. Conclusion

Consumers with a more substantial level of environmental awareness will probably think about their eco-social benefits when buying green products. A person who has a positive attitude towards environmental issues may be warier about the proportion of green ingredients and the effect of their trust in buying green products. Green products of good quality can produce less packaging and minimize the use of chemicals in their production; this can strengthen a favorable attitude for consumers toward the benefits of eco-social benefits of purchasing green products. Green product information can be interpreted when a person knows green products, including product information and the quality of the green product; he knows what actions can affect the environment. Such information can be found in eco-labels. Marketers are increasingly using eco-labels to promote the identification of green products eco-labels are an essential tool for allocating asymmetric information between sellers and buyers. They also say that labels are a signal to complete the primary function of consumers, namely the information function that tells them (consumers) about the characteristics of intangible products, such as the function of quality and the value of the product that gives value to itself. Green product quality has become essential for consumers who buy environmentally friendly products. Now companies cannot only label "green" on their products; they must also be able to meet consumer needs in terms of the environment and create customer loyalty and competitive advantage. Product attributes such as comfort,

availability, and quality play an important role in decision-making. The perceived level of quality is the overall evaluative in the product assessment and the primary dimension in the product selection. Product quality can be a good starting point in providing satisfaction and production for customer loyalty.

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