



The Effect of Green Risk and the Attitude to Green Purchase Intention with Green Trust as Mediation

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ABSTRACT

This study aims to examine and analyze the effect of green risk and attitudes towards green purchase intention mediated by green trust on herbal medicine consumers in Padang city, West Sumatra. The population is all herbal medicine consumers in Padang City. The sampling method used was purposive sampling. The research data collection was carried out by distributing questionnaires to 142 respondents. Processing and data analysis was done using SmartPLS. Green risk has positive and significant effect on green purchase intention. Attitudes have positive and significant effect on green purchase intention. Green risk has positive and insignificant effect on green trust. Attitude has positive and significant effect on green trust. Green trust has positive and significant effect on green purchase intention. Green trusts act as mediation between green risk and green purchase intention. Green trust acts as a partial mediation between attitudes and green purchase intention.

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1. Introduction

The pandemic that hit the world including Indonesia, where the corona virus (Covid-19) infected many humans, has become a very serious threat, including the people in Padang city in particular, causing all activities to be disrupted even death. It is hoped that the use of herbal medicines will improve the immune system in humans so that the negative impact caused by this virus can be minimized. There is an appeal from the government to carry out the health protocols, such as always washing hands before doing the activities, using masks, and keeping a distance in crowds. As a result, these things change the people's lifestyle to be more aware toward the importance of maintaining health, exercising and consuming multivitamins for physical fitness. One of them is the use of herbal medicines, in accordance with the recommendations of the Ministry of Health to increase the dose of consumption during covid-19 pandemic.

The use of this herbal medicine is absolutely not to cure the corona virus but to relieve the symptoms of the disease and increase the immune system. By utilizing the herbal medicine, it is not strange to the people in Indonesia. This medicine is considered to be more natural which is widely chosen by people. It is proven that around 45% of the 7699 respondents are using the Alodokter application to use the herbal medicines, although it is not all of them that are officially registered to the Food and Drug Supervisory Agency of the Republic of Indonesia (BPOM RI). Other respondents, which is about 55%, chose modern medicine as a treatment. The issues of environment are also a global focus at this time. The impact of environmental damage which caused by various types of businesses that is increasingly widespread, starting from the production process to the marketing process which results in environmental pollution and threatens public health with the use of chemicals in several production processes. This led to a serious problem that must be addressed to minimize the consequences. The awareness of the importance of preserving the environment continues to increase. It can be seen from companies that apply the concept of *go-green* in promoting and labelling their products with green products that are friendly to the environment to increase competitiveness with other competitors of similar products. These herbal medicine products can be classified into types of environmentally products,

which provide a definition of green products as the illustrations of products produced by manufacturers that are related to a sense of security and do not have an impact on human health and do not have the potential to damage the environment.

Besides, green products are also associated with the use of raw materials that always pay attention to the future generations. Green products also aim to reduce waste, both from the process and from the product's life cycle (Ridwan et al, 2018). Herbal products by small and medium business increased by 50% compared to normal conditions according to data from Lien Mamahit, one of the herbal producers in Manado. flooded with orders during the pandemic. Herbs made from turmeric, curcuma and ginger were often sought by consumers in the last two months. The turnover of sales of herbal products reached 10 million rupiah per month where previously it only reached 5 million rupiah per month (Kompas, 2020).

Based on previous research, the following hypotheses can be proposed:

