

THE INFLUENCE OF GREEN TRUST AS A MEDIATION VARIABLE BETWEEN GREEN WOM AND GREEN PERCEIVED VALUE ON GREEN PURCHASE INTENTION ON WARDAH PRODUCTS IN SURAKARTA

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Abstrak

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh Green Word of Mouth (WOM) terhadap Green Trust pada produk Wardah, menganalisis pengaruh Green Perceived Value terhadap Green Trust pada produk Wardah, Menganalisis pengaruh Green Word of Mouth (WOM)) tentang Green Buy Intention pada produk Wardah, menganalisis pengaruh Green Perceived Value terhadap Green Buy Intention pada produk Wardah, menganalisis pengaruh Green Trust terhadap Green Buying Intention pada produk Wardah, menganalisis peran Green Trust sebagai mediator terhadap pengaruh tersebut Green Word of Mouth (WOM) terhadap Green Buying Intention pada produk Wardah, menganalisis peran Green Trust sebagai mediator pengaruh Green Perceived Value terhadap Green Buying Intention pada produk Wardah. Teknik penelitian yang digunakan adalah kuantitatif, pengumpulan data menggunakan metode kuesioner dan sampel dalam penelitian ini berjumlah 100 orang dengan teknik purposive sampling. Analisis dalam penelitian ini dibantu dengan menggunakan SPSS dan SmartPLS. Green word of Mouth (WOM) berpengaruh positif dan signifikan terhadap green trust pada produk Wardah di Surakarta. Green perception value berpengaruh positif dan signifikan terhadap green trust pada produk Wardah di Surakarta. Green trust berpengaruh positif dan signifikan terhadap green purchasetention pada produk Wardah di Surakarta. Green Word of Mouth (WOM) tidak berpengaruh terhadap niat pembelian ramah lingkungan pada produk Wardah di Surakarta. Nilai persepsi hijau berpengaruh positif dan signifikan terhadap niat pembelian ramah lingkungan pada produk Wardah di Surakarta. Green trust mampu memediasi pengaruh green word of Mouth (WOM) terhadap green perception value produk Wardah di Surakarta. Green trust mampu memediasi pengaruh green perception value terhadap green purchasetention pada produk Wardah di Surakarta.

Kata Kunci: Nilai yang dirasakan ramah lingkungan, niat pembelian ramah lingkungan, kepercayaan ramah lingkungan, informasi dari mulut ke mulut yang ramah lingkungan

Abstract

The purpose of this study is to analyze the effect of Green Word of Mouth (WOM) on Green Trust in Wardah products, analyze the effect of of Green Perceived Value on Green Trust in Wardah products, Analyzing the effect of Green Word of Mouth (WOM) on Green Purchase Intention on Wardah products, analyzing the effect of Green Perceived Value on Green Purchase Intention on Wardah products, analyzing the effect of Green Trust on Green Purchase Intention on Wardah products, analyzing the role of Green Trust as a mediator on the influence of Green Word of Mouth (WOM) on Green Purchase Intention in Wardah products, analyzing the role of Green Trust as a mediator on the effect of Green Perceived Value on Green Purchase Intention in Wardah products. The research technique used is quantitative, data collection uses a questionnaire method and the sample in this study amounted to 100 people with purposive sampling. The analysis in this study was assisted using SPSS and SmartPLS. Green word of mouth (WOM) has a positive and significant effect on green trust in Wardah products in Surakarta. Green perceived value has a positive and significant effect on green trust in Wardah products in Surakarta. Green trust has a positive and significant effect on green purchase intention for Wardah products in Surakarta. Green word of mouth (WOM) has no effect on green purchase intention for Wardah products in Surakarta. Green perceived value has a

positive and significant effect on green purchase intention for Wardah products in Surakarta. Green trust is able to mediate the influence of green word of mouth (WOM) on the green perceived value of Wardah products in Surakarta. Green trust is able to mediate the influence of green perceived value on green purchase intention for Wardah products in Surakarta.

keyword: Green perceived value, green purchase intention, green trust, green word of mouth

