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THE INFLUENCE OF GREEN PERCEIVED VALUE, RISK AND QUALITY TOWARD GREEN PURCHASE INTENTION THROUGH GREEN TRUST

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Abstract

Consumens concern for environmental sustainability raises consumption behavior for environmentally friendly products and encourages companies to implement green marketing strategies. The aim of this research is to examine the effect of green perceived value and green perceived risk toward green purchase intention via green trust as mediator variable (intervening). The population of this research is all consumers of UKM products in the city of Semarang. The sample is 100 respondents used convenience sampling technique. The data collecting method used questionnaire. The data analysis used Path Analysis with SPSS v21.T he results showed that green perceived value and green perceived quality had a significant positive effect on green purchase intention while green perceived quality had a significant negative effect on the green purchase intention. Green trust has a role as an intervening variable between the variables green perceived value, green perceived risk and green perceived quality towards the green purchase intention. The conclusions of this research are there is an effect of green perceived value and green perceived risk toward green purchase intention via green trust.

INTRODUCTION

The development of business continues to change marked by the emergence of various types of businesses that cause increasingly competitive competition. Business seems to make consumers as a benchmark for the success or failure of a business being run, so consumers are a necessity for companies to run their business. According to Suryani (2008) the conditions that must be fulfilled by a company to be successful in competition are trying to achieve goals by maintaining and increasing consumers.

A business or company needs to understand about their consumer behavior in maintaining and increasing consumers. Consumer behavior is an important element in the marketing activities of a product that needs to be known by the company, because the company basically does not know what is in the mind of a consumer at the time before, while, and after making a product purchase (Samosir & Wartini, 2017). Studying consumer behavior allows companies to understand precisely the needs and desires of their consumers so that they can help satisfy consumers, marketing concepts and expand legitimacy to society (Suryani, 2008).

Consumer tastes continue to increase along with the needs and desires of consumers which are supported by the ability to pay. According to Kotler and Keller (2010) companies fulfill their needs by proposing a series of benefits that they offer to consumers to meet consumer needs.

Environment and culture are some of the factors that influence consumer behavior beyond a variety of other factors. According to Junaedi

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(2005) with the occurrence of the environmental crisis requires an increase in social awareness and environmental knowledge for consumers, thus affecting the growth of consumer behavior that is responsible for the environment. Consumers are starting to think about switching to products that are more environmentally friendly as the products they need and want along with the rise of environmental issues, namely global warming.

Environmental damage is an issue that is feared by the community, making the community more sensitive and concerned about the environment. Go Green is a trend in society in an effort to create a healthier life without damaging the environment. Balawera (2013) argues that, competition in the business world is increasing in the era of globalization, so what emerges is what is called green consumerism. Green consumerism is explained as a continuation of the global consumerism movement that began with the awareness of consumers of their rights to get products that are feasible, safe, and products that are environmentally friendly that are getting stronger. Handayani (2012) argues that the green consumer movement (Green Consumerism) is a form of world concern for the environment, the green consumers in question, namely those who have a sensitivity to the ecological aspects of a product.

The emergence of various environmentally friendly products accompanied by an awareness of the importance of protecting the environment has become a new thing that is being offered from current marketing activities and has an impact on the emergence of consumer purchase intentions on marketed green products, besides Chen and Chang (2012) doing green marketing can increase purchase intention on a green product or also called a green purchase intention. Green Purchase Intention (GPI) can be explained as the possibility and willingness of consumers to give preference to product/ service brands that have safe environmental characteristics in their purchasing decisions (Karatu & Mat, 2014). In the opinion of Nulufi and Murwartiningsih (2015) the term buying interest has a purpose meaning and is generally used to understand consumer goals in making a purchasing decision.

Consumers who already have a positive attitude towards a product or brand, will generate interest in buying the product or brand. A positive attitude here can be interpreted as consumer trust that arises on a product, especially green products or products that are environmentally friendly.

Self-confidence can be explained as a willingness to have belief behavior because it will get what is expected and expectations in general can be in the form of words, promises or trusted statements (Tanisah & Maftuhah, 2015). Credibility or trust in a green marketing strategy to market a green product is called green trust. Green Trust (GTS) is the willingness to depend on products or services based on beliefs or expectations that result from credibility, virtue and ability about their environmental performance (Chen & Chang, 2013).

