



# The Effect of Green Trust, Green Marketing and Green Perceived Quality on Green Purchase Intention

Andri Wibowo<sup>1</sup>, Wiwik Prihartanti<sup>2</sup>, Agung Edy Wibowo<sup>3</sup>, Hardiono<sup>4</sup>, Agus Rahmanto<sup>5</sup>

<sup>1</sup>Room Division Management Study Program, Politeknik Pariwisata Batam, Batam, Indonesia

<sup>2,4,5</sup>Faculty of Social and Political, University of W.R. Supratman, Surabaya, Indonesia

<sup>3</sup>Planning and Development Study Proogram , Politeknik Pariwisata Batam, Batam, Indonesia

## ARTICLE INFO

## ABSTRACT

### Article history:

Received Nov 2, 2022

Revised Nov 25, 2022

Accepted Des 10, 2022

### Keywords:

Green Trust  
Green Marketing  
Green Perceived Quality  
Green Purchase Intention

This study aims to determine and explain the effect of green trust, green marketing and green perceived quality on green purchase intention. The type of research used is explanatory with a quantitative approach. The population in this study were students of the Faculty of Economics & Business and the Faculty of Social and Political Sciences Semester VII and were still active at W.R. Supratman University in Surabaya. The sample used in this study was 71 respondents who were taken using purposive sampling and data collection methods using questionnaires or online questionnaires. Data analysis used is descriptive statistical analysis and multiple linear regression analysis. The data in this study were processed using SPSS 23 for Windows. The results of this study indicate that green trust, green marketing and green perceived quality partially affect the green purchase intention of mineral water in Aqua packaging.

*This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.*



### Corresponding Author:

Andri Wibowo,  
Room Division Management Study Program,  
Politeknik Pariwisata Batam,  
Jl. Gajah Mada, Tiban Lama, Kec. Sekupang, Kota Batam, Kepulauan Riau 29425, Indonesia,  
Email: [ahmadgamal1222@gmail.com](mailto:ahmadgamal1222@gmail.com)

## INTRODUCTION

The rapid development of technology in the digital era in the last few decades has had several impactful changes in people's daily lives. The positive impact of digital development will make it easier for humans to carry out activities such as the work of making aircraft engines with high enough accuracy which will be easily done with a computer. The process of making plastic as a place for drinking water is easily done by computerization. So it will easily produce a lot of notes in a short time. The bad impact of technology makes changes in human behavior in activities such as a reduction in human labor due to computerization. Reduction in labor results in reduced job opportunities. Meanwhile, due to computerization, production on a large scale such as plastic as a container for mineral water increases and much more.

Regarding plastic as a bottle for mineral water, PT Danone Indonesia has produced plastic mineral water using environmentally friendly materials. The use of environmentally friendly plastic materials is the choice of the Danone company to answer the demands of society.

Talking about the problem of plastic bottle waste is crucial because we find many plastic bottles in every market or street. If the behavior of disposing of garbage is not controlled, it will

result in a lot of scattered garbage that contaminates the landscape and if it has been for days the garbage will give off an unpleasant odor that will disturb the environment.

In 2019, Danone Indonesia offers Aqua brand Bottled Drinking Water (AMDK) products which use 100% recycled products in Bali with the use of 12,000 tons of plastic bottles per year (Rahma, 2019).

Schiffman and Kanuk (2004:25) in Yahya (2022) explain that consumer buying interest can be generated due to the influence of external factors such as marketing efforts and cultural factors, due to awareness of needs, product introduction, and evaluation of alternatives. To generate purchase intention according to the phenomenon raised in this study is related to green trust, green marketing, and green perceived quality.

According to Arshad et al (2014) in Yahya (2022) consumer confidence or trust in green products (green trust) encourages consumers to make purchases of products that will not damage the environment (environmentally friendly), this is in line with Dewanti et al (2018) showing green trust has a positive effect on green purchase intent

The next variable that can generate buying interest is green marketing. Green marketing is an activity to market products in an environmentally friendly way, including modifying products where their use or disposal does not have a harmful impact on the environment, changing the production process, packaging and changing promotional methods that are more environmentally friendly than marketing traditional versions of products (Hawkins, 2010) in Yuliana and Setyo (2022). Product marketing by prioritizing environmental interests is the best breakthrough in marketing activities, where green marketing activities directly have a considerable influence on the sustainability of environmental life. Green marketing activities are a product marketing strategy concept by producers aimed at consumers who care about the environment.

The next variable that can generate buying interest is green perceived quality. According to Chen et al., (2015) green perceived quality is defined as an overall assessment of the superiority or superiority of a product or service by users. The results of research (Zhuang et al., 2010) in Fauzan (2021) that green perceived quality in products has a positive influence on consumer green trust. Perceived perceptions are an important component for long-term relationships with customers, perceived perceptions also play an important role in influencing purchase intentions.

Based on previous research and the above phenomena with the findings, researchers are interested in conducting research with the title "Analysis of the Influence of Green Trust, Green Marketing and Green Perceived Quality on Green Purchase Intentions on Consumers of Aqua Brand Bottled Water with 100% Recycled (Case Study at W.R. Supratman University Surabaya)".

