



How does green attitude, green advertising, and environmental awareness impact on green purchase intention?

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ABSTRACT

The world is now very concerned about how to maintain environmental balance, so there needs to be an urgent change in the way consumers pay attention to the importance of maintaining sustainability and environmental balance. Eco-friendly products are goods and services, including products that have applied the principles of preserving, protecting and managing the environment. Along with the development of technology, green advertising becomes one of the variables that is considered to determine the extent of its influence on the intention to green purchase products. Green advertising focuses on environmentally friendly advertising or marketing that aims to introduce environmentally friendly products to the public. This creates an audience attitude towards product evaluation. Using Analysis of Moment Structure (AMOS), this study tested the relationship among the variables that are independent and dependent with the presence of mediation variables. The method used in collecting data is to distribute questionnaires with a total of 206 respondents. Research conducted shows that green attitudes are positively impacted by green advertising. Environmental awareness also has a favourable effect on green attitudes. Additionally, environmental awareness and green advertising positively influence consumers' intentions to purchase ecologically friendly or green items. At the same time, the attitude mediates full green advertising and environmental awareness towards the purchase intention of green products.

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INTRODUCTION

The natural environment is alarming because it is degraded and has a significant impact on human life. Nature is a place where humans can carry out all their activities and should not be ignored so that we can always preserve nature as a whole. One of the causes of damage to the natural environment is that many people still dispose of waste that is difficult to recycle. According to Katadata.com, only 69 percent of waste in Indonesia will end up in landfills by 2021.

When more waste ends up in landfills, the government creates programs to protect the environment. However, no matter how vigorously the government publishes policies and action plans towards a greener world, it is impossible for them to succeed without the support and intervention of the public. The community must also realize the importance of protecting the surrounding environment so that the earth can formulate length and support the survival of living things.

Based on data from GoodStats, the importance of buying environmentally friendly products for the community in 2022 is 64%. Most of the importance of providing environmentally friendly products for the community is utilized by companies with Green Marketing programs. One of the programs managed by Starbucks Indonesia is Green Advertising on its products. According to the Top Brand Award, Starbucks will continue to increase in percentage every year.

The Top Brand Award results indicate that Starbucks is experiencing a substantial annual growth rate in comparison to The *Coffee Bean* and *Excelso Coffee*. The percentage of Starbucks Top Brand Award that were awarded rose from 43,7% in 2019 to 43,9% in 2020. Starbucks received the Top Brand Award, which increased by 49,4% in 2021 and then declined by 49,2% in 2022 due to the company's expansion. Presently, in 2023, the top brand honor is received by a mere 49% of *Coffeeshops*.

Green advertising is a variable used to be considered to determine how the influence regarding the goal to buy green items on consumers of the concept of green marketing, therefore the environment has attitude variables as mediation, according to Ajzen. Attitude is a major factor in the purchase of a product, intentions and behaviours (Amalia et al., 2022).

Starbucks Indonesia was founded in 1971 in Seattle, Washington, America. Based on Kompas.com, Starbucks has spread throughout Indonesia with 500 Starbucks stores in Indonesia. Starbucks reported strong financial results for the third quarter of 2023, with group revenue rising 12 percent year-over-year to a record \$9.2 billion.

Starbucks *Coffee* is an international coffee outlet with an environmentally friendly concept. According to Djakarta.id, the program that Starbucks first introduced in 2019 is the Greener Nusantara Program, which aims to reduce plastic waste and get a positive impact on the environment. This program creates a strategic approach to support the government and local authorities so that people lead a good and clean lifestyle.

In addition to selling drinks and food, Starbucks *Coffee* also sells merchandise. One that is traded is the Tumbler. A tumbler is a beverage container that can be used repeatedly, and tumblers are categorized as environmentally friendly products. The tumbler can reduce disposable cups, thus helping to reduce the amount of waste produced. The use of Starbucks tumblers helps maximize the Greener Nusantara Program and is committed to reducing the amount of waste.