There are several factors that influence efforts to increase consumer purchase intentions. According to Maoyan et al. (2014) one of the main factors affecting consumer purchase intention is the perception factor. There are two kinds of perceptions, namely green perceived value and green perceived risk.

Green Perceived Value (GPV) can be explained as an overall assessment of consumers from the net profit of a product or service between what is received and what is given based on the wishes of the consumer environment, sustainable expectations, and green needs (Chen & Chang, 2012). This assessment will determine whether or not the purchase intention by consumers of green products is marketed.

Green Perceived Risk (GPR) is a perceived risk for green products. According to Chen and Chang (2013) Green Perceived Risk itself can be explained as a subjective estimate by consumers connected with the possible consequences of a wrong purchasing decision.

Perception which is another important thing in an effort to increase consumer purchase intention is quality. In achieving competitive advantage, companies must use a green marketing strategy to obtain a good perception of consumer quality and reduce the risk perception of their concern for the environment. Chen and Chang (2013) state that the perception of quality green or green perceived quality (GPQ) can be interpreted as consumers' assessment of products and their benefits to the environment. The impact of fulfilling quality is that it can encourage consumer buying interest when products are expected to meet consumer expectations for the quality of the product.

This has opened opportunities for SMEs (Small and Medium Enterprises) to offer products that are environmentally friendly in order to gain a competitive advantage. According to Kristanti (2013) the role of SMEs in business based on the environment is the foundation for the success of large-scale companies, and the nation's economic welfare.

HTSA Laundry is one of the SMEs in Semarang that produces and offers environmen-

tally friendly laundry soap products. The emergence of the phenomenon of fluctuating sales data while SMEs HTSA Laundry has tried to carry out a marketing strategy, allegedly caused by a lack of information received by consumers regarding the products offered and the limitations of the marketing media used, namely only by relying on word of mouth efficiency, so that marketing efforts have been made not yet able to build green trust from consumers.

Research on consumer perceptions of buying intentions of green products is important, because environmentally friendly products that are applied to a company and the impact of consumer perceptions about environmentally friendly products on buying behavior need to be known and researched (Waskito & Harsono, 2012).

The purpose of this study was to determine the effect of green perceived value, green perceived risk and green perceived quality on green purchase intention through green trust.

Hypothesis Development

Green Perceived Value is all valuations from consumers to get a net profit from environmentally friendly products (Rizwan et al., 2014).

Green Purchase Intention According to Rizwan et al. (2014) purchase intention on green products, through a green marketing model that considers the greenness of the product and will increase the perceived value of green in accordance with the environmental needs of consumers.

The influence of Green Perceived Value on Green Purchase Intention can be determined through a general assessment of consumers regarding the green value of the product which will cause purchase intention.

This is consistent with the research conducted by Rizwan et al. (2014) a that the Green Perceived Value has a significantly positive effect on Green Purchase Intention.

H1: There is a positive and significant effect of Green Perceived Value on Green Purchase Intention.

Green Perceived Risk is thought of green product buyers that will not be in accordance with their green demand (Rizwan et al., 2014). Green Purchase Intention can be determined by evaluating consumers about the risk of products to the environment that will automatically affect purchases (Rahardjo, 2015).

The influence of Green Perceived Risk on Green Purchase Intention can be determined through the evaluation of risks to green products. The diminishing Green Perceived Risk will increase Green Purchase Intention. In the study of Chen and Chang (2013) showed that Green Perceived Risk had a significant negative effect on Green Purchase Intention.

H2: There is a negative and significant effect of Green Perceived Risk on Green Purchase Intention.

Green Perceived Quality can be improved by companies through developing products that have both green and high-value attributes, thereby increasing consumer purchase intention and gaining competitive advantage (Chen & Chang, 2012). Green Purchase Intention is the possibility of the willingness of consumers or someone who is interested in consuming products that have environmentally friendly features compared to other products (Wulandari et al., 2015).

The influence of the Green Perceived Quality on Green Purchase Intention can be determined through the general assessment of consumers regarding the quality of products for the benefits and results provided to consumers and can increase purchase intention. The matter in accordance with the research conducted by Chi et al. (2009) states that green perceived quality has a significant positive effect on the green purchase intention

H3: There is a positive and significant effect of Green Perceived Quality on Green Purchase Intention.

