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The screenshot shows the homepage of the journal 'JURNAL EKONOMI TRISAKTI' from Universitas Trisakti. The main article featured is 'ANALYSIS OF THE INFLUENCE OF CONSUMER PURCHASE INTENTIONS ON GREEN PRODUCT PURCHASE' by Yogi Ferdianyah and Luki Adhik Pratomo. The article is published in Volume 3, No. 2 (2023), October. The abstract discusses the impact of green products on the Indonesian market and the role of social media influencers. The website includes a navigation menu, a search bar, and a sidebar with links to 'PENDAHULUAN', 'ARTICLE TEMPLATE', 'TUTORIAL', and 'ADDITIONAL MENU'. The Windows taskbar at the bottom shows the date as 06/04/2024 and the time as 20:43.

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ANALYSIS OF THE INFLUENCE OF CONSUMER PURCHASE INTENTIONS ON GREEN PRODUCT PURCHASE

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Abstract

Dalam beberapa waktu terakhir, terjadi peningkatan jumlah produk ramah lingkungan yang beredar di Indonesia. Persebaran-persebaran yang menyediakan produk semacam itu melihat adanya peluang untuk memperluas pangsa pasar di Indonesia. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh niat pembelian konsumen terhadap produk ramah lingkungan. Metode penelitian yang digunakan adalah penelitian kuantitatif dengan menggunakan 144 responden sebagai sampel penelitian yang dipilih melalui metode purposive sampling. Hasil analisis data menunjukkan bahwa pemasangan media sosial berpengaruh positif terhadap sikap konsumen (Attitude) dan norma subjektif (Subjective Norms). Selain itu, sikap konsumen (Attitude) juga berpengaruh positif terhadap niat pembelian produk ramah lingkungan (Intention to Buy green products), begitu pula dengan norma subjektif (Subjective Norms) yang berpengaruh positif terhadap niat pembelian produk ramah lingkungan (Intention to Buy green products).

Keywords: Produk ramah lingkungan, Pemasaran media sosial, Sikap, Norma Subjektif, Niat Membeli

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ANALYSIS OF THE INFLUENCE OF CONSUMER PURCHASE INTENTIONS ON GREEN PRODUCT PURCHASE

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Abstrak

Dalam beberapa waktu terakhir, terjadi peningkatan jumlah produk ramah lingkungan yang beredar di Indonesia. Perusahaan-perusahaan yang menyediakan produk semacam itu melihat adanya peluang untuk memperoleh pangsa pasar di Indonesia. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh niat pembelian konsumen terhadap produk ramah lingkungan. Metode penelitian yang digunakan adalah penelitian kuantitatif dengan melibatkan 144 responden sebagai sampel penelitian yang dipilih melalui metode purposive sampling. Hasil analisis data menunjukkan bahwa pemasaran melalui media sosial berpengaruh positif terhadap sikap konsumen (Attitude) dan norma subjektif (Subjective Norms). Selain itu, sikap konsumen (Attitude) juga berpengaruh positif terhadap niat pembelian produk ramah lingkungan (Intention to Buy green product), begitu pula dengan norma subjektif (Subjective Norms) yang berpengaruh positif terhadap niat pembelian produk ramah lingkungan (Intention to Buy green product).

Kata kunci: Produk ramah lingkungan, Pemasaran media sosial, Sikap, Norma Subjektif, Niat Membeli

Abstract

In recent times, there has been an increase in the number of environmentally-friendly products circulating in Indonesia. Companies providing such products see an opportunity to gain market share in Indonesia. The purpose of this research is to analyze the influence of consumer purchase intentions on environmentally-friendly products. The research method used is quantitative research involving 144 respondents as the research sample, selected through purposive sampling method. The results of data analysis show that marketing through social media has a positive influence on consumer attitudes (Attitude) and subjective norms (Subjective Norms). Furthermore, consumer attitudes (Attitude) also have a positive impact on the intention to purchase environmentally-friendly products (Intention to Buy green product), as do subjective norms (Subjective Norms) which also have a positive influence on the intention to purchase environmentally-friendly products (Intention to Buy green product).

Keywords : Green products, Social media marketing, Attitude, Subjective Norms, Intention to Buy

Artikel dikirim: 22-07-2023

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INTRODUCTION

Today, environmental considerations must also be taken into account when creating products that meet consumer needs and wants. Many environmental issues are discussed because the task of protecting the environment is a shared task. The development of modern business is

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currently increasing (Ansu-Mensah, 2021). Its characteristic is to create a large number of different products.

Products must not only meet demand, but also fulfill consumer desires. In this modern era, increasingly complex technology has become a medium for consumers to understand environmental health issues and is often referred to as "Go Green". Today many of the brands that have a primary focus on the environment. Therefore, along with the concept of sustainability, businesspeople not only make cool products but can also protect environmental problems. The issue of global warming, which seems to be swallowed up, is still the focus of attention for brands today (Al-Ghussain, 2019).

The Body Shop itself applies three things from the implementation of green products, for example in the brand section The Body Shop takes a strategy to apply green products to their products, besides having differences with competitors it is also able to raise consumer product perceptions and how they see green products or environmentally friendly products as products that are harmless to animals and the environment. This situation can help consumers get to know the brand from The Body Shop for those who have never known The Body Shop and do not have any information about the brand. on the packaging (packaging) The Body Shop carries the theme of recycling or processing waste from used bottles that have been used, which were collected first by The Body Shop store. On this basis, the application of green products at The Body Shop produces impacts from its implementation that have an impact both internally and externally.

People's intention to buy green or environmentally friendly products Kumar & Nayar (2020) has increased along with the fear of the COVID-19 Epidemic. Attitudes in purchasing green products and consumer behavior intentions are one of the phenomena in protecting the COVID-19 environment and protecting the environment. Green purchase intention has been carried out by many previous studies, such as awareness, purchase intention, attitudes, decisions, and others about green products (Chen et al., 2022).