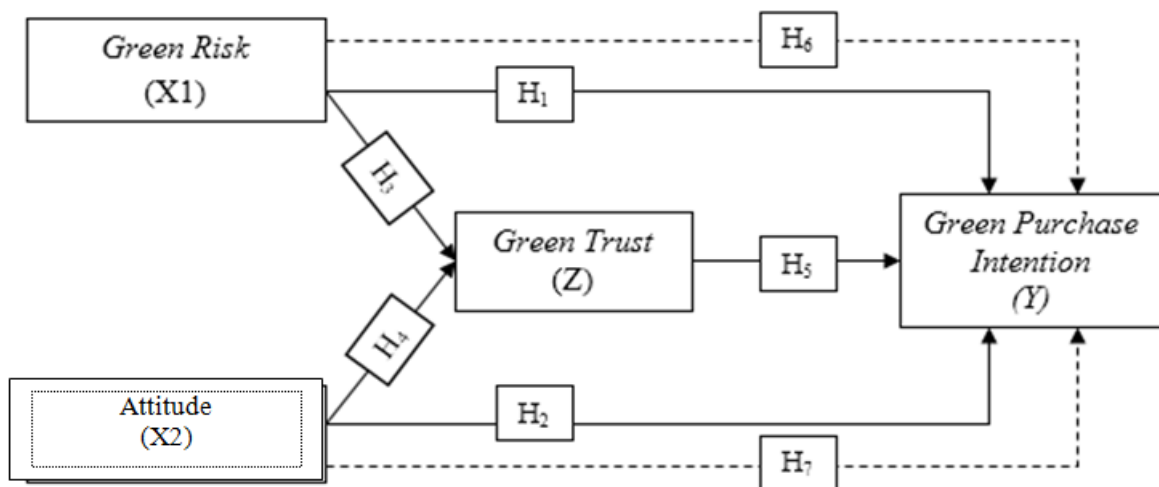


Figure 1 Conceptual Framework

Research Hypothesis

- H₁ : Green risk has negative and significant effect on green purchase intention.
- H₂ : Attitude has positive and significant effect on green purchase intention.
- H₃ : Green Risk has negative effect on green trust.
- H₄ : Attitude has a positive and significant effect on green trust
- H₅ : Green trust has positive and significant effect on green purchase intention
- H₆ : Green trust acts as a mediation between green risk and green purchase intention.
- H₇ : Green trust acts as a mediation between attitudes towards green purchase intention

2. Research Method

2.1 Research design.

This research is carried out quantitatively, namely research that requires the use of numbers, from data collection, interpretation of the data, to the appearance of the results. The purpose of this research is hypothesis testing, which usually explains the nature of certain relationships, or determines differences between groups or the independence (independence) of two or more factors in a situation (Sekaran & Bougie, 2016).

2.2 Population and Sample.

The population in this study were citizen of Padang city with a total population of 142 people, using the theory of Sekaran & Bougie (2016). The sampling method in this study used purposive sampling method, where this method is a sampling method by proposing several criteria. The criteria proposed in this study are aged 17 years and over, because consumers who are already 17 years old are assumed to be able to make their own purchasing decisions and have purchasing power, and also they know the benefits of herbal medicines during the covid-19 pandemic.

2.3 Variable Definition.

Green purchase intention is the desire or interest of consumers to consume products or services that have little impact on the environment. Therefore, there is a desire by consumers to use products or services that are not harmful to the environment (Akbar et al., 2014). Green trust is a willingness to rely on environmental friendly products on the basis of beliefs and expectations resulting from credibility, good deeds, and environmental performance skills. Green risk is a negative expectation or expectation regarding the consequences to the environment related to purchasing behavior, which also means that there is a tendency for consumers to have negative expectations, both from the function and performance of the product they buy, which will affect environmental damage and a sense of comfort for users. Attitude is an individual's positive or negative evaluation of certain objects, people, institutions, events, behaviors or interests. Based on this theory, an individual's attitude towards a behavior is obtained from beliefs about the consequences caused by that behavior, which are termed behavioral beliefs (beliefs in behavior) (Ajzen, 2005). Attitude is a tendency to obtain act from learning outcomes with consistent intentions, which shows likes or dislikes towards an object (Schiffman, 2007).

3. Result and Discussion

3.1 Outer loading

In the PLS-SEM or CB-SEM application, a model assessment on reflective measurements includes several aspects of the model construct: reliability, construct, convergent validity, discriminant validity and indicator loading (Hair et al., 2018). In PLS-SEM, the results of data processing can be seen in the following table:

Table 1
Outer Loading

Item	Outer Loading	Item	Outer Loading
GR1	0,906	MB1	0,772
GR2	0,799	MB2	0,844
GR3	0,774	MB3	0,851
GR4	0,831	MB4	0,882
GR5	0,776	MB5	0,836
GT1	0,820	S1	0,863
Item	Outer Loading	Item	Outer Loading
GT2	0,842	S2	0,877
GT3	0,826	S3	0,862
GT4	0,847	S4	0,846
GT5	0,843	S5	0,692
GT6	0,765	S6	0,836

The outer loading assessment is examined first from the loading of the indicators to show that the construction explains more than 50 percent of the indicator variance. The indicator shows the advantages of items that can be clearly accepted, of at least 0.50. (Hair et al., 2018).