In order to support the programs that have been run by the Starbucks company, as well as maintain the cleanliness of the environment, it is expected that people must know and research a product starting from advertising, attitudes towards products and also their intention to buy products offered by the company. A consumer who is sensitive to the surrounding environment certainly tends to be aware of environmental sustainability to facilitate the creation of the intention to buy the product.

People who have changed their minds and want to help the environment in the world cope with the amount of waste, especially plastic waste are now looking and choosing to consume and buy environmentally friendly products. More and more people choose ecological products for their daily lives that are used by various enterprises and used as opportunities to meet the wishes of society; companies are gradually changing the way of production by using raw materials in the manufacture of environmentally friendly products. Environmental awareness is an awareness within a person of the importance of environmental protection, as well as an understanding of the sensitivity of the surrounding environment. Environmental awareness is one way of understanding the sensitivity of the surrounding environment and the importance of protecting

the environment. Environmental awareness begins with understanding the environmental movement, or environmental problems. Environmentalism is a thought that raises the desire and responsibility of individuals to respect and protect nature from suffering caused by humans, namely problems caused by humans (Juniwati, 2021).

(Ferdiana & Yuwono, 2023), consumer behaviour or attitude is individual behaviour that is directly connected to the acquisition and utilization of products and services, including the process of making decisions. The company must know the attitude or behaviour of consumers towards the products that have been produced. (Carolina et al., 2023), green attitude is an experientially conditioned mental and neural readiness that has a dynamic or unidirectional influence on an individual's response to all relevant objects and situations. Purchase intent occurs when consumers have influenced the quality and characteristics of the product, as well as information about the product (Yohana & Suasana, 2020). In general, purchase intent is related to the desire for something, usually supported by behaviour as a form of personal behaviour that supports that desire and purchase intention is part of the process in the purchase decision of the product.

According to (Mawardi *et al.*, 2022), the distinction between pre-review research and current research is that the former was limited to the city of Makassar, whereas the latter is conducted across the entirety of Indonesia. Additional deviations from the present study pertain to the research gap; specifically, environmental awareness variables do not exhibit a statistically significant positive influence on the intention to purchase green products. This is attributed to the exceedingly low intention to green purchase intention in the municipality of Makassar. Existing research indicates that environmental awareness significantly impacts intentions to purchase green products in a positive way. However, in order to uphold environmental hygiene, the general public still lacks substantial knowledge regarding which products are most effective. A substantial amount of public awareness has been generated regarding product that are recyclable, thereby contributing to environmental cleanliness and preventing refuse accumulation. As a results of the research divide, environmental awareness is critical for preventing the accumulation of waste that is challenging to recycle and has a significant influence on consumers' intentions to green purchase intention.

This study's objective is to prove the role of green attitudes as balancing the impact of environmental consciousness and green advertising on consumers' intentions to buy green items based on the existing background picture. In addition, researchers want to prove that one of the variables taken is the environmental awareness variable, which can have a substantial impact on the intention to buy green items because the study (Mawardi *et al.*, 2022) states that the variable of environmental awareness of the purchase intention of green products is not significant and has no effect.

RESEARCH METHOD

(Putra & Prasetyawati, 2021) Green advertising is advertising that looks environmentally friendly. (Putra & Prasetyawati, 2021), in order for consumers to differentiate green advertising from other product advertisements, green advertising is a marketing tactic that addresses environmental challenges. (Winarno, 2019), green advertising is an advertisement that promotes environmentally friendly products to fulfill their wants and demands for environmentally friendly products and attract environmentally conscious consumers. The Consumer is compelled to select product and services that are safer to use and more environmentally favourable when compared to comparable products that are available in the market (Ali, 2021). The definition of green advertising is advertising that has an environmentally favourable appearance (Putra & Prasetyawati, 2021). Green advertising is interpreted as a call in the form of answering the needs and desires of consumers regarding environmental and health issues from various points of view, including messages on ecology, sustainability, and pollution prevention (Masturoh, 2017). Indicators of

green advertising variables are reminder on environmental friendly issues, the environmentally friendly product message conveyed clearly, green product design creativity, and the environment friendly slogan attractiveness (Herman et al., 2021). Indicators of green advertising variables are advertising the relationship of products with the environment, green lifestyle advertising, and advertisements that present the company's image of environmental responsibility (Harlia et al., 2016).

