



## Influence of green purchase intent on Love Beauty and Planet items in Padang City: green perceived value, green perceived risk, and green trust

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### ARTICLE INFO

Received 28 May 2023  
Accepted 30 June 2023  
Published 30 June 2023

#### Keywords:

Green perceived value; green perceived risk; green trust; green purchase intention; green marketing

### ABSTRACT

This study aims to determine whether there is an influence of green perceived value, green perceived risk and green trust on green purchase intention on love beauty and planet products in the city of Padang. The sample selection in this study used a non-purposive sampling technique and the data used in this study were primary data obtained from distributing questionnaires to 180 respondents. There are two types of data analysis techniques in this study, namely descriptive statistical analysis and inferential statistical analysis as well as hypothesis testing using SPSS 20. As a result, the research states that (1) green perceived value has a positive and significant effect on green purchase intention (2) green perceived risk has a negative effect and not significant to green purchase intention, (3) green trust has a positive and significant effect on green purchase intention, (4) green perceived value, green perceived risk, and green trust simultaneously have a positive and significant effect on green purchase intention.

**How to cite:** Siregar, C., & Maulana, A., (2023). Influence of green purchase intent on Love Beauty and Planet items in Padang City: green perceived value, green perceived risk, and green trust. *Marketing Management Studies*, 3(2), 144-154. DOI 10.24036/mms.v3i2.370



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## INTRODUCTION

At present, world issues and problems are always the talk of the world. Environmental damage occurs in forms ranging from ecosystem damage, air pollution, river and sea water pollution, and extreme weather conditions. All of these issues will lead to one of the world's problems, namely global warming. Global warming will have an impact on increasing air temperatures, extreme weather, melting ice in the Arctic, rising sea levels, reduced animal and plant species, to social problems such as food and health shortages (Bradford, 2014).

This environmental problem certainly makes people aware so they can increase their concern for the environment they live in. This of course will bring changes to product purchase intentions. The purchase intention will lead to the purchase of environmentally friendly products (Green Purchase Intention). According to Arora and Chahal (2017) Green purchase intention is defined as a person's possibility and desire to give preference to products that have green characteristics over other conventional goods. Considering that the opportunity for the growth of eco-friendly beauty products in Asia is enormous. In Asia, according to Ecovia Intelligence, the market for the eco-friendly beauty industry was recorded at USD 652 million in 2017. This value is predicted to continue to grow in line with increasing awareness from consumers, especially beauty enthusiasts from the millennial and Gen-

Z generations of beauty brands that not only quality but also has values that support environmental sustainability. Apart from that in Indonesia itself, people are starting to recognize the existence of a green lifestyle and are starting to care about environmental sustainability, this has resulted in great opportunities for eco-friendly brands. However, marketing and cultivating environmentally friendly products in Indonesia still poses various challenges.

Based of the positive influence of green product, Is the perception of environmentally friendly products owned by consumers sufficient to influence consumers to have an intention to purchase environmentally friendly products? Is knowing the benefits of environmentally friendly products enough to increase purchase intention? And then sometimes the perception of this environmentally friendly product is still in doubt. There are still many doubts such as how the value of this product is, whether environmentally friendly products really fulfill their environmental promises, whether buying environmentally friendly products helps preserve the environment and so on. According to Chen & Chang (2012) There are several factors that can influence Green Purchase Intention

Putra & Rastini (2017) Green Perceived Value is an overall assessment based on the consumer's environment, sustainable expectations and ecological needs, if using a product or service between what consumers receive and what the product offers. A bad perceived value can result in a loss of consumer purchase intention. If consumers perceive that the value of a product is higher, they are more likely to buy the product (Chang and Chen, 2008). Another factor is the green perceived risk. (Halim & Kempa, 2016) green perceived risk is a tendency for consumers to have negative expectations, related to purchasing behavior that will damage the environment when using a product. If consumers see a high risk of a product, consumers will switch from the product.

When consumers have an assessment that the product is valuable, it will be accompanied by growing trust in the product. According to (Pratama, 2019) green trust is one of the determining variables for consumers in carrying out consumer green purchase intentions. If the consumer has good familiarity with the producer, then the green purchasing rate will also be higher. Trust means the expectation held by consumers that words, promises or statements from the company are reliable. Research conducted by the Carbon Disclosure Project assesses Unilever which is the holding company of Love Beauty and Planet as a consumer product company that is most ready to reduce emissions and stabilize natural ecosystems. All Love Beauty and Planet products are made using natural ingredients, not tested on animals, paraben and silicone free. It even claims to have a vegan formulation and has been certified by Vegan Action and the European Vegetarian Union (EVU).