3.2 Convergent validity.

Convergent validity testing is the overall metric of the reflective measurement model that measures the extent to which the construct indicators converge to explain item variance. This is often known as communality. The assessment is done by evaluating the average of the extraction variance (AVE) on all indicators related to certain constructs. AVE is the average (mean) of the squared load of all indicators related to a particular construction. The practical rule for an acceptable AVE value is 0.50 or higher. Figures at this level or higher indicate that the construction average explains 50 percent or more of the variance of the indicator (Hair et al., 2018).

3.3 Discriminant validity.

Discriminant validity is used to assess how uniquely the indicators of a construct represent the construct itself (shared variance within the construct) versus how much the construct is correlated with all other constructs in the model (shared variance between constructs). Discriminant validity tests were performed for all pairs of reflective constructs in the model. Using the AVE concept discussed above, discriminant validity exists when the shared variance in a construct (AVE) always exceeds the shared variance with all other constructs (Hair et al., 2018).

3.4 Construct reliability.

Determination of the reliability of the internal consistency of each construct. Although Cronbach's alpha is the most widely used method for assessing reliability, this method does not weight individual indicators in the calculation. Composite reliability overcomes this limitation because individual indicators are weighted based on their load and are therefore the preferred reliability approach. Composite reliability is preferred, but Cronbach's alpha is acceptable. The recommended minimum reliability is 0.70, except for exploratory studies, where 0.60 is considered the minimum (Hair et al., 2018).

3.5 R-Square (R2).

Measurement models test the coefficient of determination is an in-sample measure of predictive power, the R2 value ranges from 0 to 1, where 0 indicates no relationship and 1 indicates a perfect relationship. The higher the R2 value, the greater the explanatory power of the PLS structural model, and therefore the better the prediction of endogenous constructs (Hair et al., 2018). R-Square is a goodness-fit model test. The green purchase intention variable can be explained by green risk, green trust and attitude of 0.766 or (76.6%), while the rest (23.4%) while the rest is influenced by other variables that are not in this study. Green trust can be explained by green risk and attitude by 0.566 or (56.6%), while the rest (43.4%) is influenced by other variables not explained in this study.

3.6 Hypothesis testing.

Hypothesis testing is using bootstrap involves assessing the size and significance of the path coefficients. Bootstrapping is a procedure that is carried out to get significance. Similar to the weighting of the formative indicators, the bootstrap process uses standard errors to calculate the t and p values for the path coefficients. Correctable and accelerating confidence intervals were also examined, and the path coefficients were significant at the 0.05 level (Hair et al., 2018). To see the significance of the effect of green risk, green trust and attitude towards green purchase intention is to look at the value of the parameter coefficient and the significance value of t-statistics and P-value. The level of significance in hypothesis testing is indicated by the path coefficient value or inner model. The results of the path coefficient or inner model can be seen in Table 2

Table 2
Path Coefficients

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Attitude -> green purchase intention	0,394	4,963	0,000
Attitude -> green trust	0,750	16,512	0,000
green risk -> green purchase intention	0,109	2,019	0,044
green risk -> green trust	0,078	0,938	0,349
green trust -> green purchase intention	0,532	6,951	0,000
Attitude -> green trust -> green purchase intention	0,399	6,309	0,000
green risk -> green trust -> green purchase intention	0,041	0,912	0,362

Table 2 shows the path coefficient or inner model testing which is carried out to examine the effect of the direct relationship between green risk, green trust and attitudes towards green purchase intention. A variable is declared to have a significant effect by looking at the p-values and T-Statistics. If the p-values obtained are less than 0.05 and the T-statistic is greater than 1.98, a variable is declared to have a significant effect and vice versa. Meanwhile, to see the direction (slot) of the independent variable on the dependent variable, it can be seen from the coefficient value obtained.

The results of testing the path coefficient or inner model in this study can be seen in Table 1.2, with the results and information in accordance with the proposed hypothesis as follows:

Green risk has a coefficient value of 0.109, whereas if viewed from the T-statistical value of 2.019 and the p-values of 0.044, where the coefficient value obtained has a positive slot, while the T-statistic value is greater than 1.98 and the p-value is smaller than 0.05, meaning that green risk has a positive and significant effect on green purchase intention, thus H1 in this study is rejected.

Attitude has a coefficient value of 0.394, whereas if viewed from the T-statistical value of 4.963 and the p-values of 0.000, where the coefficient value obtained has a positive slot, while the T-statistic value is greater

than 1.98 and the p-value is higher. smaller than 0.05, meaning that attitude has a positive and significant effect on green purchase intention, thus H2 in this study is accepted.