1. INTRODUCTION

Today's increasingly rapid business development is also accompanied by increasingly complex environmental problems. Environmental problems have become a strategic issue to be studied and resolved by various parties. Based on the IQAir 2021 World Air Quality report, Indonesia is ranked at the top as the most polluted country in the world and is ranked first as the most air polluted country in Southeast Asia. According to Atha'ammam and Kuswati (2022) Indonesia produced 67.8 million tonnes of waste in 2020. The largest contributors to waste came from households, namely 37.3 percent. Sustainable consumption that is too fast in the future will have a negative impact on the environment if it is not followed by environmental concern. Sustainable consumption itself is the behavior of using goods and services to meet needs, resulting in a better quality of life.

Currently, the rate of environmental degradation throughout the world continues to increase and worsens the current level of global warming. The increasing global temperature on earth has the potential to bring about various detrimental chain reactions that could endanger the survival of humanity, including the expansion of deserts due to uncontrolled deforestation, melting of the polar ice caps, rising sea levels, and extinction of animals and plants. species, disrupt agricultural activities and productivity, as well as increase the distribution and potential for increased natural disasters (Waskito and Wahyono, 2017). Environmental protection efforts are growing along with increasing consumer awareness. Companies and consumers are parties who play a role in preserving the environment. The environment and sustainability are major concerns in this modern era. In the midst of increasing awareness of environmental issues, more and more consumers are interested in eco-friendly products. In such conditions, one of the company's strategies is to produce various kinds of products that use materials that do not damage the environment or are known as green products (eco-friendly products).

Awareness of the importance of environmental sustainability has begun to be embedded in the minds of consumers. So business people need to immediately respond to this important issue, for example through advertising themes and product content and packaging that lead to green products (Waskito 2012). Eco-friendly products are perceived differently by the millennial generation, who in fact are potential buyers in the future, especially due to the increasingly high perception of healthy consumption (Nasir, 2019). There are various kinds of

eco-friendly products in Indonesia, one of which is Wardah products (Weddy & Febrya, 2016). Wardah is one of the companies that implements green marketing produced by PT. Paragon Technology and Innovation (PTI) in 2011. Wardah is famous, among other things, because its cosmetic products use halal and natural ingredients and have an LPPOM MUI halal certificate. In the cosmetics sector, the health and safety values are almost the same as BPOM or halal products, so you are no longer afraid of chemicals that are harmful to the skin and long-term product use (Widyaningrum, 2021). And the most important thing is that the production of Wardah products does not pollute the environment and does not damage consumers' bodies.

Based on top brand index data, from 2019 until now, it shows that several Wardah brands have superior brand indexes. Top Brand is an appreciation given to the best brands chosen by consumers, with the assessment based on research on Indonesian consumers. This consumer selection was carried out through a survey from the Frontier Consulting Group from several large cities in Indonesia (www.topbrand-award.com).

Market power is in the hands of the customer, whose intention and decision to make a purchase is the customer. Companies need to play an important role in the sustainability of eco-friendly businesses. One of the factors that influences purchase intentions is green trust (Wahyumar, 2023)

Trust is the driving force behind consumers favoring a product from a specific brand over one from a different brand, according to Gupta et al. (2019). The definition of green trust was presented by (Weng et al., 2020) who stated that green trust can be interpreted as a willingness to rely on a product, service or brand based on trust or expectations resulting from credibility, truth and capability regarding its environmental performance? Green trust is a willingness to rely on products, services or brands that are based on beliefs or hopes resulting from credibility, policies and capabilities regarding environmental performance (Mahendra & Sulistyawati, 2017). Green trust is the willingness to use several trusted goods, services or trusted brands that are believed to have a positive impact on the environment (Rakhmawati et al. 2019). Green trust is able to significantly influence purchasing intentions (Wahyumar, 2023; Ahmad & Zhang 2020).