Green Perceived Value is also important in influencing the increase of Green Trust customers, especially that Green Perceived Value is positively related to Green Purchase Intention and Green Trust because product value in the minds of consumers will build green trust, then consumer buying behavior will also be encouraged (Rizwan et al., 2014)

Green Perceived Value influences Green Purchase Intention through Green Trust, this means that the higher the perceived value expressed, the higher the trust which will increase the purchase intention of the product.

Previous research proved by Chen and Chang (2012) which states that companies need to increase their customers' Green Trust, because there are significant positive mediation effects on Green Trust, so companies can build green trust from their customers to improve the relationship between Green Perceived Value and Green Purchase Intention.

H4: There is a Green Perceived Value influence on Green Purchase Intention through Green Trust.

Green Perceived Risk does not have a direct impact on Green Purchase Intention, but Green Perceived Risk affects Green Purchase Intention through the mediation of Green Trust (Rahardjo, 2015). The risk element in the performance of a product will result in a reduced Green Trust so that consumers are reluctant to buy environmentally friendly products marketed by the company, which means that when Green Perceived Risk decreases, Green Trust increases and raises Green Purchase Intention. reduce Green Perceived Risk at every opportunity. Reducing Green Perceived Risk can not only increase Green Trust, but also increase Green Purchase Intention.

H5: There is the influence of Green Perceived Risk on Green Purchase Intention through Green Trust.

Green Perceived Quality or perception of green quality can be interpreted as consumer valuation of products and their benefits to the environment (Chen & Chang, 2013). Green Trust is the willingness to depend on a product or service based on beliefs or expectations that result from the ability of the product about its environmental performance (Chen, 2010).

In the research of Chen et al. (2015) stated that there is a role of green perceived quality in influencing green trust directly, so that trust formed in consumers can be determined through good or bad products that are felt by consumers and their orientation towards the environment. Whereas the research conducted by Chi et al. (2009) which shows that perceived green quality affects green purchase intention. So that both studies can show the relationship of green perceived quality to green purchase intention through green trust.This can be proven through the research of Gil and Jacob (2018) which shows that there is a significant positive relationship between green perceived quality on green purchase intention which is mediated by green trust.

H6: There is a Green Perceived Quality influence on Green Purchase Intention through Green Trust.

Green Trust is the willingness of consumers to trust products with various risks because there is hope that the product can provide results and benefits to consumers (Chen & Chang, 2013). Company trust is important considering the company's trust is the level at which companies are seen to be motivated to be honest, reliable and sensitive to customer needs (Kotler & Keller, 2010).

Companies need to increase their customers' green trust, because there is a significant positive mediation effect on green trust, so companies can build green trust from their customers to improve the relationship between green perceived value and green purchase intentions (Chen & Chang, 2012). This is supported by Rizwan et al. (2014) which states that there is a positive and significant effect of green trust on the green purchase intention.

H7: There is a positive and significant effect of Green Trust on Green Purchase Intention.

METHOD

The population of this study is all consumers of SME products in the city of Semarang with an unknown number. The sample of this study is the consumers of SME products in the city of Semarang with 116 respondents obtained from the calculation of the iteration formula, because the population is unknown.

The sampling technique in this study was to use the Non-Probability Sampling technique, Convenience Sampling. Convenience Sampling is used because it is easy and does not make it difficult for researchers. Data analysis using descriptive percentage analysis, classic assumption test, hypothesis test with t-test statistics and path analysis test. Data analysis using SPSS version 22 software.

In this study using three research variables, namely the dependent variable, independent variable and intervening variable. The dependent variable in this study is green purchase intention. The indicators used in this study refer to the indicators proposed by Chen and Chang (2012) which include: (1) the purpose of buying green products; (2) hope for buying green products; (3) and are happy to buy green products.

The independent variable in this study is green perceived value, green perceived risk and green perceived quality. The indicators used in the green perceived value variable refer to indicators in the opinion of Chen and Chang (2012), namely: (1) product environmental functions; (2) performance of product environment; (3) product environmental awareness; (4) environmentally friendly products; (5) benefits of the product environment. Then the indicator of green perceived risk according to Chen and Chang (2012), namely: (1) product environmental performance errors; (2) environmental losses from product use; (3) negative impacts on the environment; (4) damaging green reputation or image. While green perceived quality uses indicators according to Chen and Chang (2013) namely: (1) product quality is the best benchmark; (2) product quality is reliable; (3)

product quality can be durable; (4) the quality of the product is very good.