Green risk has a coefficient value of 0.078, whereas if viewed from the T-statistic value of 0.938 and p-values of 0.349, where the coefficient value obtained is in a positive slot, while the T-statistic value is smaller than 1.98 and the p-value is greater than 0.05, meaning that green risk has no significant effect on green trust, then H3 in this study is rejected.

Attitude has a coefficient value of 0.750, whereas if viewed from the T-statistical value of 16.512 and the p-values of 0.000, where the coefficient value obtained has a positive slot, while the T-statistic value is greater than 1.98 and the p-value is higher. smaller than 0.05. This means that attitude has a positive and significant effect on green trust, so H4 in this study is accepted.

Green trust has a coefficient value of 0.532, whereas if it is seen from the T-statistic value of 6.951 and the p-values of 0.000, where the coefficient value obtained has a positive slot, while the T-statistic value is greater than 1.98 and the p-value is smaller than 0.05. This means that green trust has a positive and significant effect on green purchase intention, so H5 in this study is accepted.

3.7 Test of Mediation Effect.

Green trust as a partial mediating variable between green risk and green purchase intention. Thus H6 is accepted, with the calculation of the VAF value as follows:

$$\begin{aligned} \text{VAF} &= \frac{\text{Indirect Influence}}{\text{Direct Influence} + \text{Indirect Influence}} \\ \text{VAF} &= \frac{0,041}{(0,109 + 0,041)} \\ \text{VAF} &= \frac{0,041}{0,15} \\ \text{VAF} &= 0,273 \text{ atau } 27,3\% \text{ (Partial Mediation)} \end{aligned}$$

Green trust is declared as a partial mediating variable because it has a VAF value of 27.3%, where the value is between 20% to 80%.

Green trust as a partial mediating variable between attitude and green purchase intention, then H7 is accepted, with the calculation of the VAF value as follows:

$$\begin{aligned} \text{VAF} &= \frac{\text{Indirect Influence}}{\text{Direct Influence} + \text{Indirect Influence}} \\ \text{VAF} &= \frac{0,399}{(0,394 + 0,399)} \\ \text{VAF} &= \frac{0,399}{0,793} \\ \text{VAF} &= 0,503 \text{ atau } 50,3\% \text{ (Partial Mediation)} \end{aligned}$$

Green trust is declared as a partial mediating variable because it has a VAF value of 50.3%, where the value is between 20% to 80%.

a The Influence of Green Risk and The Attitude to Green Purchase Intention.

The results of this study explain that consumers ignore the negative impacts and losses that arise from consuming herbal products. When the risk of consuming herbal products is high, consumers do not care about it, consumers are still interested in consuming herbal products. This can happen because of the low environmental risk that can arise from consuming herbal products compared to the benefits received by consumers.

Based on the hypothesis testing in this study, it was found that attitude had a positive and significant effect on green purchase intention. This means that attitude is one of the psychological factors that can encourage consumers to grow interest in consuming herbal medicines during the COVID-19 pandemic. This is because the respondents in this study considered it important to consume herbal medicines during the COVID-19 pandemic, because herbal medicines have good benefits. With a high attitude towards the importance of awareness to prevent being affected or infected with the COVID-19 virus, it creates consumer desire to consume herbal medicines, where herbal medicines based on research are able to increase a person's immunity and, in addition, herbal medicinal products are environmentally friendly products.

The results of the research found are in line with research conducted by Fadilla et al., (2018), which states that attitude has a significant effect on intentions. In this study, it shows a positive and unidirectional effect, which means that the higher the attitude produced, the higher the intention. Attitude is an important factor in influencing consumers' intentions to buy Halal products because those who have a high positive attitude have a greater intention to intend to buy Halal products (Afendi et al., 2014). Attitudes towards environmentally friendly brands with intention to buy environmentally friendly products have a unidirectional relationship. The higher the attitude towards environmentally friendly brands, the higher the intention to buy environmentally friendly products (Shidiq & Widodo, 2018).

b The Influence of Green Risk and The Attitudetowards Green Trust.

Based on the hypothesis testing in this study, it was found that green risk had a positive and insignificant effect on green trust. The results found in this study are not in line with research conducted by Chen & Chang (2012) which showed that perceived green risk had a significant effect on green trust. Research conducted by Rahardjo (2015) claimed that perceived green risk affects green trust.

The results of this study explain that consumers ignore the risk impact of herbal products, both from the environmental performance of herbal products and the risk impact of herbal medicines on the environment. This can happen due to a lack of consumer knowledge about the impact produced by herbal products on the environment so that there is no consumer green trust for herbal products. The results of this study are in line with research conducted by Pratama (2014) where green risk has no direct effect on the green trust of Philips LED lamps in Surabaya.