According to Liobikiene & Poškus (2019) Environmental concern has traditionally been seen as a measurement concept ranging from a low level of concern to a high level of concern, which is measured by the perspective or attitude towards the new environment. Environmental concern has a significant impact on the extent to which individuals are motivated to change behavior, thus trying to alleviate environmental problems. Customers who have knowledge of environmental ecology influence attitudes to make an interest in buying environmentally green products.

The demand for green products is increasing in the global market and is growing in both developed and developing countries, including Malaysia. This indicates a rising consumer

awareness of environmental issues and a desire to choose eco-friendly products in their daily lives (Junsheng et al., 2020).

The aim of this research is to test and analyze consumer purchase intention towards purchasing green products. In addition, the purpose of this study is also to identify the factors that influence consumer purchase intentions and examine how these factors can influence the purchase of green products. This study also aims to find effective marketing strategies to increase consumer purchase intentions and increase green product purchases. Finally, the purpose of this research is to examine how the use of technology can help increase consumer purchase intention and purchase of green products.

LITERATURE REVIEW AND HYPOTHESES

Grand Theory

According to Sayal & Singh (2020) perceived behavioral control focuses on an individual's belief in their effective ability to utilize opportunities and resources. The planned behavior theory predicts that the stronger an individual's perceived control and the fewer obstacles they feel, the higher their intention to perform a specific action. The operational definition of perceived behavioral control is the level of assessment of how easy or difficult it is for an individual to engage in the behavior of purchasing environmentally friendly products. (Arifani & Haryanto, 2018).

Green Products

Green product is a product offered by a company with a green outlook. A green product defines consumer behavior as the study of how individuals, groups, and organizations search for, purchase, use, and dispose of services, ideas, and experiences to satisfy their wants and needs (Ogiemwonyi, 2022). Green products are different from general products because green products have characteristics such as they do not contain toxic, the product lasts longer, the product uses raw materials that can be recycled and the product is clean, the general product approach is only towards meeting consumer needs while green products are more encouraging concern for green environmental consumers (Cachero-Martínez, 2020).

Intention to Buy

Kumesan et al (2021) state that consumer purchase intention is a psychological concept often used in the study of human behavior. In general, purchase intention reflects a person's feelings towards an object or group around them. A study conducted by Amin & Tarun (2021) found that consumer intentions have a positive and significant impact on purchasing behavior of green products. Their findings suggest that consumers who have a strong intention to buy green products are more likely to buy those products.

Social Media Marketing

Qalati et al (2021) state that social media is a digital platform that allows users to create, share, and consume content online. According to (Bilgîn, 2018), The existence of social media is of course very profitable for companies because of the ease of doing marketing to the cost savings incurred in carrying out marketing activities. From the consumer's perspective, the presence of social media makes the process of searching for information about products or brands easier and more efficient. The internet has eliminated limitations, enabling consumers to effectively find the information they need (Nekmahmud et al., 2022). Social media also has an important role in

disseminating information about current environmental conditions. Over time, environmental conditions are increasingly apprehensive. This led to the emergence of a movement to take environmental responsibility (Sun & Wang, 2020).

Attitude

Consumer attitudes are an important factor in making purchasing decisions. This attitude will have an impact on the intention to buy green products (Srisathan et al., 2023). Indriani et al (2019) state that attitude is a psychological concept that is frequently used in the study of human behavior. Generally, attitude reflects a person's feelings towards an object or group around them. So, attitudes towards green products, namely how consumers recognize these products and then consumers assess whether the product is good for consumption or not, both in terms of health and for the surrounding environment.

Subjective Norms

Asih et al (2020) state that subjective norms is a psychological factor that influences an individual's decision to take a particular action. It involves an individual's belief about what should or should not be done in a particular social situation (Sayal & Singh, 2020). These beliefs are based on an individual's perception of what is considered important by a relevant social group in that situation. Subjective norms that represent social elements are individual perceptions of important people in their environment to think that the individual should or should not perform the behavior desired by the important people around him (David & Rundle-Thiele, 2018).

Framework and hypothesis

Sun & Wang (2021) state where social media has an impact on how consumers behave to make purchases. Social media with marketing techniques brings consumers to feel and know information about green products, what are the benefits and how to make green products that raise awareness of environmentally friendly attitudes that bring consumers to buy products (Liobikiene & Poškus (2019).

H1: Social media marketing has a positive effect on Attitude

Appel et al (2020) states that social media is an essential part of modern life, providing applications, platforms, and online media to facilitate interactions and content sharing. Communication between individuals from different parts of the world has become easier and more widespread thanks to social media. Additionally, social media serves as a platform for individuals, groups, and organizations to share information and experiences. Beyond its social function, social media has become an effective tool in marketing strategies to reach a broader audience. Social media marketing has significant potential to influence consumer behavior. Many brands and companies recognize the importance of having a presence on social media to introduce their products and services to potential consumers (Li & Xie, 2020). In research conducted by Pop & Zsuzsa (2020), the conclusion is that social media marketing has a positive influence on subjective norms. Cinelli et al (2021) in the results of this study show that social media marketing is very effective in customer decisions. Therefore the hypothesis in this study is as follows:

H2: Social media marketing has a positive effect on Subjective Norms

Yue et al (2020) explains that attitude refers to the expression of a person's feelings towards an object, which can reflect his likes or dislikes for that object. It is important for companies to understand consumer attitudes in the purchasing decision-making process, because attitudes are the result of psychological processes that cannot be observed directly, but must be inferred from actions or statements made by consumers. From the results of research conducted by

Zhang & Dong (2020), it appears that attitude has a significant influence on the level of Purchase Interest. Therefore, the hypothesis in this study is as follows:

H3: Attitude has a positive effect on Intention to Buy Green Products

Patel et al (2020) explained that subjective norm is one of the significant variables in influencing consumers' intention to buy green products. This is because consumers tend to pay attention to the views and opinions of those closest to them before making a decision to buy green products. In this case, if family or close friends have a positive view of green products, then it is likely to influence consumer views and make them more interested in buying these products. In research conducted by Rachmawati & Bukhori (2020), concluded that subjective norms have a positive and significant effect on interest. Therefore, the hypothesis in this study is as follows:

H4: Subjective Norms has a positive effect on Intention to Buy Green Products

Based on the description above, the conceptual framework of this research is cited from Teixeira et al (2022) as follow:

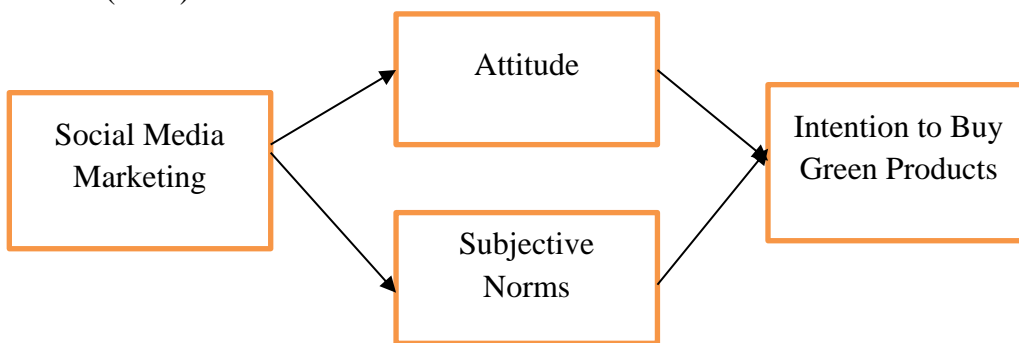


Figure 1. Conceptual Framework

RESEARCH METHOD

Research design

The research design of this study is hypothesis testing, where the testing is conducted to explain the difference in variables or prediction outcomes (Mishra & Alok, 2022). Data analysis is conducted using the SEM 22.0 software package.

Definition of Operational Variables and Measurement

This study consists of 4 (six) variables, namely consumer intention to purchase green products, attitude, subjective norm, and social media marketing (Sun & Wang, 2021). Variable independent is social media marketing and variable dependent Intention to buy. Attitude and subjective norm is moderating variable.

Population and Sample

The research population is the entire research object to be studied. The sample is a subset of the population that includes its number and characteristics (Sugiyono, 2018). The population in this study are all green product consumers whose number is unknown and can be said to be in an infinite category. The sample is a part of the total and characteristics that exist within this population (Sugiyono, 2018). The sample in this study is 144 respondents (5x15 = 75 respondents minimum).

Data analysis technique

In the descriptive analysis the tests carried out in this study were descriptive statistics, validity and reliability tests, goodness of fit tests, and hypothesis tests.

Information:

Table 1. Variable Operationalization

No	Variable	Definition	Indicator	Measure Scale
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No	Variable	Definition	Indicator	Measure Scale
1	Social Media Marketing	Social media marketing is an act of creating content. This content will later attract the attention of the public (Xie et al., 2022)	<p>I have received information about environmentally friendly products that can contribute to human health and environmental protection from my relatives through social media. They have been aware of this from the beginning</p> <p>It is very easy to express my opinion about an eco-friendly product that I am considering buying via social media</p> <p>I use social media to find information about eco-friendly products that are very trendy to buy</p> <p>My intention is to share information about green products from social media with my relatives</p>	Likert
2	Attitude	The science of individual attitudes and decency in a social environment, which is full of rules and principles about what is considered the right behavior (Zhang & Dong, 2020).	<p>It is very appropriate and wise if we choose to buy eco-friendly products as an effort to protect the environment</p> <p>It is highly recommended to purchase environmentally friendly products</p> <p>I provide support for the purchase of environmentally friendly products</p> <p>I have an attitude in favor of purchasing eco-friendly products</p>	Likert
3	Subjective Norms	One's perception or view of other people's beliefs that will influence the intention to do or not to do the behavior being considered Pop & Zsuzsa, 2020).	<p>Most of my relatives are in favor of buying eco-friendly products.</p> <p>If I buy an environmentally friendly product, my relatives will too.</p>	Likert

No	Variable	Definition	Indicator	Measure Scale
4	Intention to Buy	The behavior of a person or customer to get a product or service repeatedly to fulfill desires and desires because satisfaction has been formed (Rausch & Kopplin, 2020).	My relatives prefer me to buy eco-friendly products. I have a plan to buy eco-friendly products in the future I am willing to buy an eco-friendly product From now on, I have the intention to buy green products I have an intention to pay more for eco-friendly products	Likert

RESULTS AND DISCUSSION

Characteristics of Respondents

This study used 144 respondents. who have answered all the statements in the questionnaire and identified themselves based on age, last education, and profession

Tabel 2. Respondents by Age

Age	Frequency (f)	Percentage (%)
15-25	68	47%
25,01 - 35	45	31%
35,01 - 45	22	15%
45,01 - 55	6	4%
>55	3	2%
Total	144	100%

Based on the table above, the most dominant age of respondents is at the age of 15-25 years (47%). Continued by 25,01 – 35 years (31%), 35,01 – 45 years (15%), 45,01 – 55 years (4%), and >55 years (2%).

Tabel 2. Respondents by Last Education

Profession	Frequency (f)	Percentage (%)
Senior High School	42	29%
Associate Degree	21	15%
Bachelor's Degree	68	47%
Master Degree	10	7%
Doctoral Degree	3	2%
Total	144	100%

Based on the table above, the most dominant age of respondents is at last education Bachelor's Degree (47%). Continued by Senior Hgh School (29%), Associate Degree (15%), Master degree (7%), and Doctoral Degree (2%).

Tabel 3. Respondents by Profession

Profession	Frequency (f)	Percentage (%)
Student	40	27%
Private Employee	48	33%
Businessman	33	23%
ASN	18	12%
Advocate	1	1%
Doctor	1	1%
Streamer	1	1%
Waiters	1	1%
Freelance	1	1%
Total	144	100%

Based on the table above, the most dominant age of respondents is at Profession is Private Employee (33%). Continued by Student (27%), Businessman (23%), ASN (12%), Advocate (1%), Doctor (1%), Streamer (1%), Waiter (1%), and Freelance (1%).