The next factor is green perceived value, according to Ahmad & Zhang (2020), green perceived value can influence green purchase intention. Green perceived value defined as a comprehensive assessment of consumers regarding the benefits they receive and what they sacrifice based on environmental desires, hopes for sustainability and all needs for green or environmentally friendly products (Chen and Chang, 2012). According to Zhuang 1997 dalam Rakhmawati (2019) green perceived value is not only possible be an important determinant in

maintaining long-term customer relationships long but also plays a key role in influencing purchase intentions consumer

Apart from that, there are several factors that influence green purchase intention, one of which is green word of mouth (WOM). Previous research has revealed that belief in a company's eco-friendly practices, perceived value of eco-friendly products, and satisfaction with the use of eco-friendly products are positively related to the intention to purchase eco-friendly products. Green word of mouth (WOM) refers to interpersonal communication that focuses on information and views related to sustainable and eco-friendly products. Green word of mouth (WOM) can influence consumer perceptions of trust, value and satisfaction regarding eco-friendly products. According to research results, green word of mouth does not have a significant effect on green purchase intention, Roman-Augusto et al., (2022). Meanwhile, according to Sitorus and Hartono (2017), good word of mouth will increase trust.

In the context of this research, it is important to understand the influence of green trust as a mediating variable relationship among green word of mouth, green perceived value and green purchase intention eco-friendly products. By deepening the understanding of how eco-friendly green trust influences the relationship between these variables, this research can provide valuable insights for marketers and decision makers in developing more effective strategies to promote and increase the adoption of eco-friendly products.

Based on the description of the phenomenon and previous research above, researchers are interested in conducting research entitled "The Influence of Green Trust as a Mediation Variable between Green Word of Mouth (WOM) and Green Perceived Value on Green Purchase Intention on Wardah Products in Surakarta".

2. METHOD

The research method used by researchers is quantitative research. According to Sugiyono (2019). Quantitative research is defined as a research method based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses.

Researchers use this type of quantitative research, because this research describes a variable, symptom or situation being studied as is and uses numerical data obtained from questionnaires. With this method, it is hoped that we can explain phenomena based on the data and information obtained.

The population in this research are consumers who are interested/intention to buy Wardah

products. In this study, the exact population taken is not known, so in this study the Rao Purba formula (Fajrin & Gunadi, 2022) is used as follows:

Where:

n = Number of samples

Z = Level of confidence required in the determination sample (95%=1.96)

MOE = Margin of Error, namely the maximum error rate tolerable, determined at 10%.

Based on the calculation results above, the sample size for this study is 94.04 which is rounded up to 100 respondents. Researcher chose the sampling method *non-probability sampling* method used in this research is *purposive sampling technique* The sampling criteria for *purposive sampling* in this study are as follows:

- 1) Respondents aged 17 years and over;
- 2) Respondents know that eco-friendly products, especially Wardah products;
- 3) Respondents intend to buy Wardah products.

The method used to collect data in this research was by using a questionnaire. A questionnaire is a number of written questions that are used to obtain information from respondents in the sense of reports about their personality, or things that are known (Arikunto, 2019). In this research, indicators are measured using a Likert scale which has five levels of preference, each with a score of 1 to 4 with the following conditions:

The Likert scale provides an opportunity for respondents to express their feelings in the form of agreement with a statement (Sugiyono, 2019). The Analysis data using SPSS and Smart PLS.

3. RESULT AND DISCUSSION

3.1 The Influence of Green Word of Mouth on Green Trust

According to the findings of this study's analysis, green word of mouth (WOM) has an effect on green trust. Based on the findings, the P-Value is $0.014 < 0.05$, demonstrating that green word of mouth (WOM) has a positive and substantial effect on green trust, and so this hypothesis is supported. Reading suggestions, according to Liang and Scammon (Wani et al., 2016), will influence online purchasing inclinations. Traditional recommendation sources can be found online, as can future recommendation systems within a group. Consumers will be assured by information about the site and its offerings. According to Yuwanti et al.'s (2023) investigation, WOM has a big and favorable effect on trust. Word of mouth (WOM) influences trust positively. The more the trust, the better the word of mouth (WOM) (Sitorus & Hartono, 2017).