Intervening variables are variables whose functions influence the direct relationship between the independent variable (Independent) and the dependent variable (Dependent). The intervening variable in this study is green trust. Green trust indicators according to Chen and Chang (2010) namely: (1) the reputation of the product's market is reliable; (2) reliable environmental performance of products; (3) claims of product environment can be trusted; (4) product environmental concerns meet expectations; (5) there are promises and commitments for environmental protection.

RESULT AND DISCUSSION

Validity and Reliability Test

Validity and reliability tests are used to test research instruments. The results of the validity test show that as many as 45 questions are valid with a Rhitung value> R Tabel value (0.361). While the reliability test results show that all research variables are declared reliable because the Cronbach's Alpha value is> 0.70.S

Classic Assumption Test

In this study, the classic assumption test includes the test for normality, multicollinearity and heteroscedasticity.

Normality Test

Normality testing in this study used the P-Plot graph and the non-parametric statistical test of Kolmogorov-Smirnov (K-S). The results of the P-Plot graph show that the spread of data (points) on the diagonal axis of the normal probability plot (P-P plot) forms a pattern that follows the direction of the diagonal line. This shows that the data is stated to have a normal distribution and the regression model meets the assumption of normality.

Based on Table 1, the values obtained from the normality test using the Kolmogorov-Smirnov (K-S) non-parametric statistical test amounted to 0.074 and Asymp. Sig. (2-tailed) of 0.171. Because the value of Asymp. Sig. (2-tailed)> 0.05, then the residual data is declared to be normally distributed.

Multicollinearity Test

The results of the multicollinearity test in Table 2 show that the values obtained by each variable have exceeded 0.1 for tolerance values and less than 10 for VIF values. Therefore, these results can be interpreted that there is no multicollinearity between independent variables in this regression model.

Heteroscedasticity Test

Heteroscedasticity testing in this study uses two ways, namely scatterplot graph analysis

Table 1. Normality Test Results with Kolmogorov-Smirnov

		Unstandardized Residual
N		116
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.07863439
Most Extreme Differences	Absolute	.074
	Positive	.074
	Negative	-.053
Test Statistic		.074
Asymp. Sig. (2-tailed)		.171[c]

Table 2. Multicollinearity Test Results

Model		Coefficients[a]			t	Sig.	Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients				
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.151	2.049		1.538	.127		
	Green Perceived Value	.278	.050	.400	5.566	.000	.516	1.939
	Green Perceived Risk	-.088	.039	-.124	-2.264	.025	.887	1.127
	Green Perceived Quality	.114	.054	.158	2.097	.038	.467	2.141
	Green Trust	.224	.047	.365	4.742	.000	.448	2.232

a. Dependent Variable: JP

Table 3. Result of Glejser Test

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	3.151	2.049		1.538	.127
	Green Perceived Value	.278	.050	.400	5.566	.000
	Green Perceived Risk	-.088	.039	-.124	-2.264	.025
	Green Perceived Quality	.114	.054	.158	2.097	.038
	Green Trust	.224	.047	.365	4.742	.000

a. Dependent Variable: Green Purchase Intention

and glejser test with the following test results: The scatterplot chart shows that the graph does not have a specific pattern and the points are spread unevenly above or below the number 0 on the Y-axis. Therefore, it can be concluded that there is no heteroscedasticity in the regression model used in this study.

While the results of the regression test shown in Table 3 indicate that the significance values obtained by each independent variable have exceeded the specified significance value of 0.05. Therefore, these results can be interpreted that there is no heteroscedasticity in this regression model.

Hypothesis Test

To test the truth of the hypothesis that has been proposed in this study, the researcher conducted two methods of analysis, namely the partial significance test (t-test) and path analysis (Path Analysis).

Partial Significance Test (t-Test)

Tests are carried out using a value of 0.05 significance (α = 5%). The decision-making criteria used in testing this hypothesis is if the probability of significance is> 0.05, then the regression coefficient is not significant, which means the hypothesis is rejected. This shows that partially the independent variable does not have a significant effect on the dependent variable. Conversely, if the probability of significance is <0.05, then the regression coefficient is significant which means the hypothesis is accepted. This shows that partially the independent variable has a significant influence on the dependent variable.