Validity

Tabel 4. Validity Test

Item	Loading Factor	Decision
SMM		
SMM1	0,753	Valid
SMM2	0,720	Valid
SMM3	0,779	Valid
SMM4	0,764	Valid
ATT		
ATT1	0,798	Valid
ATT2	0,825	Valid
ATT3	0,816	Valid
ATT4	0,626	Valid
INT		
INT1	0,789	Valid
INT2	0,839	Valid
INT3	0,497	Valid
INT4	0,760	Valid
SM		
SM1	0,715	Valid
SM2	0,859	Valid
SM3	0,764	Valid

Based on the results of the validity test that has been conducted, it was found that the loading factor values are greater than 0.40. This indicates that each statement used in measuring the variables has a strong relationship with the constructs being measured

Reliability

Tabel 5. Reliability Test

Variable	Cronbach Alpha	Decision
SMM	0.745	Reliable
ATT	0.770	Reliable
INT	0.694	Reliable
SM	0.677	Reliable

The results of the reliability test indicate that the Cronbach's Alpha value is greater than 0.60. A Cronbach's Alpha value exceeding the minimum threshold of 0.60 signifies that the measurement instrument used in this study has an acceptable level of internal consistency. In other words, the statements used to measure the research variables are closely related and uniform, forming the constructs of each respective variable effectively.

Hypothesis Test

Hypothesis	Theory	Estimate	P-Value Two Tail	P- Value One Tail	Decision
H1 : SMM positive influence towards ATT	+	0,471	0,000	0,000	H1 Supported
H2 : SMM positive influence towards SM	+	0,967	0,000	0,000	H2 Supported
H3 : ATT positive influence towards INT	+	0,292	0,000	0,000	H3 Supported
H4 : SN positive influence towards	+	0,828	0,000	0,000	H4 Supported

H1: Social media marketing has a positive effect on Attitude

Based on the results of the statistical test, it can be determined that there is a relationship between the size of social media marketing and attitude perception. The higher the social media marketing, the more positive the resulting attitude. The statistical test results show a p-value of 0.000, which is smaller than the predetermined level of significance, 0.05 (alpha 5%). This means that the findings are statistically significant at a 95 percent confidence level. Therefore, it can be concluded that social media marketing has a positive influence on attitude.

H2: Social media marketing has a positive effect on subjective norms

Based on the statistical testing results, it is known that the estimated size of social media marketing is 0.967. This implies that the higher the social media marketing, the greater the perception of subjective norms. The test results indicate a p-value of 0.000, which is less than the significance level of 0.05 (alpha 5%). Therefore, it can be statistically concluded with 95 percent confidence that social media marketing has a positive influence on subjective norms.

H3: Attitude has a positive effect on the intention to buy green products

Based on the results of statistical analysis, it was found that there is a positive relationship between Attitude and intention to purchase green products. Specifically, the test results indicate that as Attitude increases, the perceived intention to purchase green products also increases. From the test results with a p-value of 0.000 (less than alpha 5%), it can be statistically concluded that at a 95 percent confidence level, Attitude has a significant influence on the intention to purchase green products.

H4: subjective norms have a positive effect on the intention to buy green products

Based on the results of statistical testing, it was found that as subjective norms increase, the intention to purchase green products also increases. The test results show a p-value of 0.000 (less than alpha 5%), indicating that at a 95 percent confidence level, subjective norms have a statistically significant positive effect on the intention to purchase green products.

DISCUSSION OF RESEARCH RESULTS

Hypothesis 1

The first hypothesis tests social media marketing of green products influencing attitudes to buy green products. The results of this study indicate that social media marketing towards environmentally friendly products has a positive effect on attitudes towards buying green products. That is, the higher social media marketing towards green products, the higher the attitude to buy green products. The results of this study support the results of research (Sun & Wang, 2021) which also found that social media marketing towards green products influences attitudes towards buying green products. This research also supports research conducted by Nazir & Tian (2022), namely social media marketing influences a person's attitude in making purchases. Where social media marketing is growing rapidly it will provide a good attitude by consumers. This result is in line with Yue et al (2020), which both have a positive effect.

Hypothesis 2

The second hypothesis examines social media marketing influences subjective norms. The results of this study indicate social media marketing positively influences subjective norms. The higher the social media marketing, the higher the perception of subjective norms. The results of this study support the results of research (Sun & Wang, 2021) which also found that social media marketing has succeeded in encouraging positive subjective norms towards purchasing environmentally friendly products. This research also supports research conducted by Xie et al., (2022), namely social media marketing has succeeded in subjective norms. There is an impact of marketing through social media on consumer behavior. Social media marketing has a role in subjective norms, seen from the consumer's view of what is considered appropriate behavior in an environment. These results are in line with Pop & Zsuzsa (2020) and Cinelli et al (2021) which led to the research social media marketing influence to subjective norms.

Hypothesis 3

The third hypothesis examines Attitude towards green products influences consumers' intention to buy green products. The results of this study indicate that Attitude towards green products positively influences consumers' intention to buy green products. That is, the higher the Attitude towards green products, the higher the perceived intention to buy green products. The results of this study support the results of research (Sun & Wang, 2021) which also found that

attitude has succeeded in encouraging positive consumer intention to buy green products. This research also supports research conducted by Nazir & Tian (2022), namely attitude has succeeded in intention to buy some products. Attitude towards consumers is an important factor that will influence consumer buying interest. Attitude is the study of consumers' tendency to evaluate either displeasure or displeasure consistently. These results are in line with Zhang & Dong (2020) which both have a positive effect.

Hypothesis 4

The fourth hypothesis in this study aims to examine the influence of subjective norms on consumers' intention to purchase green products. Subjective norms refer to individuals' perceptions of social pressure or views from their closest social groups regarding the behavior of purchasing green products. After conducting data analysis and statistical testing, it was found that there is a positive relationship between subjective norms and consumers' intention to purchase green products. This means that the stronger individuals perceive positive norms or social support for buying green products from their social environment, the higher their intention to make green product purchases. The results of this study support the results of research (Sun & Wang, 2021) where subjective norms affect the intention to buy green products. This research also supports research conducted by Peña-García et al., (2020), where subjective norms affect customer intentions in purchasing a product. Subjective Norm is the way an individual perceives the social influence or pressure to either perform or refrain from a particular behavior. A person's behavior depends on the intention of the consumer. On the other hand, belief in behavior and evaluation will determine behavior. These results are in line with Rachmawati & Bukhori (2020) .