The capacity to comprehend the connection between human activity, the state of the environment, and one's willingness to engage in environmental activities is known as environmental awareness (Listiana & Faris Fakhri, 2020). Environmental awareness is an individual's awareness of the importance of protecting the environment and understanding the fragility of the surrounding environment (Juniwati, 2021). Environmental awareness is manifested through consuming green products with the knowledge that doing so will benefit the environment (Sarasuni, 2021). Environmental awareness is an effort to increase awareness of environmental protection (Puspitasari et al., 2021). Indicators of environmental awareness are perceptions of local environmental conditions, the level of concern for environmental issues, and family influence (Murniawaty et al., 2018).

The green attitude of consumers is the likes and dislikes that people have towards the sustainability of a product (Saraswati & Wirayudha, 2022). Consumer attitudes constitute a significant determinant in shaping consumer choices (Putu et al., 2016). Consumer attitudes are factors that are learned by reacting consistently to the environment in the form of likes and dislikes based on cognitive factors, namely knowledge and awareness of environmental problems, affective factors, namely feelings and emotions towards the environment and connotative factors, namely their behaviour towards the environment (Febriani, 2019). The indicators used are feeling happy, having positive thoughts, and having a positive attitude (Winda Ryantari & Ketut Giantari, 2020).

Green purchase intention is an intention that refers to the possibility and willingness to choose environmentally friendly products over conventional products when considering purchases (Amallia et al., 2021). Green product purchase intent is environmentally friendly behaviour targeted at users to show concern for the environment (Lukiarti, 2019). Green purchase intentions pertains to the inclination of consumers to acquire environmentally friendly products (Tafiana & Tantra, 2023). Purchasing green items is a desire to purchase goods and services that do little or no harm to society and the environment (Febriani, 2019). The purchase intention of green products is the likelihood that someone will choose ecologically friendly products over conventional ones while making a transaction (Amallia et al., 2021). Indicators of green product purchase intentions are interested in trying, starting to think about buying, willing to replace, and willing to find out deeper information (Winda Ryantari & Ketut Giantari, 2020).

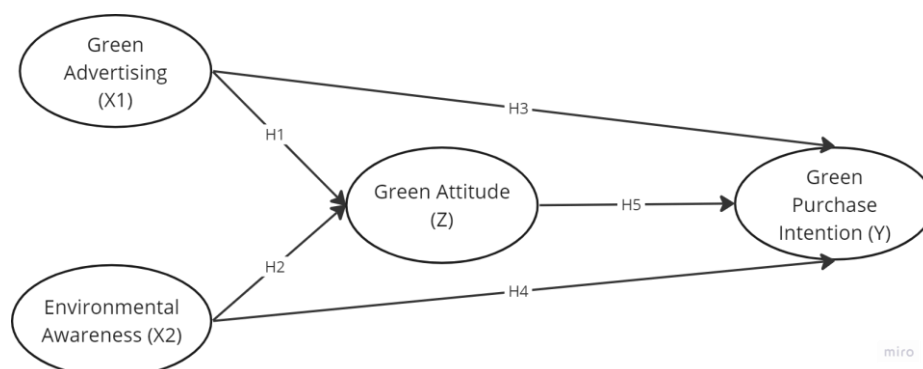


Figure 1. Conceptual Framework

Green Advertising and Green Attitude

Green advertising is needed in a company as a form of communication, indirectly providing information about product advantages that can lure someone or consumers to make a purchase. According to research conducted (Amallia et al., 2022a), green advertising is the more advertising that is shown, the more potential customers will find these ads enjoyable and become more knowledgeable about environmentally friendly items. In conclusion, green advertising can affect sentiment and assessments of advertised products have a positive impact on the environment, so it can affect green attitudes towards green product purchase intentions. According to (Amallia et al., 2022a), green attitudes toward environmentally friendly items can be influenced by green advertising, which will impact consumers perceptions and opinions of products that have been included in advertisements that take positive environmental activities. Based on this description, the hypothesis in the study is:

H1: Green Advertising has a positive effect on Green Attitude

Environmental Awareness and Green Attitude

According to (Indinasari, 2020), environmental awareness will make positive consumers buy environmentally friendly products. This happens because eco-friendly products are considered better than non-green products. Testing the hypothesis revealed that green attitudes are significantly influenced by environmental awareness. This environmental awareness leads to a proactive consumer buying attitude to buy eco-friendly products because environmentally friendly products are better than non-green products. According to research (Yohana & Suasana, 2020) shows that green attitudes are significantly improved by environmental awareness. It was concluded that:

H2: Environmental Awareness has a positive effect on Green Attitude

Green Advertising and Green Purchase Intention

According to (Amallia et al., 2022a), green advertising companies should take a more proactive approach to enhance customer impressions and can boost the intention to buy environmentally friendly items. The goal of green advertising is to boost potential customers enjoyment of advertising by displaying adverts, raise their awareness of environmentally friendly products, and assisting them in making judgments about what to buy based on the facts presented in the advertisement. The study's hypothesis, which is based on the explanation now in place, is:

H3: Green Advertising has a positive effect on Green Purchase Intention

Environmental Awareness and Green Purchase Intention

Environmental awareness is an effort to grow and increase awareness of environmental protection (Puspitasari et al., 2021). According to (Yohana & Suasana, 2020), the higher the environmental awareness in individual consumers, the more it can enhance the desire to buy ecologically friendly products. Intention to purchase environmentally friendly products is correlated with environmental awareness the more environmentally conscious a person is, the more likely they are to purchase environmentally friendly products. Environmentally conscious and socially conscious consumers seek to see green buying behaviour in relation to the social influence of the surrounding environment. As stated in the preceding explanation, the hypothesis of this study is:

H4: Environmental Awareness has a positive effect on Green Purchase Intention

Green Attitude and Green Purchase Intention

According to (Amallia et al., 2022), a green attitude is an attitude that shows that consumers like a product or service because it is environmentally friendly. A positive attitude toward the incorporation of green products correlates with a stronger intention to engage in that behaviour conversely, a negative attitude is a lack of interest in the product or service. A green attitude is a consumer preference for products or services that demonstrates concern for the environment (Amallia et al., 2022a). Green purchase intention is directly proportional to the level of positivity towards the products and vice versa. Based on the above understanding, the hypothesis in this study is:

H5: Green Attitude has a positive effect on Green Purchase Intention

Causal research became the design of choice in this study. This study used questionnaires disseminated to participants who were deemed to satisfy specific criteria. The survey was disseminated utilizing a Likert scale ranging from 1 to 5, comprising the following categories: strongly agree (equivalent to 5), agree (fourth), neutral (three), disagree (two), and don't agree (one). The study populations selected are prospective Starbucks customers throughout Indonesia. The study examined a total sample size of 206 respondents. Purposive sampling is employed as the sampling method, and it is dictated by the following criteria: 1) Respondents are domiciled throughout Indonesia. 2) Respondents are at least 17 years old. 3) Respondents know that Starbucks has implemented advertising with an environmentally friendly concept. Data analysis in this study used the Analysis of Moment Structure (AMOS) application. Based on the theoretical studies that were incorporated into the research construct, this research paradigm is depicted in Figure 2.1. The six Green Advertising items in this study refer to indicators of previous research conducted by (Savitri et al., 2016). Environmental Awareness, six items refer to research indicators (Murniawaty, 2019). Green attitude with 5 items refers to previous research indicators (Winda Ryantari & Ketut Giantari, 2020), while indicators are referred to as Green Product Purchase Intention (Winda Ryantari & Ketut Giantari, 2020).