3.2 The Influence of Green Perceived Value on Green Trust

According to the findings of this study's analysis, green perceived value influences green trust. Based on the findings, the P-Value is $0.000 < 0.05$, indicating that green perceived value has a positive and significant effect on green trust, and so this hypothesis is accepted. Green perceived value is defined by Patterson and Spreng (1997) in Chen and Chang (2012) as the overall consumer appraisal of the net benefits of products or services obtained and delivered based on consumer preferences and expectations of a sustainable environment and green needs. Because environmental awareness is increasingly prevalent today, perceived value is vital in building customer trust. It has been well researched that perceived value has a beneficial effect on marketing performance. When the perceived and accepted value of a product or service is high, consumer confidence in that product or service rises, and vice versa. According to Pradnyadewi and Warmika (2019), Rakhmawati (2019), Waskito (2015), and Wahyumar (2023), there is a positive association between green perceived value and consumer green trust in green products.

3.3 The Influence of Green Trust on Green Purchase Intention

According to the findings of this study's analysis, green trust influences the sustainability of purchasing. Based on the findings, the P- Value is $0.000 < 0.05$, indicating that green trust has a positive and significant effect on green purchasing intention, and so this hypothesis is accepted. When one person believes in the conduct of another, trust is formed. Green purchasing behavior will be influenced by trust in green products (Chen, 2013). Consumer trust is a critical predictor of long- term consumer behavior. According to Nangi (2015)'s research, trust has a beneficial effect on students' interest in reusing e-commerce. Previous research by Pradnyadewi and Warmika (2019); (Rakhmawati, 2019); Chairy and Aam, 2019); (Wahyumar, 2023) indicates that trust has a direct and beneficial effect on repurchase intentions in retail organizations.

3.4 The Influence of Green Word of Mouth on Purchase Intention

Green word of mouth (WOM) influences purchase intention, according to the conclusions of this study's analysis. The P-Value is 0.152 greater than 0.05, showing that green word of mouth (WOM) has no significant effect on purchase intention, and hence this hypothesis is rejected. Consumers learn from and are influenced by the opinions and/or actual purchases of other consumers. According to Sitorus and Hartono (2017), Kazmi and Mehmood (2016), and Wani et al (2016), word of mouth (WOM) has a positive effect on purchase intention. The higher the buying intention, the better the word of mouth (WOM). Green word of mouth (WOM) has no effect on purchase intention in this study since the purchasing intention conversation is not tied to the reputation of being eco-friendly or green items. Aside from that, cultural, sociological,

psychological, and personal aspects, such as a person's economic status, impact the decision to purchase skincare (Putri et al., 2019). depends on the physiological state of each individual. However, contrary to research conducted by Román-Augusto et al (2022), the results of the study demonstrate that green word of mouth (WOM) did not show a relationship with green purchase intention for eco-friendly products. This study also found that green word of mouth (WOM) has no effect on eco-friendly purchasing intentions Ghassani et al. (2022).

3.5 The Influence of Green Perceived Value on Green Purchase Intention

Green perceived value, according to the conclusions of this study's research, boosts green purchasing intention. Based on the data, the P- Value is $0.037 < 0.05$, indicating that green perceived value has a positive and significant effect on green purchasing intention, and so this hypothesis is accepted. Green perceived value and green purchasing intention have a positive and significant relationship. Previous research (Kresno, 2019), Pradnyadewi and Warmika (2019), (Rkahnawati et al., 2019), and (Chairy & Aam, 2019) complement the findings of this research. According to Dhewi et al. (2018), green perceived value is positively associated to the intention to purchase eco-friendly products.

3.6 The Role of Green Trust as a Mediator on the Influence of Green Word of Mouth (WOM) on Green Purchase Intention

According to the findings of this study, green trust modulates the association between green word of mouth (WOM) and green purchase intention. The P-Value obtained from the results is $0.0043 < 0.05$, indicating that green trust has a positive and significant influence on mediating green word of mouth (WOM) to green purchase intention. As a result, this idea is accepted. Zhao et al. (2020) discovered that the quality of information from word of mouth (WOM) is positively related to trust (real time, provides information according to needs, contains all information about the product that consumers want to buy, and the information is written professionally, deeply, and broadly). The influence of word of mouth (WOM) on purchase intention is mediated by trust.