CONCLUSION

After analyzing the data and testing the hypotheses, we conclude that Social Media Marketing is positively related to Attitude and Subjective Norms regarding green products. This means that the more Social Media Marketing is used, the more likely Attitude and Subjective Norms towards green products will increase. Furthermore, we also found that Attitude has a positive influence on the Intention to Purchase green products. The more positive someone's attitude towards green products, the higher the likelihood of their intention to buy these products. Additionally, we discovered that Subjective Norms have a positive effect on the Intention to Purchase green products. In other words, if someone perceives positive social support regarding the purchase of green products, they are more likely to express an intention to buy them.

From the conclusions above, it is clear that all variables have a positive influence. Social media marketing has a positive effect on Attitude where the marketing that companies do on social media also has an impact on consumer attitudes. Besides that, marketing on social media also has an impact on subjective norms, namely one's perception or view of purchasing considerations. Attitude also influences the purchase of products where after we address the meaning of the product, its benefits and advantages then it leads to a better purchase intensity. Subjective norms also affect the intensity of purchases because the views or perceptions that are owned influence whether or not to make purchases.

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ANALYSIS OF THE INFLUENCE OF CONSUMER PURCHASE INTENTIONS ON GREEN PRODUCT PURCHASE

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ANALYSIS OF THE INFLUENCE OF CONSUMER PURCHASE INTENTIONS ON GREEN PRODUCT PURCHASE

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Abstrak

Dalam beberapa waktu terakhir, terjadi peningkatan jumlah produk ramah lingkungan yang beredar di Indonesia. Perusahaan-perusahaan yang menyediakan produk semacam itu melihat adanya peluang untuk memperoleh pangsa pasar di Indonesia. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh niat pembelian konsumen terhadap produk ramah lingkungan. Metode penelitian yang digunakan adalah penelitian kuantitatif dengan melibatkan 144 responden sebagai sampel penelitian yang dipilih melalui metode purposive sampling. Hasil analisis data menunjukkan bahwa pemasaran melalui media sosial berpengaruh positif terhadap sikap konsumen (Attitude) dan norma subjektif (Subjective Norms). Selain itu, sikap konsumen (Attitude) juga berpengaruh positif terhadap niat pembelian produk ramah lingkungan (Intention to Buy green product), begitu pula dengan norma subjektif (Subjective Norms) yang berpengaruh positif terhadap niat pembelian produk ramah lingkungan (Intention to Buy green product).

Kata kunci: Produk ramah lingkungan, Pemasaran media sosial, Sikap, Norma Subjektif, Niat Membeli

Abstract

In recent times, there has been an increase in the number of environmentally-friendly products circulating in Indonesia. Companies providing such products see an opportunity to gain market share in Indonesia. The purpose of this research is to analyze the influence of consumer purchase intentions on environmentally-friendly products. The research method used is quantitative research involving 144 respondents as the research sample, selected through purposive sampling method. The results of data analysis show that marketing through social media has a positive influence on consumer attitudes (Attitude) and subjective norms (Subjective Norms). Furthermore, consumer attitudes (Attitude) also have a positive impact on the intention to purchase environmentally-friendly products (Intention to Buy green product), as do subjective norms (Subjective Norms) which also have a positive influence on the intention to purchase environmentally-friendly products (Intention to Buy green product).

Keywords : Green products, Social media marketing, Attitude, Subjective Norms, Intention to Buy

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INTRODUCTION

Today, environmental considerations must also be taken into account when creating products that meet consumer needs and wants. Many environmental issues are discussed because the task of protecting the environment is a shared task. The development of modern business is

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currently increasing (Ansu-Mensah, 2021). Its characteristic is to create a large number of different products.

Products must not only meet demand, but also fulfill consumer desires. In this modern era, increasingly complex technology has become a medium for consumers to understand environmental health issues and is often referred to as "Go Green". Today many of the brands that have a primary focus on the environment. Therefore, along with the concept of sustainability, businesspeople not only make cool products but can also protect environmental problems. The issue of global warming, which seems to be swallowed up, is still the focus of attention for brands today (Al-Ghussain, 2019).

The Body Shop itself applies three things from the implementation of green products, for example in the brand section The Body Shop takes a strategy to apply green products to their products, besides having differences with competitors it is also able to raise consumer product perceptions and how they see green products or environmentally friendly products as products that are harmless to animals and the environment. This situation can help consumers get to know the brand from The Body Shop for those who have never known The Body Shop and do not have any information about the brand. on the packaging (packaging) The Body Shop carries the theme of recycling or processing waste from used bottles that have been used, which were collected first by The Body Shop store. On this basis, the application of green products at The Body Shop produces impacts from its implementation that have an impact both internally and externally.

People's intention to buy green or environmentally friendly products Kumar & Nayar (2020) has increased along with the fear of the COVID-19 Epidemic. Attitudes in purchasing green products and consumer behavior intentions are one of the phenomena in protecting the COVID-19 environment and protecting the environment. Green purchase intention has been carried out by many previous studies, such as awareness, purchase intention, attitudes, decisions, and others about green products (Chen et al., 2022).

According to Liobikiene & Poškus (2019) Environmental concern has traditionally been seen as a measurement concept ranging from a low level of concern to a high level of concern, which is measured by the perspective or attitude towards the new environment. Environmental concern has a significant impact on the extent to which individuals are motivated to change behavior, thus trying to alleviate environmental problems. Customers who have knowledge of environmental ecology influence attitudes to make an interest in buying environmentally green products.

The demand for green products is increasing in the global market and is growing in both developed and developing countries, including Malaysia. This indicates a rising consumer

awareness of environmental issues and a desire to choose eco-friendly products in their daily lives (Junsheng et al., 2020).

The aim of this research is to test and analyze consumer purchase intention towards purchasing green products. In addition, the purpose of this study is also to identify the factors that influence consumer purchase intentions and examine how these factors can influence the purchase of green products. This study also aims to find effective marketing strategies to increase consumer purchase intentions and increase green product purchases. Finally, the purpose of this research is to examine how the use of technology can help increase consumer purchase intention and purchase of green products.