Expectations for green products are often hurt by the perception that these products are of low value or don't really live up to their environmental promises. The products offered by Love Beauty and Planet cost around Rp. 37,000 - 86,300 per 400 ml pack, this price is twice as expensive as similar needs products on the market today. Based on the product price range above, the researcher is interested in examining whether the prices offered are in accordance with the expectations of consumers for the eco-friendly products owned by Love Beauty and Planet. Love Beauty and Planet in Padang City certainly applies the concept of green marketing as its mainstay in the personal care market. Not only that, Love Beauty and Planet in Padang City has proven the performance of its products that are beneficial to the environment. However, there are still many consumers who feel that green perceived value is still not appropriate, there are still many green perceived risks in Love Beauty and Planet and there is still a lack of green trust in Love Beauty and Planet in Padang City.

## LITERATURE REVIEW

### Green Marketing

Green marketing is a marketing activity that incorporates environmental elements as a major consideration in every action taken to market a product. Companies must implement green marketing strategies to increase the perceived value of their products and to reduce the perceived risk of their products with environmental considerations to increase the competitive value of companies. While green products are increasing in popularity within the market, green marketing has become a more general term today. Green marketing activities consisting of developing, differentiating, pricing, and

promoting goods and services that can meet consumers' environmentally friendly needs without adverse impacts on the environment. Green marketing doesn't just provide different strategies by creating needs

There are five reasons why adopting green marketing is important for companies

1. Use of green opportunities
2. Improving the company's image
3. Increase product value
4. Increasing competitive advantage
5. Comply with environmental trends

Using green marketing can improve customer purchasing decisions. Expectations of green products are often hurt by perceptions such as products that are of low value or don't live up to their promises to the environment. Marketers should be concerned about whether consumers perceive their product to be a green product, marketers must remember that consumers do not like to compromise on the basic qualities of a product such as value, quality, price, and usability. Green products must have basic qualities that can compete with non-green products to attract consumers.

### **Green Perceived Value**

Rifaldo & Wardi (2021) states that consumers are influenced by the value they feel when they buy a product. Thus the perceived value (green perceived value) shows a positive relationship with green purchase intention of consumers. Putra & Rastini (2017) defines green perceived value as a consumer's assessment of the overall benefits obtained by using a product or service between what is received and what is given by consumers based on the environment, sustainable expectations, and green needs. When consumers believe in a product, consumers will have a positive purchase intention for the product

### **Green Perceived Risk**

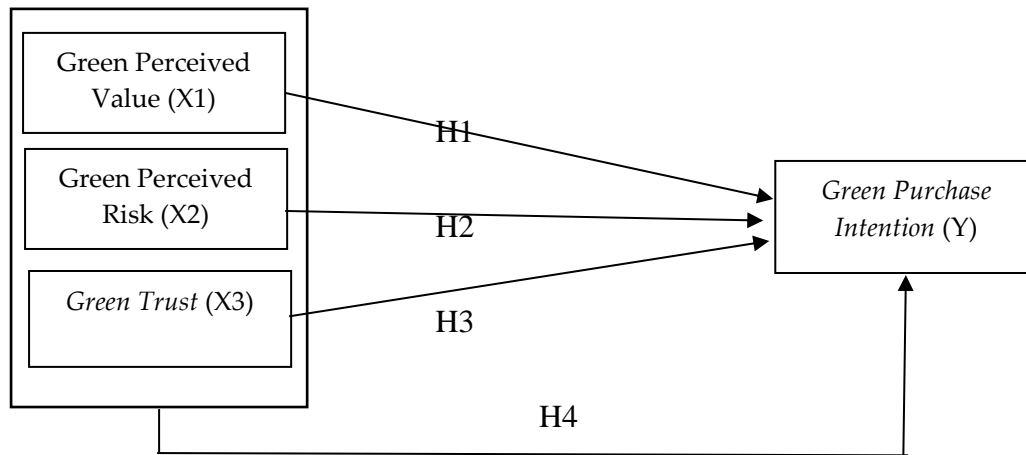
Because the impact is unclear and unpredictable, high risk in purchasing decisions implies more uncertainty. Perception Perceived risk is seen in the psychological, physical, financial, social, and performance-related fields (Tarabieh, 2021 ). According to Ardianto & Ali ( 2019) green perceived risk is a tendency for consumers to have negative expectations, related to purchasing behavior that will damage the environment when using a product. Previous research confirms that perceived risk will have an impact on consumer buying decisions and behavior.