## RESEARCH METHOD

### Green trust

Green trust is consumer trust to use goods or services that are believed to have a positive impact on the environment. Kotler & Keller (2016) explained that trust is the company's willingness to rely on business partners. Trust depends on a number of interpersonal and inter-organizational factors, such as company competence, integrity, honesty and kindness. Green trust according to Lee (2020) is belief or hope resulting from credibility, benevolence, and ability regarding the pro-environmental performance of foreign products. green trust indicates a willingness to depend on a product, service, or brand based on trust or expectations resulting from credibility, truth, and ability regarding environmental performance (Chen & Weng, 2015). When consumer trust increases, consumer purchase intentions will also increase. The effect of green trust on green purchase intention is known from consumers' assessment of trust in environmentally friendly products in the long term because they have a positive impact on the environment, causing an increase in buying interest. Thus, high consumer green confidence refers to higher green purchase intentions. Supported by (Lam et al., 2016) concluded that green trust has a positive impact on green purchase intentions.

Based on the literature review and the results of the previous research mentioned above, the hypothesis in this study can be proposed

H1: Green trust has a positive and significant effect on green purchase intention

### **Green Marketing**

Kotler & Keller (2016:12) argues that green marketing is a form of movement that directed to the organization responsible for producing the product on a regular basis attention to the impact or consequences on the environment. Green marketing uses environmental issues as a strategy to market products. Green Marketing within the company has several processes such as the production process, the pricing process, the promotion process, and the product distribution process (Setyawati and Darma, 2018). Witjes et al. (2017) defined green marketing as part of all marketing activities and examined the positive and negative impacts of these marketing activities on the environment.

Green Marketing is a broad activity, including modifying products, changing production processes, changing product packaging, to changing product advertising. Green marketing is a special case in the implementation of SCM, which is inspired by the attitudes and behavior of both consumers and producers. Green marketing refers to need satisfaction, customer desires and desires in relation to the maintenance and preservation of the environment (Kusnadi and Darma, 2018)

The results of the analysis of previous research conducted by Kusnandar (2016); Kartikasari et al (2018), Hidayat (2013) in Purnama, et al (2019), and Liao et al (2020) concluded that green marketing is able to strengthen the effect of green perceived quality on green purchase intention. Based on the literature review and the results of the previous research mentioned above, the hypothesis in this study can be proposed

H2: Green marketing has a positive and significant effect on green purchase intention

### **Green Perceived Quality**

Green perceived quality is a sustainable concept of perceived quality. Green perceived quality is defined by Nekhamud and Farkas (2020) as a consumer assessment of product quality as a whole regarding the advantages of the product compared to competitors where

The decision of positive or negative product quality is based on the value of the benefits and the quality of the natural ingredients contained in the product offered. The higher the value of the benefits and quality of the product composition materials supported by environmentally friendly product packaging, the higher the GPQ value of consumers for these products becomes.

Green perceived quality by Suhaily et al (2019) is defined as the consumer's perception of the quality value that can be given from environmentally friendly products or green products related to the advantages they have compared to competing products that do not use the green product concept in their product line offered to consumers. Green Perceived Quality is an opinion, paradigm and consumer view of the quality value offered by eco-friendly products or eco-friendly products based on the value of benefits, the price offered and the ease of obtaining these products. Based on these explanations, it can be concluded that green perceived quality is the perception of the quality value of a product with the green product concept where the quality value is assessed based on the benefits that can be obtained when using the product, the price offered, the composition of the product material and other advantages that are not owned by competing products, especially conventional products or non-green products.

Based on the literature review and the results of the previous research mentioned above, the hypothesis in this study can be proposed.

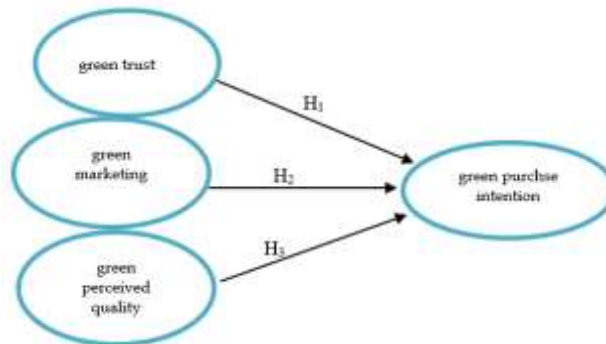
H3: Green perceived quality has a positive and significant effect on green purchase intention

### **Green Purchase Intentions**

Green Purchase Intention is buying interest that is carried out by considering and preferring green products (environmentally friendly products) over conventional or traditional products in the

decision-making process (Aman et al., 2012). Green Purchase Intention is the desire or interest of consumers to consume products or services that have a small impact on the environment. Therefore, there is a desire from consumers to consume products or services that do not harm the environment (Akbar et al., 2014) in Dewanti (2018). Important aspects of measuring Green Purchase Intention according to Chen and Chang (2012): 1) Interested in buying a product because the brand has a reputation for being environmentally friendly, 2) Hoping to be able to buy products in the future because of its environmental performance, 3) Feeling happy when buying a brand's product because it claims to be environmentally friendly. Problems arise from a perceived need and desire to fulfill that need by consuming the appropriate product or service (Maharani and Darma, 2018).

**Conceptual Framework**



**Figure 1.** Conceptual framework

The study used a qualitative research design (Creswell & Creswell, 2017). The location in which this study was conducted was in University of WR Supratman Surabaya. The population was all from the Faculty of Economics and Business and Faculty of Social and Political Sciences. The study used a purposive random sampling technique to obtain the data. The total sample was 71 respondents . Analysis technique to analyze the data with Regression Linier wit Program SPSS version 23.0.