LITERATURE REVIEW AND HYPOTHESES

Grand Theory

According to Sayal & Singh (2020) perceived behavioral control focuses on an individual's belief in their effective ability to utilize opportunities and resources. The planned behavior theory predicts that the stronger an individual's perceived control and the fewer obstacles they feel, the higher their intention to perform a specific action. The operational definition of perceived behavioral control is the level of assessment of how easy or difficult it is for an individual to engage in the behavior of purchasing environmentally friendly products. (Arifani & Haryanto, 2018).

Green Products

Green product is a product offered by a company with a green outlook. A green product defines consumer behavior as the study of how individuals, groups, and organizations search for, purchase, use, and dispose of services, ideas, and experiences to satisfy their wants and needs (Ogiemwonyi, 2022). Green products are different from general products because green products have characteristics such as they do not contain toxic, the product lasts longer, the product uses raw materials that can be recycled and the product is clean, the general product approach is only towards meeting consumer needs while green products are more encouraging concern for green environmental consumers (Cachero-Martínez, 2020).

Intention to Buy

Kumesan et al (2021) state that consumer purchase intention is a psychological concept often used in the study of human behavior. In general, purchase intention reflects a person's feelings towards an object or group around them. A study conducted by Amin & Tarun (2021) found that consumer intentions have a positive and significant impact on purchasing behavior of green products. Their findings suggest that consumers who have a strong intention to buy green products are more likely to buy those products.

Social Media Marketing

Qalati et al (2021) state that social media is a digital platform that allows users to create, share, and consume content online. According to (Bilgin, 2018), The existence of social media is of course very profitable for companies because of the ease of doing marketing to the cost savings incurred in carrying out marketing activities. From the consumer's perspective, the presence of social media makes the process of searching for information about products or brands easier and more efficient. The internet has eliminated limitations, enabling consumers to effectively find the information they need (Nekmahmud et al., 2022). Social media also has an important role in

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disseminating information about current environmental conditions. Over time, environmental conditions are increasingly apprehensive. This led to the emergence of a movement to take environmental responsibility (Sun & Wang, 2020).

Attitude

Consumer attitudes are an important factor in making purchasing decisions. This attitude will have an impact on the intention to buy green products (Srisathan et al., 2023). Indriani et al (2019) state that attitude is a psychological concept that is frequently used in the study of human behavior. Generally, attitude reflects a person's feelings towards an object or group around them. So, attitudes towards green products, namely how consumers recognize these products and then consumers assess whether the product is good for consumption or not, both in terms of health and for the surrounding environment.

Subjective Norms

Asih et al (2020) state that subjective norms is a psychological factor that influences an individual's decision to take a particular action. It involves an individual's belief about what should or should not be done in a particular social situation (Sayal & Singh, 2020). These beliefs are based on an individual's perception of what is considered important by a relevant social group in that situation. Subjective norms that represent social elements are individual perceptions of important people in their environment to think that the individual should or should not perform the behavior desired by the important people around him (David & Rundle-Thiele, 2018).

Framework and hypothesis

Sun & Wang (2021) state where social media has an impact on how consumers behave to make purchases. Social media with marketing techniques brings consumers to feel and know information about green products, what are the benefits and how to make green products that raise awareness of environmentally friendly attitudes that bring consumers to buy products (Liobikiene & Poškus (2019).

H1: Social media marketing has a positive effect on Attitude

Appel et al (2020) states that social media is an essential part of modern life, providing applications, platforms, and online media to facilitate interactions and content sharing. Communication between individuals from different parts of the world has become easier and more widespread thanks to social media. Additionally, social media serves as a platform for individuals, groups, and organizations to share information and experiences. Beyond its social function, social media has become an effective tool in marketing strategies to reach a broader audience. Social media marketing has significant potential to influence consumer behavior. Many brands and companies recognize the importance of having a presence on social media to introduce their products and services to potential consumers (Li & Xie, 2020). In research conducted by Pop & Zsuzsa (2020), the conclusion is that social media marketing has a positive influence on subjective norms. Cinelli et al (2021) in the results of this study show that social media marketing is very effective in customer decisions. Therefore the hypothesis in this study is as follows:

H2: Social media marketing has a positive effect on Subjective Norms

Yue et al (2020) explains that attitude refers to the expression of a person's feelings towards an object, which can reflect his likes or dislikes for that object. It is important for companies to understand consumer attitudes in the purchasing decision-making process, because attitudes are the result of psychological processes that cannot be observed directly, but must be inferred from actions or statements made by consumers. From the results of research conducted by

Zhang & Dong (2020), it appears that attitude has a significant influence on the level of Purchase Interest. Therefore, the hypothesis in this study is as follows:

H3: Attitude has a positive effect on Intention to Buy Green Products

Patel et al (2020) explained that subjective norm is one of the significant variables in influencing consumers' intention to buy green products. This is because consumers tend to pay attention to the views and opinions of those closest to them before making a decision to buy green products. In this case, if family or close friends have a positive view of green products, then it is likely to influence consumer views and make them more interested in buying these products. In research conducted by Rachmawati & Bukhori (2020), concluded that subjective norms have a positive and significant effect on interest. Therefore, the hypothesis in this study is as follows:

H4: Subjective Norms has a positive effect on Intention to Buy Green Products

Based on the description above, the conceptual framework of this research is cited from Teixeira et al (2022) as follow:

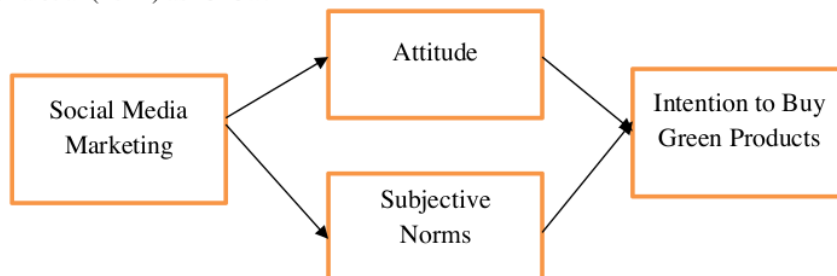


Figure 1. Conceptual Framework

RESEARCH METHOD

Research design

The research design of this study is hypothesis testing, where the testing is conducted to explain the difference in variables or prediction outcomes (Mishra & Alok, 2022). Data analysis is conducted using the SEM 22.0 software package.