### **Green Trust**

Yunita ( 2020) defines green trust as a willingness to depend on an object based on beliefs or expectations resulting from credibility, benevolence, and ability regarding environmental performance. Green trust is a positive characteristic of consumers who believe in environmentally friendly products. Layli ( 2017) argues that trust occurs because of three beliefs, namely, integrity, good deeds, and ability is an expectation that holds on to words, promises or statements that can be trusted.

### **Green Purchase Intention**

Arora and Chahal (2017) argue that during the appraisal step, customers evaluate and shape the product as part of the purchase intention process factors. Green purchase intention is defined as a person's possibility and desire to give preference to products that have green characteristics over other conventional goods Lasuin & Ng (2014). In this study the researchers also said that green purchase intention (GPI) is an individual's intention to consume products that are not harmful to the environment and humanity. Today's consumers are more aware of environmental issues and have confidence that by buying eco-friendly products they can have a non-hazardous impact on the environment.



**Figure 1. Conceptual Framework**

The model in this study describes the influence of each of the independent variables and the dependent variable. The independent variables in this study are Green Perceived Value (X1), Green Perceived Risk (X2), and Green Trust (X3). The dependent variable in this study is Green Purchase Intention (Y). Based on the conceptual framework above, then the hypothesis in research can be divided as follows:

- H1: It is suspected that green perceived value has a positive and significant effect on green purchase intention for Love Beauty and Planet products.
- H2: It is suspected that green perceived risk has a negative and significant effect on green purchase intention for Love Beauty and Planet products.
- H3: It is suspected that green trust has a positive and significant effect on green purchase intention for Love Beauty and Planet products.
- H4: suspected that green perceived value, green perceived risk and green trust jointly have a positive and significant effect on Green Purchase Intention on Love Beauty and Planet products.

## METHOD

The type of research used is quantitative. This research belongs to causal research. This research was conducted in the city of Padang, West Sumatra. This research began in January – February 2023. The population in this study were Padang city residents who were at least 18 years old, familiar with environmentally friendly products, familiar with Love Beauty and Planet products, whose population is unknown. The sampling technique in this study was a non-probability sampling technique of the Judgment sampling type. The number of samples used for this study were 180 respondents who met the assessment criteria. Source of data used for this research is primary data. In this study, the primary data was in the form of a questionnaire with likerd scale which was then distributed to the research sample. There are two types of data analysis techniques in this study, namely descriptive statistical analysis and inferential statistical analysis. Data analysis was used with the SPSS program. The measurement model is used to test the validity and reliability of research instruments, while the structural model is used to test causality. In this study there were 4 variables including the independent variable (X1 = Green Perceived Value, X2 = Green Perceived Risk, X3 = Green Trust) and the dependent variable (Y = Green Purchase Intention).

**Table 1 Variable Table**

| No. | Variable                     | Indicator   | Scale           | Source                |
|-----|------------------------------|---|-----------------|-----------------------|
| 1.  | Green Perceived Value (X1)   | <ol style="list-style-type: none"> <li>1. The eco-friendly function of eco-friendly products provides good value for consumers.</li> <li>2. The environmentally friendly performance of environmentally friendly products has met consumer expectations</li> <li>3. Consumers buy this eco-friendly product because it is more environmentally friendly than other products.</li> <li>4. Consumers buy green products because of their environmentally friendly functions.</li> </ol>   | Likert<br>1 - 5 | (Halim & Kempa, 2016) |
| 2.  | Green Perceived Risk (X2)    | <ol style="list-style-type: none"> <li>1. There will be a poor performance of eco-friendly products</li> <li>2. The performance of an eco-product may not match its eco-design.</li> <li>3. Using green products allows you to lose.</li> <li>4. Using green products may have a negative impact on the environment</li> <li>5. Using green products will give users a negative reputation.</li> </ol>  | Likert<br>1 - 5 | (Layli, 2017)         |
| 3.  | Green Trust (X3)             | <ol style="list-style-type: none"> <li>1. Consumers feel that environmentally friendly products have a trusted environmental reputation</li> <li>2. Consumers feel that environmentally friendly products have reliable performance</li> <li>3. Consumers feel that environmentally friendly products are reliable</li> <li>4. Concern for environmentally friendly products for the environment according to consumer expectations</li> <li>5. Environmentally friendly products provide performance in accordance with the promises made</li> </ol> | Likert<br>1 - 5 | (Halim & Kempa, 2016) |
| 4.  | Green Purchase Intention (Y) | <ol style="list-style-type: none"> <li>1. Consumers are interested in buying environmentally friendly products because products care about the environment</li> <li>2. In the future, consumers are interested in buying environmentally friendly products because of their environmentally friendly performance</li> <li>3. Consumers are happy to buy products because they are environmentally friendly</li> </ol>   | Likert<br>1 - 5 | (Halim & Kempa, 2016) |