Based on hypothesis testing in this study, it was found that attitude had a positive and significant effect on green trust. This means that good consumer attitudes towards environmentally friendly products create green trust, because consumers consider herbal medicines important during the COVID-19 pandemic, where during this pandemic, herbal medicines are campaigned as a temporary alternative to increase body resistance. Therefore, this positive attitude creates trust in herbal medicines, coupled with the added value offered, namely environmentally friendly products.

The results found are in line with research conducted by Latip et al., (2020) which explains a significant relationship between self-control behaviour and perceived green trust during critical times such as the COVID-19 pandemic. Individual trust is usually built from personal attitudes because it is the most substantial thing that influences individual decisions.

c The Effect of Green Trust on Green Purchase Intention.

Based on the hypothesis testing in this study, it was found that green trust has a positive and significant effect on green purchase intention. This means that consumer confidence in the efficacy and benefits provided by herbal medicines, namely environmentally friendly products and it can increase endurance during the COVID-19 pandemic. It is one of the factors that stimulate green purchases so that green trust becomes one of the factors that must be considered in stimulating consumers to consume environmentally friendly products. The results found in this study are in line with research conducted by Kian et al., (2017) that explained consumer trust encourages or creates buying interest in consumers. In addition, consumer trust is a powerful mechanism to influence purchase intention in a brand's sustainable clothing line (Neumann et al., 2020). In the research of Dewanti et al., (2018), it was found that there was an effect given by green trust to green purchases.

d The Role of Green Trust as a Mediation Between Green Risk and The Attitudes towards Green Purchase Intention.

Green trust as a mediation between green risk and green purchase intention, is a form of partial mediation. It means that when consumers ignore the negative impacts and losses that arise from consuming herbal products, the risk of consuming herbal products is high. Consumers do not care about this. Consumers are still interested in consuming herbal products and growing trust in herbal products. With high trust of consumer in the efficacy and benefits provided by herbal medicines, namely environmentally friendly products and it can increase body resistance during the COVID-19 pandemic. It is one of the factors that stimulates green purchases.

The results of this study are in line with research conducted by Chen & Chang (2012) which explained that the relationship between environmentally friendly purchase intentions and the risk of being considered environmentally friendly is mediated in part by green beliefs. Individual trust is usually built from personal attitudes because it is the most substantial thing that influences individual decisions (Latip et al., 2020). Green

trust has also been shown to play a role as an intervening variable between green marketing tools, one of them is green perceived risk on green purchase intention (Zulfanizy&Wahyono, 2019).

While the role of green trust as a mediation between attitudes and green purchase intention is a form of partial mediation. It means that a high attitude of the importance of awareness to prevent being affected or infected by the COVID-19 virus causes consumers to want to consume herbal medicines, where herbal medicines based on research are able to increase a human's immunity and herbal medicinal products are known as environmentally friendly products. Good consumer attitudes towards environmentally friendly products create green trust, where during this pandemic period herbal medicines are campaigned as a temporary alternative to increase body resistance. Because of this positive attitude creates trust in herbal medicines and with high trust of consumer in the efficacy and benefits provided by herbal medicines, namely environmentally friendly products, it can increase endurance during the COVID-19 pandemic. Thus, it is one of the factors that stimulates green purchase intention.

The results of this study are in line with research conducted by Latip et al., (2020) that described individual trust is usually built from personal attitudes, because it is the most substantial thing that influences individual decisions. Consumer trust is very relevant when deciding to buy food and we can assume that it can lead to positive behavioral effects. Trust can also foster strong relationships between producers and consumers, and also overcome consumer confusion, build new loyalties, and encourage the progressive development of short food supply chains (Giampietri et al., 2018).

4. Conclusion

Green risk has positive and significant effect on green purchase intention on herbal medicines in Padang city. Attitudes have positive and significant effect on green purchase intention on herbal medicines in Padang city. Green risk has no significant positive effect on green trust in herbal medicines in Padang city. Attitude has positive and significant effect on green trust in herbal medicine in Padang city. Green trust has positive and significant effect on green purchase intention on herbal medicines in Padang city. Green trust acts as a mediation between green risk and green purchase intention on herbal medicines in Padang city. Green trust acts as a partial mediation between attitudes and green purchase intention on herbal medicines in Padang city.

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