RESULTS AND DISCUSSIONS

Result

Characteristics of Respondent

Analysis of the respondent's profile in this study is based on the demographic characteristics contained in Table 1. The demographic characteristics presented include domicile, age, gender, last education, income per month (for those who are already working), monthly pocket money (for individuals who have not been employed) and in the last month, how many times have visited the Coffee Shop?

Table 1. Respondent Characteristics

Category	Item	f	%
Domicile	Sumatera	11	5,4
	Java	89	43,8
	Kalimantan	103	50,70%
	Sulawesi	3	1,50%
	Total	203	100%
Age	17 to 20 years old	49	23,80%
	21 to 30 years old	149	72,30%
	31 to 40 years old	7	3,40%
	More than 50 years old	1	0,50%
	Total	206	100%
Gender	Woman	169	82%

	Man	37	18%
	Total	206	100%
Last Education	High School/SLTA	150	72,80%
	D1/D2/D3	10	4,90%
	Bachelor (S1)	44	21,40%
	Postgraduate (S2/S3)	2	1%
	Total	206	100%
Income per month (for those who are already working)	Not yet working	169	82%
	Less than IDR 4 million	22	10,70%
	IDR 4 million to IDR 6 million	10	4,90%
	More than IDR 8 million to IDR 10 million	2	1%
	More than IDR 10 million	3	1,50%
Total	206	100%	
Monthly pocket money (for individuals who have not been employed)	Already working	37	18%
	Less than IDR 1 million	91	44,20%
	IDR 1 million to IDR 1,5 million	44	21,40%
	More than IDR 1,5 million to IDR 2 million	19	9,20%
	More than IDR 2 million to IDR 2,5 million	2	1%
More than IDR 2,5 million	13	6,30%	
Total	206	100%	
In the last 1 month, how many times have visited the <i>Coffee Shop</i> ?	1 - 2 times	101	49%
	3 - 4 times	58	28,20%
	5 - 6 times	19	9,20%
	More than 6 times	28	13,60%
Total	206	100%	

Measurement Model

The results of the model test refer to the standard value of goodness of fit, while the validity test will look at the acquisition of the value of the standardized loading factor (SLF), while the reliability test will assess the acquisition of Average Variance Extracted (AVE) and Construct Reliability (CR).

Table 2. Goodness of Fit Index

<i>Goodness of Fit Index</i>	<i>Cut-off Value</i>		<i>Results</i>
CMIN/DF	≤ 3.00	1,711	<i>Good Fit</i>
TLI	≥ 0.90	0,954	<i>Good Fit</i>
IFI	≥ 0.90	0,96	<i>Good Fit</i>
CFI	≥ 0.90	0,96	<i>Good Fit</i>
NFI	≥ 0.90	0,909	<i>Good Fit</i>
RMSEA	≤ 0.08	0,59	<i>Good Fit</i>

The model conformance test shown in Table 2 shows that the model conformance requirements are accepted, and conformity can be stated. Six measurements show a good fit. If there are 3-4 measurements with a good level of suitability or above the cut-off value, the configuration of the research model can be deemed satisfactory and approved.