## RESULT AND DISCUSSION

### Result

#### Classic assumption test

The classical assumption test aims to assess whether in an Ordinary Least Square (OLS) linear regression model there are problems with classical assumptions. The classic assumption tests carried out are the Normality test, multicollinearity test and heteroscedasticity test.

**Normality test****Table 2 One-Sample Kolmogorov-Smirnov Test**

|                                |                          |          | Unstandardized Residual |
|--------------------------------|--------------------------|----------|-------------------------|
|                                | N                        |          | 180                     |
| Normal Parameters <sup>a</sup> | Mean                     |          | .0000000                |
|                                | Std. Deviation           |          | 2.72856321              |
|                                | Most Extreme Differences |          |                         |
|                                |                          | Absolute | .078                    |
|                                |                          | Positive | .062                    |
|                                |                          | Negative | -.078                   |
| Kolmogorov-Smirnov Z           |                          |          | 1.052                   |
| Asymp. Sig. (2-tailed)         |                          |          | .218                    |

Source: Primary Data Processing Results SPSS for windows version 20.0

It can be seen that the normality test shows a significant level of more than 0.05, namely 0.218 for the variables Green Perceived Value, Green Perceived Risk, Green Trust and Green Purchase Intention. Thus the data can be assigned to the place where the research variables are normally distributed so that it is suitable for use in multiple regression analysis.

**Multicollinearity test**

Detection of the existence of multicollinearity can be done by using the variance inflation factor (VIF) and the tolerance value.

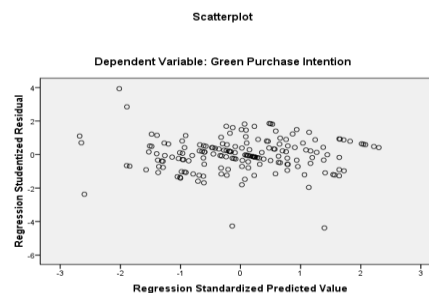
**Table 3 Multicollinearity Test**

|       |                       | Coefficients <sup>a</sup>   |            |                           |        | Collinearity Statistics |           |       |
|-------|-----------------------|-----------------------------|------------|---------------------------|--------|-------------------------|-----------|-------|
|       |                       | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.                    |           |       |
| Model |                       | B                           | Std. Error | Beta                      |        |                         | Tolerance | VIF   |
| 1     | (Constant)            | 9.069                       | 2.185      |                           | 4.150  | .000                    |           |       |
|       | Green Perceived Value | .109                        | .052       | .135                      | 2.101  | .037                    | .843      | 1.186 |
|       | Green Perceived Risk  | -.045                       | .027       | -.101                     | -1.667 | .097                    | .951      | 1.051 |
|       | Green Trust           | .384                        | .046       | .531                      | 8.311  | .000                    | .851      | 1.176 |

a. Dependent Variable: Green Purchase Intention

Source: Primary Data Processing Results SPSS for windows version 20.0

Based on table 2 above, it can be seen that the VIF value < 10 and the tolerance value > 0.1, it can be concluded that this regression model does not have a multicollinearity problem.

**Heteroscedasticity Test.****Figure 2. Heteroscedasticity Test.**

Source: Primary Data Processing Results SPSS for windows version 20.0

**Multiple Linear Regression Analysis****Table 4 Multiple Linear Regression**

|       |                       | Coefficients <sup>a</sup>   |            |                           |        |      |
|-------|-----------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                       | Unstandardized Coefficients |            | Standardized Coefficients |        |      |
| Model |                       | B                           | Std. Error | Beta                      | t      | Sig. |
| 1     | (Constant)            | 9.069                       | 2.185      |                           | 4.150  | .000 |
|       | Green Perceived Value | .109                        | .052       | .135                      | 2.101  | .037 |
|       | Green Perceived Risk  | -.045                       | .027       | -.101                     | -1.667 | .097 |
|       | Green Trust           | .384                        | .046       | .531                      | 8.311  | .000 |

a. Dependent Variable: Green Purchase Intention

Source: Primary Data Processing Results SPSS for windows version 20.0

$$Y = 9,069 + 0,109X_1 - 0,045X_2 + 0,384X_3 + e$$

Interpretation based on these equations can be interpreted as follows:

1. A constant is 9.069, meaning that if there is no Green Perceived Value, Green Perceived Risk and Green Trust, then the Green Purchase Intention remains constant at 9.069.
2. A positive regression coefficient of 0.109 means that if the Green Perceived Value is increased by one unit, with Green Perceived Risk and Green Trust ignored, it will result in an increase in Green Purchase Intention of 0.109.
3. A positive regression coefficient of -0.045 means that if Green Perceived Risk is increased by one unit, assuming Green Perceived Value and Green Trust are ignored, it will result in a decrease in Green Purchase Intention of -0.045.
4. A positive regression coefficient of 0.384 means that if Green Trust is increased by one unit, assuming Green Perceived Value and Green Perceived Risk are ignored, it will result in an increase in Green Purchase Intention of 0.384.

**Hypothesis Test****Partial Test ( T test)****Table 5 Result T Test**

|       |                       | Coefficients <sup>a</sup> |  |      |
|-------|-----------------------|---------------------------|--|------|
| Model |                       | t                         |  | Sig. |
| 1     | (Constant)            | 4.150                     |  | .000 |
|       | Green Perceived Value | 2.101                     |  | .037 |
|       | Green Perceived Risk  | -1.667                    |  | .097 |
|       | Green Trust           | 8.311                     |  | .000 |

a. Dependent Variable: Green Purchase Intention

Source: Primary Data Processing Results SPSS for windows version 20.0

Based on the following table, the explanation of the T test:

1. Effect of Green Perceived Value on Green Purchase Intention.  
From table 4. above it can be seen that the t-count is 2.101 and the t-table is 1.973 where the t-count is greater than the t-table ( $2.101 > 1.973$ ) or a significantly lower level than alpha ( $0.037 < 0.05$ ) so it can be obtained that  $H_0$  is rejected  $H_a$  is accepted .
2. Effect of Green Perceived Risk on Green Purchase Intention. From table 4. above it can be seen that the t-count is -1.667 and the t-table is 1.973 where the t-count is smaller than the t-table (-

1.667 < 1.973) or a significant level is greater than alpha (0.097 > 0.05) so that H0 can be accepted Ha rejected.

3. Effect of Green Trust on Green Purchase Intention.

From table 4. above it can be seen that the t-count is 8.311 and the t-table is 1.973 where the t-count is greater than the t-table (8.311 > 1.973) or a significantly lower level than alpha (0.000 < 0.05) so it can be obtained that H0 is rejected Ha is accepted .

### Simultaneous Test (Test F)

**Tabel 6 Joint Hypothesis Testing (Test F)**

| ANOVA <sup>b</sup> |            |                |     |             |        |                   |
|--------------------|------------|----------------|-----|-------------|--------|-------------------|
|                    | Model      | Sum of Squares | df  | Mean Square | F      | Sig.              |
| 1                  | Regression | 844.329        | 3   | 281.443     | 37.169 | .000 <sup>a</sup> |
|                    | Residual   | 1332.665       | 176 | 7.572       |        |                   |
|                    | Total      | 2176.994       | 179 |             |        |                   |

a. Predictors: (Constant), *Green Trust*, *Green Perceived Risk*, *Green Perceived Value*  
 b. Dependent Variable: *Green Purchase Intention*

Source: Primary Data Processing Results SPSS for windows version 20.0

Because the F value is greater than the F value (37.169 > 2.66). The F value is 37.169 with a significant level of 0.000 less than 5%. Then it is obtained that Ho is rejected and Ha is accepted, which means that this is done jointly between Green Perceived Value, Green Perceived Risk and Green Trust towards Green Purchase Intention

### Determination Coefficient Test (R<sup>2</sup>)

**Tabel 7 Result of Determination Coefficient Test**

| Model Summary <sup>b</sup> |                   |          |                   |                            |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | .623 <sup>a</sup> | .388     | .377              | 2.752                      |

a. Predictors: (Constant), *Green Trust*, *Green Perceived Value*, *Green Perceived Risk*  
 b. Dependent Variable: *Green Purchase Intention*

Source: Primary Data Processing Results SPSS for windows version 20.0

The Adjusted R Square figure is 0.377, this shows that the contribution of the Green Perceived Value, Green Perceived Risk, and Green Trust variables to Green Purchase Intention is 0.377 or 37.7% while the remaining 62.3% is influenced by other variables.