Definition of Operational Variables and Measurement

This study consists of 4 (six) variables, namely consumer intention to purchase green products, attitude, subjective norm, and social media marketing (Sun & Wang, 2021). Variable independent is social media marketing and variable dependent Intention to buy. Attitude and subjective norm is moderating variable.

Population and Sample

The research population is the entire research object to be studied. The sample is a subset of the population that includes its number and characteristics (Sugiyono, 2018). The population in this study are all green product consumers whose number is unknown and can be said to be in an infinite category. The sample is a part of the total and characteristics that exist within this population (Sugiyono, 2018). The sample in this study is 144 respondents (5x15 = 75 respondents minimum).

Data analysis technique

In the descriptive analysis the tests carried out in this study were descriptive statistics, validity and reliability tests, goodness of fit tests, and hypothesis tests.

Information:

Table 1. Variable Operationalization

No	Variable	Definition	Indicator	Measure Scale
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No	Variable	Definition	Indicator	Measure Scale
1	Social Media Marketing	Social media marketing is an act of creating content. This content will later attract the attention of the public (Xie et al., 2022)	I have received information about environmentally friendly products that can contribute to human health and environmental protection from my relatives through social media. They have been aware of this from the beginning It is very easy to express my opinion about an eco-friendly product that I am considering buying via social media I use social media to find information about eco-friendly products that are very trendy to buy My intention is to share information about green products from social media with my relatives	Likert
2	Attitude	The science of individual attitudes and decency in a social environment, which is full of rules and principles about what is considered the right behavior (Zhang & Dong, 2020).	It is very appropriate and wise if we choose to buy eco-friendly products as an effort to protect the environment It is highly recommended to purchase environmentally friendly products I provide support for the purchase of environmentally friendly products I have an attitude in favor of purchasing eco-friendly products	Likert
3	Subjective Norms	One's perception or view of other people's beliefs that will influence the intention to do or not to do the behavior being considered Pop & Zsuzsa, 2020).	Most of my relatives are in favor of buying eco-friendly products. If I buy an environmentally friendly product, my relatives will too.	Likert

No	Variable	Definition	Indicator	Measure Scale
4	Intention to Buy	The behavior of a person or customer to get a product or service repeatedly to fulfill desires and desires because satisfaction has been formed (Rausch & Kopplin, 2020).	My relatives prefer me to buy eco-friendly products. I have a plan to buy eco-friendly products in the future I am willing to buy an eco-friendly product From now on, I have the intention to buy green products I have an intention to pay more for eco-friendly products	Likert

RESULTS AND DISCUSSION

Characteristics of Respondents

This study used 144 respondents, who have answered all the statements in the questionnaire and identified themselves based on age, last education, and profession

Tabel 2. Respondents by Age

Age	Frequency (f)	Percentage (%)
15-25	68	47%
25,01 - 35	45	31%
35,01 - 45	22	15%
45,01 - 55	6	4%
>55	3	2%
Total	144	100%

Based on the table above, the most dominant age of respondents is at the age of 15-25 years (47%). Continued by 25,01 – 35 years (31%), 35,01 – 45 years (15%), 45,01 – 55 years (4%), and >55 years (2%).

Tabel 2. Respondents by Last Education

Profession	Frequency (f)	Percentage (%)
Senior High School	42	29%
Associate Degree	21	15%
Bachelor's Degree	68	47%
Master Degree	10	7%
Doctoral Degree	3	2%
Total	144	100%

Based on the table above, the most dominant age of respondents is at last education Bachelor's Degree (47%). Continued by Senior Hgh School (29%), Associate Degree (15%), Master degree (7%), and Doctoral Degree (2%).

Tabel 3. Respondents by Profession

Profession	Frequency (f)	Percentage (%)
Student	40	27%
Private Employee	48	33%
Businessman	33	23%
ASN	18	12%
Advocate	1	1%
Doctor	1	1%
Streamer	1	1%
Waiters	1	1%
Freelance	1	1%
Total	144	100%

Based on the table above, the most dominant age of respondents is at Profession is Private Employee (33%). Continued by Student (27%), Businessman (23%), ASN (12%), Advocate (1%), Doctor (1%), Streamer (1%), Waiter (1%), and Freelance (1%).

Validity

Tabel 4. Validity Test

Item	Loading Factor	Decision
SMM		
SMM1	0,753	Valid
SMM2	0,720	Valid
SMM3	0,779	Valid
SMM4	0,764	Valid
ATT		
ATT1	0,798	Valid
ATT2	0,825	Valid
ATT3	0,816	Valid
ATT4	0,626	Valid
INT		
INT1	0,789	Valid
INT2	0,839	Valid
INT3	0,497	Valid
INT4	0,760	Valid
SM		
SM1	0,715	Valid
SM2	0,859	Valid
SM3	0,764	Valid

31 Based on the results of the validity test that has been conducted, it was found that the loading factor values are greater than 0.40. This indicates that each statement used in measuring the variables has a strong relationship with the constructs being measured

Reliability

Tabel 5. Reliability Test

Variable	Cronbach Alpha	Decision
SMM	0.745	Reliable
ATT	0.770	Reliable
INT	0.694	Reliable
SM	0.677	Reliable

The results of the reliability test indicate that the Cronbach's Alpha value is greater than 0.60. A Cronbach's Alpha value exceeding the minimum threshold of 0.60 signifies that the measurement instrument used in this study has an acceptable level of internal consistency. In other words, the statements used to measure the research variables are closely related and uniform, forming the constructs of each respective variable effectively.