The Direct Effect of Green Perceived Value on the Green Purchase Intention

From the results of the partial statistical test (t test) the eco-brand variable on purchasing behavior (t-test) the green perceived value variable on green purchase intention, obtained the sig value. calculate equal to 0,000. Because of the sig value. the count is smaller than the specified alpha (α) which is 0.05, then H1 which states "Green perceived value has a positive and significant effect on the green purchase intention" is accepted.

The Direct Effect of Green Perceived Risk on the Green Purchase Intention

From the results of the partial statistical test (t test) the green perceived risk variable on

Table 4. T-Test Result

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	3.151	2.049		1.538	.127
	Green Perceived Value	.278	.050	.400	5.566	.000
	Green Perceived Risk	-.088	.039	-.124	-2.264	.025
	Green Perceived Quality	.114	.054	.158	2.097	.038
	Green Trust	.224	.047	.365	4.742	.000

a. Dependent Variable: GreenPurchaseIntention

green purchase intention, the sig value is obtained. calculate equal to 0.025. Because of the sig value. the count is smaller than the specified alpha (α) which is 0.05, then H2 which states "green perceived risk has a negative and significant effect on the green purchase intention" is accepted.

The Direct Effect of Green Perceived Quality on Green Purchase Intention

From the results of the partial statistical test (t test) the green perceived quality variable on green purchase intention, the sig value is obtained. calculate equal to 0.038. Because of the sig value. the count is smaller than the specified alpha (α) which is 0.05, then H3 which states "Green perceived quality has a positive and significant effect on the green purchase intention" is accepted.

The Direct Effect of Green Trust on the Green Purchase Intention

From the results of the partial statistical test (t test) the green trust variable against the intentio green purchase, the sig value is obtained. calculate equal to 0,000. Because of the sig value. the count is smaller than the specified alpha (α) which is 0.05, then H7 which states "Green trust against the green purchase intention" is accepted.

Path Analysis

The Effect of Green Perceived Value, Green Perceived Risk, and Green Perceived Quality on Green Trust (Model 1)

The following is the calculation of the path coefficient of the independent variable and the intervening variable used in the model 1 equation. Tables 5 and 6 show the value of path coefficients of independent variables and dependent variables which can then be arranged in the regression model 1 equation as follows:

Y1 = 0.366X1 - 0.131 X2 +0.428 X3 + el

From the regression model 1 equation can be concluded, namely: green perceived value, green perceived quality has a positive relationship and is directly proportional to green trust. While green perceived risk has a negative relationship inversely proportional to green trust. This shows that the stronger the green perceived value and green perceived quality in the product will be followed by the increased interest in consumer purchases of products. But on the contrary, the stronger the green perceived risk will actually decrease consumer confidence (green trust).

To find out the residual value (e) of the regression model 1, the formula e1 = which is then obtained a residual value of e1 = √1-0,552 = √0,448 = 0.67 This indicates that the value of variance green trust that cannot be explained by variables green perceived value, green perceived risk and green perceived quality is 0.67.

The Effect of Green Perceived Value, Green Perceived Risk, Green Perceived Quality on Green Purchase Intention (Model 2)

The following is the calculation of the path coefficient of the independent variable and the intervening variable used in the model equation.

Table 5. R Square Calculated Value on Model1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.743[a]	.552	.540	1.925

a. Predictors: (Constant), Green Perceived Quality, Green Perceived Risk, Green Perceived Value

Table 6. Calculated of Green Perceived Value, Green Perceived Risk, Green Perceived Quality Against GreenTrust Model1:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.483	3.954		2.904	.004
	Green Perceived Value	.415	.092	.366	4.519	.000
	Green Perceived Risk	-.153	.077	-.131	-1.990	.049
	Green Perceived Quality	.503	.098	.428	5.134	.000

a. Dependent Variable: JP

Table 7. R Square Calculated Value in the Model 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.839[a]	.705	.694	.962

a. Predictors: (Constant), Green Perceived Quality, Green Perceived Risk, Green Perceived Value