3.7 The Role of Green Trust as a Mediator on the Influence of Green Perceived Value on Green Purchase Intention

According to the findings of this study, green trust modulates the association between green perceived value and green purchase intention. The P-Value obtained from the data is $0.000 < 0.05$, indicating that green trust has a positive and significant influence on mediating green perceived value to green purchase intention. As a result, this idea is accepted. Green trust mediates the influence of green perceived value on green purchase intention for eco-friendly products in Iran, according to research conducted by Dehghanan and Bakhshandeh (2014). This

is due to the increasing amount of information obtained by consumers regarding the benefits of a product, which in turn will give rise to trust in the product, which can ultimately influence consumer purchasing behavior for that product. Green trust mediates the relationship between green perceived value and green purchase intent (Isa et al., 2013). Previous research by Chen and Chang (2012) demonstrated that companies must increase their customers' green trust because there is a significant positive mediating effect on green trust, allowing companies to increase the relationship between green perceived value and green purchase intention. The more the perceived value expressed, the higher the trust, which increases the intention to acquire the product (Wulandari and Ekawati, 2015). According to Wahyumar (2023); Pradnyadewi and Warmika (2019), green trust can act as a variable between green perceived value and green purchasing intention.

4. CLOSING

4.1 Conclusion

The purpose of this study is to see how green trust as a mediator in the influence of green word of mouth (WOM) and green perceived value on green purchase intention for Wardah products. Based on the findings of the previous chapter's study and debate, the following conclusions can be drawn: Green word of mouth (WOM) has a positive and significant effect on green trust in Wardah products in Surakarta. Green perceived value has a positive and significant effect on green trust in Wardah products in Surakarta.

- 1) Green trust has a positive and significant effect on green purchase intention for Wardah products in Surakarta.
- 2) Green word of mouth (WOM) has no effect on green purchase intention for Wardah products in Surakarta.
- 3) Green perceived value has a positive and significant effect on green purchase intention for Wardah products in Surakarta.
- 4) Green trust is able to mediate the influence of green word of mouth (WOM) on the green perceived value of Wardah products in Surakarta.
- 5) Green trust is able to mediate the influence of green perceived value on green purchase intention for Wardah products in Surakarta.

4.2 Limitations

In this research there are several research limitations including:

- 1) Time limitations for power collection were only carried out for a few weeks so data collection was not optimal.

- 2) Data collection was only carried out online so researchers were unable to control the emotions of respondents.
- 3) The sample size is only 100 respondents.
- 4) This research only uses 4 variables, namely green word of mouth (WOM); green perceived value; green trust; and green purchase intention.

4.3 Suggestion

Based on the conclusions and limitations of the research above, this study has several suggestions, including:

4.1.1 For Researchers

- 1) For further research, it is hoped that we can try to conduct research with a longer data collection period. This will provide an opportunity to collect more comprehensive data and perhaps identify trends or patterns that are not visible in a shorter time frame.
- 2) For further research, it is hoped that we will be able to use data collection methods, not only questionnaires but also documentation or interviews with respondents.
- 3) For further research, it is hoped that researchers will be able to collect data from more than 100 respondents.
- 4) It is hoped that future research can add other variables outside this research, such as environmental knowledge and environmental awareness.

4.1.2 For PT. Paragon Technology and Innovation (PTI)

- 1) While green word of mouth (WOM) may not always have a significant impact, companies must still monitor and respond to consumer recommendations and reviews. This can help build green purchase intention. Companies must continue to develop and promote the positive values of their green products to consumers. This will have a positive impact on the intention to purchase green products.
- 2) Companies are expected to be able to increase products that have perceived value for the environment because this can increase the intention to purchase green products.
- 3) Strengthening green trust should be a top priority in marketing efforts for green products or services. The company is expected to be able to improve the reputation of eco-friendly products so that customers have more confidence in Wardah products. Increasing the level of consumer trust will increase their intention to purchase eco-friendly products or services.
- 4) Companies are expected to be able to commit to maintaining natural sustainability, so that new consumers have the intention to buy products.

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