**Research Methods**

The results of the descriptive statistics of respondents in this study showed that the majority of Semester VII student respondents were women with a total of 45 people or 60.6% and men 39.4%. The majority of respondents in this study were from the Faculty of Economics and Business as many as 68 people or 95.8% and the rest from the Faculty of Social and Political Sciences as many as 3 people or 4.2%. More details can be seen in Table 1.

**Table 1.** Demographic

Variable	Category	Count	Percentage
Gender	Male	43	60.6%
	Female	28	39.4%
	Total	71	100.00%
Faulty	Economic and Business	68	95.8%
	Fisipol	3	4.2%
	Total	71	

## RESULTS AND DISCUSSIONS

### Validity and Reliability Test

According to Nasution et al. (2018) validity testing is carried out to find out the truth of what is actually being measured, in this study what is measured is the accuracy of each question item used in measuring research variables. Validity testing was carried out with the corrected item total correlation model. Each question item is declared valid if it produces a corrected item total correlation coefficient above or equal to 0.230, while question items that do not meet the requirements are eliminated from the data processing stage. The reliability test was conducted to determine the consistency of the measuring instrument used and the reliability of the measuring instrument. In general, an instrument is said to be good if it has a Cronbach's Alpha coefficient  $> 0.6$  so that the research questionnaire is declared reliable. The results of the validity and reliability tests of the research variables can be seen in the following table:

**Table 2.** Validity and reliability test

Variables		Validity Test		Reliability Test	
Green Trust		Item	<i>Corrected Item Total Correlation</i>	Information	<i>Cronbach Alpha</i>
1.	In my opinion, Aqua mineral water as an environmentally friendly product can be trusted	GS1	0.811	Valid	0.816
2.	The good reputation of Aqua mineral water can be trusted	GS2	0.755	Valid	
3.	The performance of Aqua mineral water on the environment can be accounted for	GS3	0.806	Valid	
4.	Aqua mineral water's commitment to the environment is reliable	GS3	0.866	Valid	
Green Marketing		Item	<i>Corrected Item Total Correlation</i>	Information	<i>Cronbach Alpha</i>
1.	I like Aqua mineral water because it always campaigns for environmental issues	GM1	0.746	Valid	0.717
2.	I choose Aqua mineral water because of my knowledge related to green products	GM2	0.817	Valid	
3.	I chose Aqua mineral water because it has natural ingredients	GM3	0.837	Valid	
Green Perceived Quality		Kode Item	<i>Corrected Item Total Correlation</i>	Information	<i>Cronbach Alpha</i>
1.	The quality of Aqua mineral water is unquestionable	GPQ1	0.663	Valid	0.734
2.	Reliable quality of Aqua mineral water meets expectations and benefits for the environment	GPQ2	0.683	Valid	
3.	The quality of Aqua mineral water makes me use this product every day	GPQ3	0.665	Valid	
4.	The quality of Aqua mineral water lasts a long time so there is no doubt about continuous use	GPQ4	0.570		
Green Purchase Intention		Kode Item	<i>Corrected Item Total Correlation</i>	Information	<i>Cronbach Alpha</i>
1.	In my opinion, Aqua mineral water is according to my wants and needs	GPI1	0.427	Valid	0.613

Variables		Validity Test		Reliability Test
2.	I am looking for more information about Aqua mineral water from friends, family or experience	GPI2	0.486	Valid
3.	I evaluate similar products before buying Aqua mineral water	GPI3	0.817	Valid
4.	I bought Aqua mineral water because I have compared it with a competitor's brand	GPI4	0.617	Valid
5.	I feel satisfied after buying Aqua mineral water and will buy Aqua again	GPI5	0.722	Valid

The calculation results show that all indicators for the variables of green trust, green marketing, green perceived quality and green purchase intention are valid because they have a calculated r value greater than r table, which is 0.230. So that the variables of green trust, green marketing, green perceived quality and green purchase intention can be used for the next stage of testing. By using SPSS 23.0 for windows, it can be concluded that green trust, green marketing, green perceived quality and green purchase intention are reliable, because the Cronbach alpha value is above 0.6.

**Data analysis**

**Classic Assumption Test Results**

**Normality test**

The normality test was carried out by means of the Kolmogorov Smirnov test and the normal probably plot of standardized residual. From the calculation of the characteristics of the disclosure of social responsibility, then to determine the distribution, a normality test (Kolmogorov Smirnov test) was carried out, if  $p > 0.05$  means that the data is normally distributed so that it can be continued with statistical analysis using multiple linear regression. It turns out that for managerial, organizational culture and financial performance are normally distributed, as can be seen in Figure 2.