Table 8. Calculated Effects of Green Perceived Value, Green Perceived Risk, Green Perceived Quality and Green Purchase Intention on Model 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.151	2.049		1.538	.127
	Green Perceived Value	.278	.050	.400	5.566	.000
	Green Perceived Risk	-.088	.039	-.124	-2.264	.025
	Green Perceived Quality	.114	.054	.158	2.097	.038
	Green Trust	.224	.047	.365	4.742	.000

a. Dependent Variable: Green Purchase Intention

Tables 7 and 8 show the value of path coefficients of independent variables and dependent variables which can then be arranged in the regression equation model 2 as follows:

$Y2 = 0.400X1 - 0.124\ X2 + 0.158\ X3 + 0.365\ Y_1 + e2$

From the regression model 2 equation can be concluded, namely:

The regression equation means that the green variable is perceived value, green perceived quality has a positive relationship and is directly proportional to the green purchase intention. While green perceived risk has a negative relationship inversely proportional to the green purchase intention. This shows the stronger the green perceived value, the green perceived quality in HTSA Laundry products will be followed by increased interest in consumer purchases of HTSA Laundry products. But on the contrary, the stronger green perceived risk will actually decrease the interest in consumer purchases (green purchase intention)

To find out the residual value (e) of the model 2 regression equation, then the formula e2 = is used, then the residual value of e2 = √1-0.705 = √0.295 = 0.543. This shows that the value of green purchase intention variance that cannot be explained by the variable green perceived value, green perceived risk, green perceived quality and green trust is 0.543.

Based on the calculation of the regression model 1 and model 2, it can be concluded that the regression from this study is as follows:

$Y1 = 0{,}366\ X_1 - 0{,}131\ X_2 + 0{,}428\ X_3 + e_1$

$Y2 = 0{,}400X1 - 0{,}124\ X2 + 0{,}158\ X3 + 0{,}365\ Y_1 + e2$

Indirect influence of X1 (Green Perceived Value) toward Y2 (Green Purchase Intention)

The results of the IBM SPSS Statistics 22 program output indicate that the direct effect of green perceived value on green trust is represented by β1 of 0.366. The results of the IBM SPSS Statistics 22 program output indicate that the direct effect of green perceived value on green purchase intention is represented by β4 of 0.400. The indirect effect of green perceived value variable on green purchase intention can be seen by multiplying the path coefficient of green perceived value on green perceived trust (β1) and the path coefficient of green trust towards green purchase intention (β7). The results of the multiplication then obtained a value of 0.366x0,365 = 0.134 which is represented by β1xβ7.

The total path coefficient of the indirect influence of green perceived value on green purchase intention was obtained by summing the direct effect of eco-brand and eco-brand indirect influence on consumer purchasing behavior, namely β4 + (β1xβ7) = 0.400 + 0.134 = 0.534.

It is known that the total path coefficient of the indirect influence of green perceived va-

lue on green purchase intention is 0.534, while the path coefficient of direct influence of green perceived value on green purchase intention is 0.400. Because the total indirect path coefficient (0.534)> direct path coefficient (0.400), it can be concluded that H4 which states "from green perceived value has a positive and significant effect on green purchase intention through green trust" is accepted.

Indirect Influence of X2 (Green Perceived Risk) toward Y2 (Green Purchase Intention)

The results of the IBM SPSS Statistics 22 program output indicate that the direct effect of green perceived risk on green trust is represented by β2 of -0.131. The results of the IBM SPSS Statistics 22 program output show that green perceived risk against green purchase intention was represented by β5 of -0.124. The indirect effect of the green perceived risk variable on green purchase intention can be seen by multiplying the path coefficients of green perceived risk on green trust (β2) and the path coefficient of green trust against the green purchase intention (β7). The results of the multiplication are then obtained a value of -0.131x0,365 = -0,048 which is represented by β2xβ7

The total path coefficient of the indirect effect of green perceived risk on green purchase intention is obtained by summing the direct effect of green perceived risk on green purchase intention and the indirect effect of green perceived risk on green purchase intention, namely β5 + (β2xβ7) = -0.124+ (-) 0.048 = (-) 0.172.