Table 3. Nilai Standardized Loading Factor, Construct Reliability (CR), dan Average Variance Extracted (AVE) pada Overall Model Fit

	<i>Items</i>	<i>SFL</i>	<i>AVE</i>	<i>CR</i>
<i>Green Advertising</i>	<i>Starbucks</i> ads, in my opinion, are interesting and unique because they aggressively prioritize the use of environmentally friendly products.	0,763	0,648461	0,949355
	<i>Starbucks</i> product advertising, in my opinion, has been able to invite consumers and more people to be able to reduce waste or environmental pollution.	0,824		

	I think <i>Starbucks</i> advertising message can educate many people about environmentally friendly care and behaviour.	0,839		
	<i>Starbucks</i> advertising as a whole was able to inspire and encourage me to adopt a lifestyle that prioritizes being environmentally friendly.	0,817		
	<i>Starbucks</i> ads show that <i>Starbucks</i> cares deeply about environmental responsibility.	0,809		
	By loading environmentally friendly advertising messages, I think <i>Starbucks</i> is increasingly able to strengthen its positive image in the community.	0,777		
<i>Environmental Awareness</i>	I hope that the waste that pollutes the environment around me can be reduced	0,835	0,699865	0,955654
	I am worried that my consumption and that of the people in my environment can interfere with environmental sustainability.	0,825		
	For me, caring for environmental conservation is everyone's responsibility.	0,886		
	In my opinion, environmental problems are an emergency issue that needs to be addressed immediately.	0,849		
	I appreciate the green product campaign that is currently being widely socialized.	0,804		
	Family factors also play a role in educating the importance of environmental care embedded in me.	0,818		
<i>Green Attitude</i>	I am happy with the eco-friendly product because it will protect the environment from damage.	0,625	0,607625	0,938178
	I am pleased with <i>Starbucks</i> environmental marketing actions.	0,788		
	I know that <i>Starbucks</i> has a high concern for environmental conservation.	0,794		
	I understand that <i>Starbucks</i> is committed to campaigning for the importance of green living.	0,835		
	I have a positive attitude towards <i>Starbucks</i> , which has implemented environmental stewardship in its business activities	0,836		
<i>Green Purchase Intention</i>	I would be interested in trying to consume <i>Starbucks</i> products, which I know already practice eco-friendly concerns.	0,88	0,751034	0,936141
	I will visit, buy and use eco-friendly products in the future, including <i>Starbucks</i> .	0,901		
	I am willing to replace my consumption by consuming environmentally friendly products, without exception, and also consuming offers from <i>Starbucks</i> .	0,844		
	I was interested in finding more in-depth information about eco-friendly products, including the products <i>Starbucks</i> offers.	0,84		

The results of the validity and reliability tests, as presented in Table 2, indicate that the constructed model's indicators satisfy the requirements for validity and reliability. The indicator has a standardized stress factor (SLF) value above 0.50. this demonstrates that every metric is adequate and valid for assessing the overall composition of the produced model. Construct Reliability (CR) test score over 0.70. This shows that every instrument is dependable and capable of measuring consistently structures across all models built.