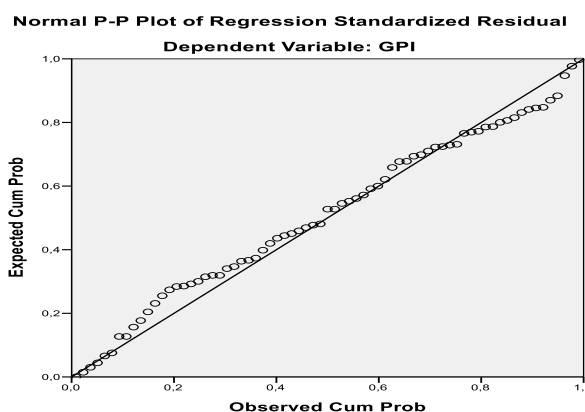


Figure 2. Normality test

**Multicollinearity Test**

To detect the presence of multicollinearity can be seen from the Variance Inflation Factor (VIF). If the value of  $VIF > 10$  then multicollinearity occurs. And vice versa if  $VIF < 10$  then there is no multicollinearity. The results of this test get a  $VIF = 1,000$  indicating that there is no multicollinearity symptom because the VIF value is  $< 10$ . A simple diagnosis of the presence of multicollinearity in the multiple regression model is by looking at the Variance Inflation Factor or

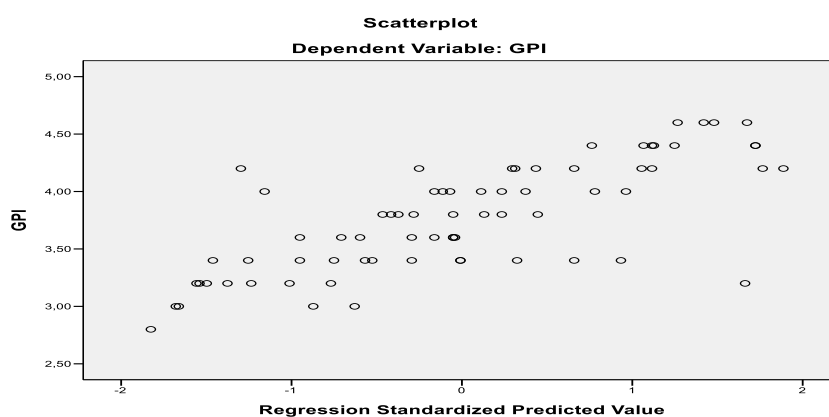
VIF value, that one data has multicollinearity if the value is multicollinearity. The VIF is greater than 1 and less than 10. The test results show that there is no multicollinearity symptom because the VIF value is greater than one and less than 10.

**Table 2.** Values of variance inflation factor

No	Variable	VIF
1	Green Trust (GS)	2.959
2	Green Marketing (GM)	2.981
3	Green Perceived Quality (GPQ)	1/015

### Heteroscedasticity Test

Heteroscedastic test is done through analysis of scatterplot graph. If the scatterplot graph has a data distribution pattern that forms a certain pattern, it shows homoscedasticity. On the other hand, if the scatterplot graph pattern does not form a certain pattern or is random, it indicates that there is no heteroscedasticity. The random pattern in the graph as shown in the figure below shows that the linear regression model does not meet the heteroscedastic assumption. So, the heteroscedasticity test through the scatterplot graph shows that the multiple linear regression model fulfills the homoscedastic assumption. The results of the heteroscedasticity test can be seen in Figure 3.



**Figure 3.** Heteroscedasticity test

### Multiple Linear Regression Analysis Results

To determine the effect of production costs and sales volume on company profits in the Food and Beverage sub-sector Manufacturing Companies Listed on the Indonesia Stock Exchange for the 2018 – 2020 period, multiple linear regression analysis was used. Based on the results of statistical data processing through SPSS version 24, the following output is obtained:

**Table 3.** Results of multiple linear regression analysis

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	$\beta$	Std.Error	Beta		
Constan	0.614	0.402		3,406	0,001
Green Trust (GS)	0.429	0.126	0.476	2,163	0,035
Green Marketing (GM)	0.241	0.112	0.302	2,358	0,021
Green Perceived Quality (GPQ)	0.172	0.073	0.193		

Based on the results of multiple linear regression calculations shown in the table above, the regression equation model is as follows:

$$\text{GPI} = 0.614 + 0,429 \text{ GS} + 0,241 \text{ GM} + 0,172 \text{ GPQ} + e$$

## Discussion

This discussion is about the results of research findings on the suitability of the theory of opinion as well as previous research that has been put forward by previous research and the behavior patterns that must be carried out to overcome this. In the following, there are 3 (three) main sections that will be discussed in the analysis of the findings of this study, which are as follows:

### The Effect of green trust on green purchase intention

Based on the processing results for hypothesis testing 1 variable Green Trust (GS), namely the calculated t value is 3.406 (sig. 0.001) is greater than t table 1.998 then H0 is rejected and H1 is accepted, it can be concluded that the Green Trust (GS) variable has a positive and significant effect on the green purchase intention variable (GPI). In this study, the results obtained were that the significance value of the green trust variable was less than 0.05 (sig. 0.001), which means that the green trust variable had a partial effect on the green purchase intention variable. It was concluded that green trust had a significant effect on green purchase intention for green mineral water in Aqua packaging at the W.R. University Campus. Supratman Surabaya. The effect of green trust on green purchase intention shows a positive relationship in this study. This means that green trust influences the green purchase intention of W.R. University students. Supratman to buy bottled mineral water Aqua. Strong green trust in environmentally friendly products will increase consumer green purchase intentions (Pradnyadewi & Warmika, 2019). Green trust greatly influences green purchase intention. If consumers' perceptions of the benefits of consuming environmentally friendly products are greater, the desire to depend on these products will also be greater. This is because the confidence and credibility of the product in question is getting stronger. Conditions like this lead to higher purchases of products that are considered to have a minimal positive impact on the environment. The results of this study are in line with the results of research conducted by Lam et al., (2016), Kusuma, Surya, & Suhendra (2017), Pradnyadewi & Warmika (2019) and Lestari et al. (2020) concluded that green trust has a positive impact on green purchase intentions.