Hypothesis Test

Hypothesis	Theory	Estimate	P-Value Two Tail	P-Value One Tail	Decision
H1 : SMM positive influence towards ATT	+	0,471	0,000	0,000	Supported
H2 : SMM positive influence towards SM	+	0,967	0,000	0,000	Supported
H3 : ATT positive influence towards INT	+	0,292	0,000	0,000	Supported
H4 : SN positive influence towards	+	0,828	0,000	0,000	Supported

H1: Social media marketing has a positive effect on Attitude

Based on the results of the statistical test, it can be determined that there is a relationship between the size of social media marketing and attitude perception. The higher the social media marketing, the more positive the resulting attitude. The statistical test results show a p-value of 0.000, which is smaller than the predetermined level of significance, 0.05 (alpha 5%). This means that the findings are statistically significant at a 95 percent confidence level. Therefore, it can be concluded that social media marketing has a positive influence on attitude.

H2: Social media marketing has a positive effect on subjective norms

Based on the statistical testing results, it is known that the estimated size of social media marketing is 0.967. This implies that the higher the social media marketing, the greater the perception of subjective norms. The test results indicate a p-value of 0.000, which is less than the significance level of 0.05 (alpha 5%). Therefore, it can be statistically concluded with 95 percent confidence that social media marketing has a positive influence on subjective norms.

H3: Attitude has a positive effect on the intention to buy green products

Based on the results of statistical analysis, it was found that there is a positive relationship between Attitude and intention to purchase green products. Specifically, the test results indicate that as Attitude increases, the perceived intention to purchase green products also increases. From the test results with a p-value of 0.000 (less than alpha 5%), it can be statistically concluded that at a 95 percent confidence level, Attitude has a significant influence on the intention to purchase green products.

H4: subjective norms have a positive effect on the intention to buy green products

Based on the results of statistical testing, it was found that as subjective norms increase, the intention to purchase green products also increases. The test results show a p-value of 0.000 (less than alpha 5%), indicating that at a 95 percent confidence level, subjective norms have a statistically significant positive effect on the intention to purchase green products.

DISCUSSION OF RESEARCH RESULTS

Hypothesis 1

The first hypothesis tests social media marketing of green products influencing attitudes to buy green products. The results of this study indicate that social media marketing towards environmentally friendly products has a positive effect on attitudes towards buying green products. That is, the higher social media marketing towards green products, the higher the attitude to buy green products. The results of this study support the results of research (Sun & Wang, 2021) which also found that social media marketing towards green products influences attitudes towards buying green products. This research also supports research conducted by Nazir & Tian (2022), namely social media marketing influences a person's attitude in making purchases. Where social media marketing is growing rapidly it will provide a good attitude by consumers. This result is in line with Yue et al (2020), which both have a positive effect.

Hypothesis 2

The second hypothesis examines social media marketing influences subjective norms. The results of this study indicate social media marketing positively influences subjective norms. The higher the social media marketing, the higher the perception of subjective norms. The results of this study support the results of research (Sun & Wang, 2021) which also found that social media marketing has succeeded in encouraging positive subjective norms towards purchasing environmentally friendly products. This research also supports research conducted by Xie et al., (2022), namely social media marketing has succeeded in subjective norms. There is an impact of marketing through social media on consumer behavior. Social media marketing has a role in subjective norms, seen from the consumer's view of what is considered appropriate behavior in an environment. These results are in line with Pop & Zsuzsa (2020) and Cinelli et al (2021) which led to the research social media marketing influence to subjective norms.

Hypothesis 3

The third hypothesis examines Attitude towards green products influences consumers' intention to buy green products. The results of this study indicate that Attitude towards green products positively influences consumers' intention to buy green products. That is, the higher the Attitude towards green products, the higher the perceived intention to buy green products. The results of this study support the results of research (Sun & Wang, 2021) which also found that

attitude has succeeded in encouraging positive consumer intention to buy green products. This research also supports research conducted by Nazir & Tian (2022), namely attitude has succeeded in intention to buy some products. Attitude towards consumers is an important factor that will influence consumer buying interest. Attitude is the study of consumers' tendency to evaluate either displeasure or displeasure consistently. These results are in line with Zhang & Dong (2020) which both have a positive effect.

Hypothesis 4

The fourth hypothesis in this study aims to examine the influence of subjective norms on consumers' intention to purchase green products. Subjective norms refer to individuals' perceptions of social pressure or views from their closest social groups regarding the behavior of purchasing green products. After conducting data analysis and statistical testing, it was found that there is a positive relationship between subjective norms and consumers' intention to purchase green products. This means that the stronger individuals perceive positive norms or social support for buying green products from their social environment, the higher their intention to make green product purchases. The results of this study support the results of research (Sun & Wang, 2021) where subjective norms affect the intention to buy green products. This research also supports research conducted by Peña-García et al., (2020), where subjective norms affect customer intentions in purchasing a product. Subjective Norm is the way an individual perceives the social influence or pressure to either perform or refrain from a particular behavior. A person's behavior depends on the intention of the consumer. On the other hand, belief in behavior and evaluation will determine behavior. These results are in line with Rachmawati & Bukhori (2020) .

CONCLUSION

After analyzing the data and testing the hypotheses, we conclude that Social Media Marketing is positively related to Attitude and Subjective Norms regarding green products. This means that the more Social Media Marketing is used, the more likely Attitude and Subjective Norms towards green products will increase. Furthermore, we also found that Attitude has a positive influence on the Intention to Purchase green products. The more positive someone's attitude towards green products, the higher the likelihood of their intention to buy these products. Additionally, we discovered that Subjective Norms have a positive effect on the Intention to Purchase green products. In other words, if someone perceives positive social support regarding the purchase of green products, they are more likely to express an intention to buy them.

From the conclusions above, it is clear that all variables have a positive influence. Social media marketing has a positive effect on Attitude where the marketing that companies do on social media also has an impact on consumer attitudes. Besides that, marketing on social media also has an impact on subjective norms, namely one's perception or view of purchasing considerations. Attitude also influences the purchase of products where after we address the meaning of the product, its benefits and advantages then it leads to a better purchase intensity. Subjective norms also affect the intensity of purchases because the views or perceptions that are owned influence whether or not to make purchases.

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