It is known that the total path coefficient of green perceived risk's indirect effect on green purchase intention is (-) 0.172, while the path coefficient of green perceived risk's direct effect on green purchase intention is (-) 0.124. Because the total indirect path coefficient (-0.172)> direct path coefficient (-0.124), it can be concluded that H5 which states "Green perceived risk has a negative and significant effect on green purchase intention through green trust" is accepted.

Indirect Influence of X3 (Green Perceived Quality) toward Y2 (Green Purchase Intention)

The results of the IBM SPSS Statistics 22 program output indicate that the direct effect of green perceived quality on green trust is represented by β3 of 0.428. The results of the IBM SPSS Statistics 22 program output show that the direct effect of green perceived quality on green purchase intention is represented by β6 of 0.158. The indirect effect of green perceived quality variable on green purchase intention can be seen by multiplying the path coefficient of Green Perceived Quality to Green Trust (β3) and the path coefficient of Green Trust to Green Purchase Intention (β7). The results of the multiplication then obtained a value of 0.428x0,365 = 0.156 which is represented by β3xβ7.

The total path coefficient of indirect influence from green perceived quality on green purchase intention was obtained by summing the direct effect of green perceived quality on green purchase intention and green perceived quality's indirect effect on green purchase intention namely β6 + (β3xβ7) = 0.158 + 0.156 = 0.314.

It is known that the total path coefficient of green perceived quality's indirect effect on green purchase intention is 0.314, while the path coefficient of green perceived quality's direct influence on green purchase intention is 0.158. Because the total path coefficient is not direct (0.314)> direct path coefficient (0.158), it can be concluded that H6 which states "Green perceived quality has a positive and significant effect on green purchase intention through green trust" is accepted.

The following is a full structural image model of the path analysis of this study based on the results of calculations that have been done:

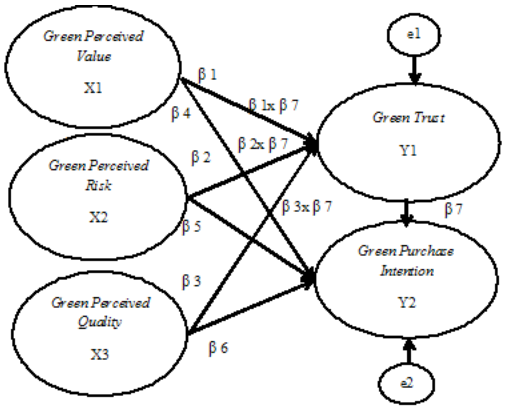

Figure 1. Full Path Analysis Model

CONCLUSION AND RECOMMENDATION

The results of this study have proven that green perceived value and green perceived quality have a positive effect on green purchase intention. The better and stronger the green perceived value and green perceived quality characteristics that are owned by HTSA laundry products, the consumers will feel more confident in buying the product. . While green perceived risk is proven to have a negative and significant effect on the green purchase intention so that companies need to pay

attention to risks that might arise and harm consumers

Green trust is also proven to have a role as an intervening variable between green marketing tools such as green perceived value and green perceived quality and green perceived risk towards the green purchase intention. This means that Green trust can mediate the effect of green marketing tools on the green purchase intention of laundry HTSA products. If the green marketing tool is getting better, it will increasingly affect Green trust so that it will have an impact on increasing interest in consumer purchases. The advice for companies is to continue to innovate with products and improve strategies and concepts in advertising their products. For further researchers, it is recommended to consider other variables that can affect green purchase intention and are related to green marketing.

For the next researcher can expand the object of research not only on SMEs or large companies, but also expected to be able to research other types of companies such as companies that provide services. Companies that offer environmentally friendly service products such as green restaurants, green hotels or green hospitals can be objects of new research that can be studied.

Research on perceptions of intentions on consumers in the community is not enough, it is good that researchers try to identify green consumers and can also know more about what other factors strongly influence green purchase intention, so that they can inform marketers about how to position the product correctly and convey their promotional messages (Karatu and Mat, 2015).

This study only involves 3 variables in measuring the influence of the green purchase intention so that there are still many opportunities for variables that can take a role in influencing the green purchase intention. Variables such as green price sensitivity and green satisfaction are highly recommended for future research. This is because the green price sensitivity variable will show how consumer sensitivity to product prices affects purchase intentions, while green satisfaction variables can be used as mediating variables in future studies. Given, satisfaction or satisfaction can play an important role in influencing purchase intentions.

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