### The Effect of green marketing on green purchase intention

Based on the results of processing to test the hypothesis 1 green marketing (GM) variable, namely the calculated t value is 2.163 greater than t table 1.998 then H0 is rejected and H1 is accepted, it can be concluded that the green marketing variable (GM) has a positive and significant effect on the green purchase intention variable (GPI). In this study, the results obtained were that the significance value of the green marketing variable was less than 0.05 (sig. 0.035), which means that the green marketing variable had a partial effect on the purchasing decision variable. Green marketing will encourage consumer interest in buying products. The results of this study are in line with the results of research conducted by Priyono (2017), Haryoko and Ali (2018), Kartikasari et al (2018) and Widodo (2020) (showing that green marketing has a positive influence and significant to purchase intention. The stronger the green marketing applied to a product or service, the stronger the customer's purchase intention (Mursandi et al., 2020) states that there is a significant direct effect of the green marketing variable on purchase intention, the stronger the green marketing that is applied to a product or service, the stronger the customer's purchase intention Green marketing can create products that are environmentally friendly and have more benefits, starting with meeting the needs of consumers for environmentally friendly products that influence green purchase intention (Widodo, 2020).

However, the results of this study contradict research conducted by Ahmad, Lopian, & Soegoto (2016), Rahman et al. (2017), Farhanah & Kusumastuti (2020) and Ahmad, Lopian, & Soegoto (2016) Farhanah & Kusumastuti (2020) which stated that there was no significant effect of green marketing and purchase intention, the level of consumer awareness about green products was



high, but significantly simultaneously green initiatives carried out by various governmental and non-governmental agencies are not recognized by consumers, which indicates the need for more efforts from organizations in this green marketing regard.

### **The Effect of green perceived quality on green purchase intention**

Based on the processing results for hypothesis testing 1, the green perceived quality (GPQ) variable, namely the calculated t value, is 4.817 (sig. 0.000) greater than t table 1.998, then H0 is rejected and H1 is accepted, so it can be concluded that the green perceived quality (GPQ) variable has a positive effect and significant to the variable green purchase intention (GPI). In this study, the results obtained were that the significance value of the green perceived quality variable was less than 0.05 (sig. 0.000), which means that the green perceived quality variable had a partial effect on the green purchase intention variable.

The results of this study are in line with research conducted by Lam, Lau, & Cheung (2016), and by Chi, et al. (2014) in Perlambang and Susanto. (2021 which shows that green perceived quality affects green purchase intention. Research that supports research conducted by Gil and Jacob (2018) states that green trust mediates the relationship between green perceived quality and green purchase intention. So some of these studies can show a relationship between green perceived quality on green purchase intention through green trust. This shows that the trust built by Aqua starts from the use of good quality raw materials that can be used repeatedly and is safe for health and of course safe for the environment. So in this case the higher consumer trust in nonamishop stores in the quality of these products, the intention to buy these products will also increase the intention through green trust. This shows that the trust built by Aqua starts from the use of raw materials that have good quality. g is good for repeated use and is safe for health and of course safe for the environment. So that in this case the higher the nonamishop store consumer confidence in the quality of the product, the higher the intention to buy the product

### **The Effect of green perceived quality on green purchase intention**

Based on the processing results for hypothesis testing 1, the green perceived quality (GPQ) variable, namely the calculated t value, is 4.817 (sig. 0.000) greater than t table 1.998, then H0 is rejected and H1 is accepted, so it can be concluded that the green perceived quality (GPQ) variable has a positive effect and significant to the variable green purchase intention (GPI). In this study, the results obtained were that the significance value of the green perceived quality variable was less than 0.05 (sig. 0.000), which means that the green perceived quality variable had a partial effect on the green purchase intention variable.

The results of this study are in line with research conducted by Lam, Lau, & Cheung (2016), and by Chi, et al. (2014) in Perlambang and Susanto (2021 which shows that green perceived quality affects green purchase intention. Research that supports research conducted by Gil and Jacob (2018) states that green trust mediates the relationship between green perceived quality and green purchase intention. So some of these studies can show a relationship between green perceived quality on green purchase intention through green trust. This shows that the trust built by Aqua starts from the use of good quality raw materials that can be used repeatedly and is safe for health and of course safe for the environment. So in this case the higher consumer trust in nonamishop stores in the quality of these products, the intention to buy these products will also increase the intention through green trust. This shows that the trust built by Aqua starts from the use of raw materials that have good quality. g is good for repeated use and is safe for health and of course safe for the environment. So that in this case the higher the nonamishop store consumer confidence in the quality of the product, the higher the intention to buy the product.

## CONCLUSION

Based on the results of the research and discussion, it can be concluded in this study that the green purchase intention of students to buy mineral water in Aqua packaging for environmentally friendly products is influenced by green trust, green marketing, green perceived quality. Students know and understand well that mineral water in Aqua packaging is environmentally friendly in their minds. This is reinforced by the results of this study which state that green trust, green marketing, green perceived quality have a significant effect on green purchase intention.