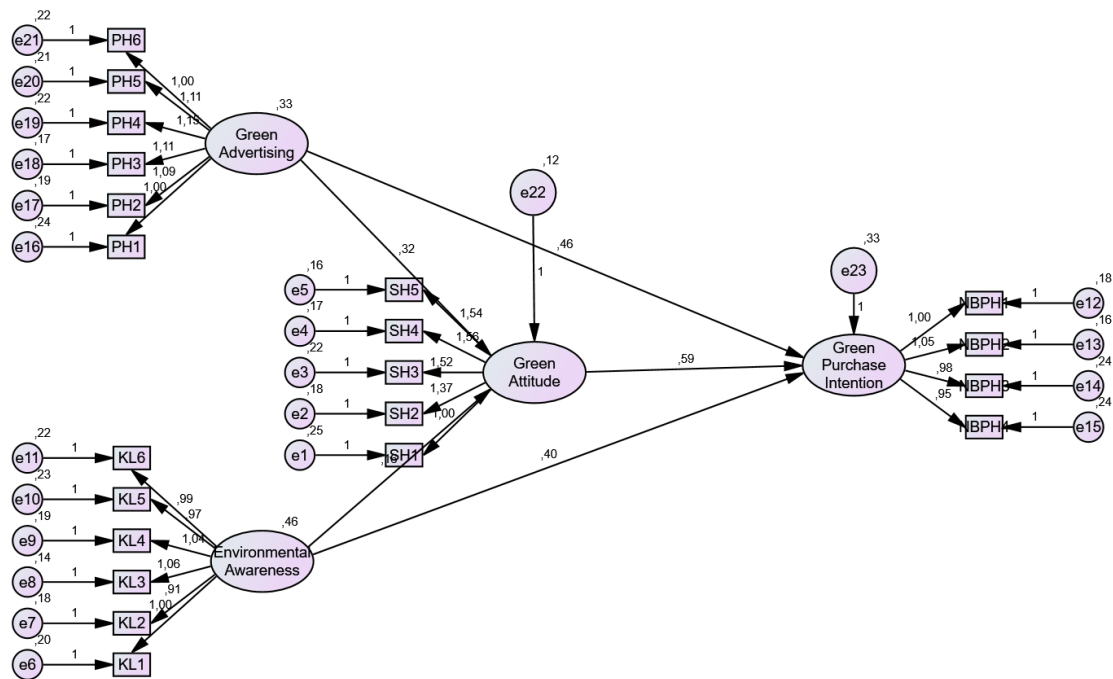


Figure 2. Full Model Testing

The examination findings on the influence of relationships between the research’s variables configuration constructed this research can be delivered as follows.

Table 4. Hypothesis testing

Hypothesis	Items	Std Estimate	S.E.	C.R.	P-values	Description
H ₁	Green Advertising ---> Green Attitude	0,324	0,06	5,397	****	Significant
H ₂	Environmental Awareness ---> Green Attitude	0,157	0,045	3,512	****	Significant
H ₃	Green Advertising ---> Green Purchase Intention	0,465	0,102	4,551	****	Significant
H ₄	Environmental Awareness ---> Green Purchase Intention	0,4	0,078	5,138	****	Significant
H ₅	Green Attitude ---> Green Purchase Intention	0,585	0,153	3,817	****	Significant

Hypothesis 1

The results of testing hypothesis 1 for the green advertising variable have a significant positive impact on green attitudes. Likewise, the p-value shows a number greater than 0.05 ($\alpha = 0.05$). This means that green advertising has a significant effect on green attitudes, strengthened by the results of research (Amallia et al., 2022).

Hypothesis 2

The results of testing hypothesis 2 for the environmental awareness variable greatly impact green attitudes. Likewise, the p-value shows a number greater than 0.05 ($\alpha = 0.05$). This means that environmental awareness has a significant effect on green attitudes, strengthened by the results of research (Indinasari, 2020).

Hypothesis 3

The results of testing hypothesis 1 for the green advertising variable have a significant positive impact on green purchase intention. Likewise, the p-value shows a number greater than 0.05 ($\alpha = 0.05$). This means that green advertising significantly affects the green purchase intention. This is in contrast to the contrasting findings of (Nurmayanti & Rubiyanti, 2020), which suggest that green advertising does not have a partial impact on green purchase intention. The significance of green advertising variables significantly influenced the green purchase intention (Amallia et al., 2022).

Hypothesis 4

The results of testing hypothesis 1 for the environmental awareness variable have a significant positive impact on green purchase intention. Likewise, the p-value shows a number greater than 0.05 ($\alpha = 0.05$). This means that environmental awareness significantly affects the green purchase intention. The results of the hypothesis compared backwards with the results of research (Shellyana Junaedi, 2015) that stated that environmental awareness research had no significant influence on the green purchase intention and also research (Winarno, 2019) stated the same thing.

Hypothesis 5

The results of testing hypothesis 1 for the green attitudes variable have a significant positive impact on green purchase intention. Likewise, the p-value shows a number greater than 0.05 ($\alpha = 0.05$). This means that green attitudes have a significant effect on green purchase intention. The results of this research are supported by research (Amallia et al., 2022).

To confirm the indirect influence on the influence of built-in mediating variables, we present Table 5, obtained from the results of the Sobel test.