### Discussion

Based on the results of the research that has been done, the writer can implicate the following:

#### Effect of Green Perceived Value on Green Purchase Intention.

According to the research, From table 5. above it can be seen that the t-count is 2.101 and the t-table is 1.973 where the t-count is greater than the t-table (2.101 > 1.973) or a significantly lower level than alpha (0.037 < 0.05) so it can be obtained that H0 is rejected Ha is accepted. The results obtained by the Green Perceived Value partially have a positive and significant effect on Green Purchase Intention. It proves that the Green Perceived Value increases, the Green Purchase Intention increases. which means that green perceived value has an influence on increasing green purchase intentions The results of this research are in line with research Halim & Kempa (2016), with the results of the study there is a positive and significant effect of Green Perceived Value on Green Purchase Intention. So these results prove that Green Perceived Value influences Green Purchase Intention.



**Effect of Green Perceived Risk on Green Purchase Intention.**

The results obtained by Green Perceived Risk partially have a negative and insignificant effect on Green Purchase Intention. From table 5. above it can be seen that the t-count is -1.667 and the t-table is 1.973 where the t-count is smaller than the t-table ( $-1.667 < 1.973$ ) or a significant level is greater than alpha ( $0.097 > 0.05$ ) so that  $H_0$  can be accepted  $H_a$  rejected. It means that Green Perceived Risk increases, so Green Purchase Intention decreases. It proves that the firm need to reduce the green perceived risk to gain green purchase intention of the product. The results of this study are in line with the research of Chen & Chang (2012), with the results of the study showing a negative and insignificant effect of Green Perceived Risk on Green Purchase Intention. So these results prove that Green Perceived Risk has no effect on Green Purchase Intention.

**Effect of Green Trust on Green Purchase Intention.**

The results obtained by the Green Trust partially have a positive and significant effect on Green Purchase Intention. From table 5. above it can be seen that the t-count is 8.311 and the t-table is 1.973 where the t-count is greater than the t-table ( $8.311 > 1.973$ ) or a significantly lower level than alpha ( $0.000 < 0.05$ ) so it can be obtained that  $H_0$  is rejected  $H_a$  is accepted .

It means that Green Trust increases, so Green Purchase Intention increases. This proves how trust playing an important role when it comes to purchasing products. The results of this research are in line with Meilisa's research (2020), with the results of the study showing a positive and significant effect of Green Trust on Green Purchase Intention. So these results prove that Green Trust has an effect on Green Purchase Intention.

**The Influence of Green Perceived Value, Green Perceived Risk and Green Trust Together on Green Purchase Intention.**

The results obtained by Green Perceived Value, Green Perceived Risk and Green Trust simultaneously have a positive and significant effect on Green Purchase Intention. Based on Table 6 it can be seen that Because the F value is greater than the F value ( $37.169 > 2.66$ ). The F value is 37.169 with a significant level of 0.000 less than 5%. Then it is obtained that  $H_0$  is rejected and  $H_a$  is accepted, which means that this is done jointly between Green Perceived Value, Green Perceived Risk and Green Trust towards Green Purchase Intention

It means that Green Perceived Value, Green Perceived Risk and Green Trust increase, so Green Purchase Intention increases. The results of this research are in line with the research of Halim & Kempa (2016), with the results of research on Green Perceived Value, Green Perceived Risk and Green Trust simultaneously having a positive and significant effect on Green Purchase Intention.

**CONCLUSION**

Based on the results of data analysis from research that has been conducted on the Effect of Green Perceived Value, Green Perceived Risk, and Green Trust on Green Purchase Intention on Love Beauty and Planet Products in Padang City, the following conclusions can be drawn:

1. There is a positive and significant influence between Green Perceived Value on Green Purchase Intention on Love Beauty and Planet Products in Padang City.
2. There is a negative and insignificant effect between Green Perceived Risk on Green Purchase Intention on Love Beauty and Planet Products in Padang City.
3. There is a positive and significant influence between Green Trust on Green Purchase Intention on Love Beauty and Planet Products in Padang City.
4. There is a positive and significant influence between Green Perceived Value, Green Perceived Risk and Green Trust jointly on Green Purchase Intention on Love Beauty and Planet Products in Padang City

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