Theoretical implications state that the green trust variable affects green purchase intention in line with the results of research conducted by Lam et al., (2016), Kusuma, Surya, & Suhendra (2017), Pradnyadewi & Warmika (2019) and Lestari et al. (2020) concluded that green trust has a positive impact on green purchase intentions. The green marketing variable influences green purchase intention in line with the results of research conducted by Priyono (2017), Aprilisya et al., (2017), Haryoko and Ali (2018), Kartikasari et al (2018), Karlina & Setyorini (2019) and Widodo (2020) shows that green marketing has a positive and significant influence on purchase intention. The green perceived variable influences green purchase intention in line with the results of research conducted by Lam, Lau, & Cheung (2016), and by Chi, et al. (2014) in Perlambang and Susanto. (2021 which shows that green perceived quality affects green purchase intention.

The managerial implication of this research is that it is known that overall the students of the Faculty of Economics & Business and the Faculty of Social and Political Sciences, University of W.R. Supratman Surabaya, who is the respondent of this study, has given a good response to Aqua mineral drinking water as a product that uses green marketing in its marketing, and convinces with green trust and green perceived quality support. Currently, the use of Aqua mineral drinking water is popular among students who are aware of the surrounding environment. A sign that consumers love the environment, the number of users of Aqua mineral drinking water will continue to increase.

## References

- Ahmad, F., Lopian, J., & Soegoto, A. S. (2016). Analisis Green Product dan Green Marketing Strategy terhadap Keputusan Pembelian The Body Shop di Manado Town Square. *Emba*, 4(1), 33-44.
- Allah Wasaya, Muhammad Abid Saleem, Jamil Ahmad, Muhammad Nazam, M.Mohsin Ali Khan & Mohammad Ishfaq. (2021). Impact of green trust and greenperceive quality on green purchase intentions : A moderation study. *Environment, Development and Sustainability*, 23 (9); 13418-13435
- Anjani, N., & Aksari, N. M. (2016). Pengaruh Green Advertising, Eco Brand, Dan Green Trust Terhadap Perilaku Pembelian Produk Hijau Di Kota Denpasar. *E-Jurnal Manajemen Unud*, 2814-1841.
- Asshidin, N., Hazlin, N., Nurazariah, A., & Bashira, B. H. (2016). Perceived quality andemotional value that influence consumer's purchase intention towards americanand local products. *Journal Procedia Economics and Finance*, 3, 639 - 643.
- Agustina, R., DH, A., & Wilopo, W. (2016). Pengaruh Pemasaran Hijau Terhadap Citra Merek Hijau Serta Dampaknya Pada Keputusan Pembelian. *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 33(1), 171-179.
- Aditi, B., Nani, J., Desy Surya, E.D., and Manullang, S.O. (2020).Green Trust Mediates The Effect Of Green Perceived Value And GreenPerceived Risk Against Green Repurchase Intention. *International Journal of Advanced Science and Technology*. Vol. 29, No. 9s, pp. 354-365.
- Bunga Aditi, Nani, Juliana, Elfitra Desy Surya, Sardjana Orba ManullangGreen Trust Mediates The Effect Of Green Perceived Value And GreenPerceived Risk Against Green Repurchase Intention. *International Journal of Advanced Science and Technology*. Vol. 29, No. 9s, (2020), pp. 354-365.
- Chairy, C., & Alam, M. E. N. (2019). The Influence of Environmental Concern, GreenPerceived Knowledge, and Green Trust on Green Purchase Intention. *JurnalManajemen*, 10(2), 131. <https://doi.org/10.32832/jm-uika.v10i2.2431>.
- Dewi, C.S., and Annas, M. (2022).Consumption Value Dimension of Green Purchase Intention withGreen Trust as Mediating Variable *VDIJEF*Avol. 3, No. 3, July.
- Darma, G.S. (2018). *Seuntai Pesan, Menjawab Zaman*. Indonesia: Pustaka Larasan Press.