Table 5. Sobel Test - Significance of Mediation

Item	Sobel test statistic	Two-tailed probability	Description
Green Advertising ---> Green Attitude ---> Green Purchase Intention	3,12	0,001	Significant
Environmental Awareness ---> Green Attitude ---> Green Purchase Intention	2,57	0,009	Significant

The value derived from the Sobel test results, which has a p-value of 0,001, is shown in Table 5 to be less than 0.05 ($\alpha = 0.05$). This confirms that there is a significant indirect influence of Green Advertising on Green Product Purchase Intent mediated through Green Attitudes. Corresponding results were also obtained for Environmental Awareness with a p-value of 0.009, less than 0.05 ($\alpha = 0.05$). Therefore, the green purchase intention is significantly influenced indirectly by environmental awareness, with this influence being mediated by a green attitude.

Discussion

This study aims to prove that environmental awareness of green product purchase intention has no discernible impact on the intentions to purchase, it seeks to validate a conceptual model to determine how green attitudes affect the way that environmental awareness and green advertising influence consumer's intentions to buy green products, namely Starbucks goods (Tumblers). According to the findings of the research, that the first hypothesis and the second hypothesis were accepted, green advertising and environmental awareness in this study proved to have a significant effect on green attitudes. This can be clarified by the phenomenon shown by the green attitude of consumers who choose environmentally friendly products and reinforced by research from (Amallia et al., 2022), which claims that green attitudes are significantly impacted by green advertising. While the second hypothesis is strengthened in research (Indinasari, 2020), it claims that the intention to buy green products is significantly influenced by environmental

awareness. Likewise, the third hypothesis states that green advertising has a significant positive effect on the purchase intention of green products, which is also studied by (Amallia et al., 2022a), stating that the more actively companies improve the company advertising perception, it can increase the green purchase intention. The fourth hypothesis in my study, which is supported by research, claims that environmental awareness can significantly influence consumers intentions to purchase green items (Febriani, 2019) which states that the intention to purchase green product can be significantly influenced by environmental awareness, while in previous research (Shellyana Junaedi, 2015) stated that environmental awareness does not significantly influence the intention to purchase green products. The last hypothesis states that green attitudes have a significant influence on the purchase intention of green products, which research (Amallia et al., 2022) states are the same as the results of this study.

CONCLUSION

The aim of this study is to prove the role of green attitude as a mediation of the influence of green advertising and environmental awareness on the intention to buy green products based on the background picture. In addition, the researchers want to prove one of the variables taken is the environmental consciousness variable that can have a significant influence on the intent to buy Green products because in the research (Shellyana Junaedi, 2015) stated that the variable of environmental sensitivity to the intentions to buy the green products is not significant and has no influence. The same goes for a p-value that shows a number greater than 0.05 ($\alpha = 0.05$). Looking at the results and the discussion of the variable hypothesis of environmental awareness against the intention to buy green products stated that the variable was significantly influenced and reinforced by research (Apriliani et al., 2021), compared to the reverse with research. (Pane et al., 2022). This study's implications include the Indonesian populace's adoption of environmentally friendly products to preserve environmental hygiene and prevent and increase in the proportion of waste that requires processing. By buying environmentally friendly products, Indonesian people have already contributed to research and also to knowledge, through this research can show that the product is superior and safer than conventional or non-green alternatives.

It is expected that companies that make eco-friendly products should display more frequently environmentally friendly advertisements to indicate that the product is eco-friendly, thus improving the knowledge of the potential consumer about the product so that the prospective consumer feels that the products are environmentally friendly, the product performance is reliable and can influence the preferences of the prospect consumer.

Recommendations for further research are expected to expand the spread of questionnaires, as the majority reside in Kalimantan, Java, Sumatra, and Sulawesi. Besides, you can add variables, like eco-labels and eco-brands, because adding variables can further refine this research. Then, even more balanced for the data sought.

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