- Dewanti, Tiarani Rachma. (2018). Pengaruh Green Brand Image Terhadap Green Trust Serta Implikasinya Terhadap Green Purchase Intention (Survei Online pada Calon Konsumen Lush Fresh Handmade Cosmetic di Indonesia). *Skripsi Fakultas Ilmu Administrasi, Universitas Brawijaya*
- Dewi, K., & Aksari, N. (2017). Peran Brand Image dalam Memediasi Pengaruh Green Marketing terhadap Keputusan Pembelian (Studi Kasus Produk Oriflame Di Kota Denpasar). *E-Jurnal Manajemen Universitas Udayana*, Vol. 6(11).
- Farhanah, A., & Kusumastuti, A. E. (2020). *Kesadaran Produk Ramah Lingkungan Sebagai Mediasi : Kepedulian Lingkungan dan Efektivitas Sosial Media*. 2(1), 65–80.
- Fauzan, Shafa. (2021). Analisis Pengaruh Lingkungan terhadap *Green Trust*, *Green Satisfaction*, dan *Green Perceived Quality* pada Konsumen Kosmetik Wardah di Daerah Istimewa Yogyakarta. *Skripsi Fakultas Ekonomi dan Bisnis, Universitas Isla Indonesia*.
- Giffar, Davinindya. 2016. Peran Iklan, Brand Image, Price, Trust, Dan Perceived Value Terhadap Repurchase Intention Traveloka. *Jurnal Ilmiah Mahasiswa FEB*. 4(1).
- Ginantra, K.G., Lestari, N.P.N.E., Gorda, A.A.N.E.S., and Darma, G.S. (2017). Effects of Promotion, Product Quality, Brand Image and Price on Customer Satisfaction and Brand Switching Decision, *International Journal of Management and Economics Invention*, 3 (12): 1514-1523.
- Hojjat, M., & Khoshtina, B. (2016). Investigating the Factors Affecting Female Consumers' Willingness toward Green Purchase Based on the Model of Planned Behavior. *Procedia Economics and Finance*, 36, 441–447. [https://doi.org/https://doi.org/10.1016/S2212-5671\(16\)30062-4](https://doi.org/https://doi.org/10.1016/S2212-5671(16)30062-4)
- Giffar, Davinindya. (2016). Peran Iklan, Brand Image, Price, Trust, Dan Perceived Value Terhadap Repurchase Intention Traveloka. *Jurnal Ilmiah Mahasiswa FEB*. 4(1)
- Karlina, G., & Setyorini, R. (2019). Pengaruh Green Marketing Terhadap Keputusan Pembelian Dengan Brand Image Sebagai Mediator ( Studi Pada Innisfree Bandung ). *Karya Ilmiah - Skripsi (S1) - Reference Prodi S1 Administrasi Bisnis, Fakultas Komunikasi Bisnis, Universitas Telkom*, 1(2), 56–65.
- Karlina, G., & Setyorini, R. (2021). Pengaruh Green Marketing terhadap Keputusan Pembelian dengan Brand Image sebagai Mediator. *Management & Accounting Expose*, Vol. 1(2).
- Kartikasari, M. D., Dimiyati, M., & Sukarno, H. (2018). Pengaruh Green Marketing dan Pengetahuan Terhadap keputusan Pembelian dengan Mediasi minat Membeli konsumen Sariayu Martha Tilaar di Kota Jember. *E-Journal Ekonomi Bisnis Dan Akuntansi*, 5(2), 172.
- K.M.Lai, C., & Eddie W.L.Cheng. (2016). Green purchase behavior of undergraduate students in Hong Kong. *The Social Science Journal*, 53(1), 67–76. <https://doi.org/https://doi.org/10.1016/j.soscij.2015.11.003>
- Kusnadi, D.S., and Darma, G.S. (2018). Menakar Implementasi Green Marketing Pada Usaha Kecil Menengah, *Jurnal Manajemen & Bisnis*, 15(1): 1-18.
- Kusnandar, D. L. (2016). Pengaruh Green Marketing Terhadap Pengambilan keputusan (Studi Empiris pada Greenhost Boutique Hotel Yogyakarta). *Jurnal Fakultas Ekonomi Universitas Siliwangi*, 3(24), 1–20.
- Khoirudin, I. A. (2020). *Perbedaan pengaruh produk hijau dan produk non hijau terhadap penolakan produk*
- Kusuma, E. I., Surya, J., & Suhendra, I. (2017). Pengaruh Strategi Green Marketing dan Pengetahuan Lingkungan Terhadap Keputusan Pembelian Melalui Minat Beli Sebagai Variabel Intervening (Studi pada member Tupperware di Kota Rangkasbitung). *Jurnal Riset Bisnis Dan Manajemen Tirtayasa*, 1(1), 33–49.
- Lam, A. Y.C., Lau, M. M., & Cheung, R. 2016. Modelling The Relationship Among Green Perceived Value, Green Trust, Satisfaction, And Repurchase Intention Of Green Products. *Contemporary Management Research*. 12(1): 47-60.
- Lestari, E. R., Putri, H. K., Anindita, C., Laksmiari, M. B., Korespondensi, P., Product, G., ... Lingkungan, K. (2020). *Pengaruh Green Product (Minuman Ramah Lingkungan), Green Advertising, dan Kepedulian Lingkungan Terhadap Green Trust dan Implikasi Terhadap Minat Beli*. 21(1).
- Lee, Y. K. (2017). A Comparative Study of Green Purchase Intention between Korean and Chinese Consumers: The Moderating Role of Collectivism. *Sustainability*, 9(11), 1930. <https://doi.org/DOI:10.3390/su9101930>.
- Liao, Y. K., Wu, W. Y., & Pham, T. T. (2020). Examining the moderating effects of green marketing and green psychological benefits on customers' green attitude, value and purchase intention. *Sustainability (Switzerland)*, 12(18), 1–19.
- Maharani, I.G.A.P.D., and Darma, G.S. (2018). Consumer Purchasing Behavior Analysis on Impulse Buying, *Jurnal Manajemen & Bisnis*, 15 (3): 16-37.
- Mursandi, D. A., Sudirman, H. A., & Militina, T. (2020). The Impact of Green Marketing and Corporate Social Responsibility On Brand Image, Purchase Intention, and Purchase Decision (Study On the Body Shop in Samarinda). *International Journal of Economics, Business and Accounting Research (IJE BAR)*, 4(4), 987-999.

- Nandaika, M. E., & Respati, N. N. R. (2021). Peran Brand Image dalam Memediasi Pengaruh Green Marketing terhadap Keputusan Pembelian (Studi pada Produk Fashion Merek Uniqlo di Denpasar). *E-Jurnal Manajemen Universitas Udayana*, Vol. 10(6).
- Nekmahmud, M., & Fekete-Farkas, M. (2020). Why not green marketing? Determinates of consumers' intention to green purchase decision in a new developing nation. *Sustainability (Switzerland)*, 12(19), 1–31.
- Purnama, P.A.I., and Adi, N.R. (2019). Green Marketing dan Quality Brand Sebagai Prediktor Perilaku Konsumendan Dampaknya Terhadap Keputusan Pembelian Produk. *Jurnal Manajemen dan Bisnis* .Volume 16, No. 1, Januari.
- Suhaily, L., & Darmoyo, S. (2019). Effect of Green Product and Green Advertising to Satisfaction and Loyalty which mediated by Purchase Decision. *International Journal of Contemporary Applied Researches*, 6(1), 44–57.
- Setyawati, T., and Darma, G.S. (2018). Efektifkah Experiential Marketing di Sebuah Rumah Sakit ?, *Jurnal Manajemen & Bisnis*, 15(1): 160-175.
- Rahman, A. S., Barua, A., Hoque, R., & Zahir, M. R. (2017). Influence of Green Marketing on Consumer Behavior: A Realistic Study on Bangladesh. *Global Journal of Management and Business Research*, 17(1)
- Rahhmawati, D., A. Puspaningrum., D. Hardiwidjojo. 2019. Hubungan Green Percieved Value, Green Brand Image, dan Green Trust Terhadap Green Purchase Intention. *Iqtishoduna*. Vol 15 (1).
- Suprpto, D.Y., dan Efendi. 2017. Analisis Mediasi Green Trust pada Purchase Intention Produk Green. *Jurnal Sains Pemasaran Indonesia*. Vol 16 (3).
- Pradnyadewi, N. P., & Warmika, I. K. (2019). Peran Green Trust Memediasi Pengaruh Green Perceived Value Terhadap Green Purchase Intentions. *E-Journal Manajemen*, 2753-2780.
- Setyawati, T., and Darma, G.S. (2018). Efektifkah Experiential Marketing di Sebuah Rumah Sakit ?, *Jurnal Manajemen & Bisnis*, 15(1): 160-175.
- Putu Agus Indra Purnama dan Nyoman Rasmien Adi. (2019). Green Marketing dan Quality Brand Sebagai Prediktor Perilaku Konsumendan Dampaknya Terhadap Keputusan Pembelian Produk *Jurnal Manajemen dan Bisnis* .Volume 16, No. 1, Januari.
- Haryoko, U.B. dan H.A.A. Ali. 2018. Pengaruh Green Marketing Dan Brand Image Terhadap Minat Beli Air Mineral Dalam Kemasan (AMDK) Merek ADES (Studi Kasus Pada Mahasiswa Prodi Manajemen SI Reguler C Fakultas Ekonomi Universitas Pamulang). Prosiding Seminar Ilmiah Nasional. 27-28 oktober 2018.
- Rahman, A. S., Barua, A., Hoque, R., & Zahir, M. R. (2017). Influence of Green Marketing on Consumer Behavior: A Realistic Study on Bangladesh. *Global Journal of Management and Business Research*, 17(1).
- Rahhmawati, D., A. Puspaningrum., D. Hardiwidjojo. 2019. Hubungan Green Percieved Value, Green Brand Image, dan Green Trust Terhadap Green Purchase Intention. *Iqtishoduna*. Vol 15 (1).
- Suprpto, D.Y., dan Efendi. 2017. Analisis Mediasi Green Trust pada Purchase Intention Produk Green. *Jurnal Sains Pemasaran Indonesia*. Vol 16 (3).
- Pradnyadewi, N. P., & Warmika, I. K. (2019). Peran Green Trust Memediasi Pengaruh Green Perceived Value Terhadap Green Purchase Intentions. *E-Journal Manajemen*, 2753-2780.
- Priyono, A. (2017). Pengaruh Green Marketing dan Identitas Merek pada Citra Merek terhadap Pengambilan Keputusan Pembelian Produk Ultra Milk di Area Pemasaran Jakarta. *Industrial Engineering Journal*, Vol. 6(1).
- Warmadewa, D.Y., and Paramita, E.L. (2021). Yong Customer's Green Purchasing Behavior : The Influence of Enviromental Awareness And Green marketing. *International Journal of Economics, Business and Accounting Research (IJE BAR)*. Vol-5, Issue-3, September 2021 (IJE BAR).
- Wasaya, A., Saleem, M.A., Ahmad, J., Nazam, M. Khan, M.M.A., and Ishfaq, M. (2021). Impact of green trust and greenperceive quality on green purchase intentions: A moderation study. *Environment, Development and Sustainability*, 23 (9); 13418-13435.
- Widodo, S. (2020). Pengaruh Green Product dan Green Marketing terhadap Keputusan Pembelian Produk Elektronik Merek Sharp di Electronic City Cipinang Indah Mall Jakarta Timur. *Jurnal Ilmiah M-Progress*, Vol. 10(1).
- Yahya. (2022). Peran green marekting, Green Brands Image Terhadap Purchase Intention dengan Green Trust Sebagai Variabel Intervening. *Jurnal Ilmu Manajemen dan Bisnis*. Volume 1, Nomor 1, Mei: 17 – 38
- Yuliana, Rahmi dan Setyo Pantawis (2022 ). Analisis Green Produk, Green Marketing dan Green Knowladge di Kota Semarang. *Eduonomika*. Vol. 06, No. 01.