Trust is felt to be a Good Trigger in Marketing and Green Products in Generating Purchase Interest

I Nyoman Rasmen Adi[1*]; Made Mulyadi[2]; I Nengah Wirsa[3]; I Nengah Dasi Astawa[4]; Made Setini[5*]

[1,2,3,4] *rasmenadi22@gmail.com, Universitas Pendidikan Nasional Denpasar, Indonesia*
[5] *setini@warmadewa.ac.id, Universitas Warmadewa, Indonesia*
*) Corresponding Author

ABSTRACT

Objective: *This research was conducted to know the role of perceived trust as mediating variable in the influence of green marketing awareness and product innovation on purchase intention of environmentally friendly products.*
Methodology: *The population in this study is consumers who have used environmentally friendly products recycled fashion products, environmentally friendly drinking places, tissues, and food containers. The respondents are obtained using probability sampling technique through google form questionnaire distribution, and only 100 from 300 respondents are representative to be analyzed using structural equation analysis (SEM) by Smart PLS application.*
Results: *The findings of the study indicate that a direct relationship between green marketing awareness and product innovation have a positive influence on product purchase intention. The perceived trust has a positive influence on product purchase intention. The perceived trust is also significant as mediating variable in the relationship between green marketing awareness and product innovation on product purchase intention. This means that the trust of customers must always be maintained through green marketing and product innovation.*
Conclusion: *Customers' trust in products that care about the environment that do not damage the environment is realized by a green marketing system so that this becomes a driving force for customers' purchase intention.*
Keywords*: green marketing awareness; product innovation; product purchase intention; consumer trust*

INTRODUCTION

Various industrial sectors in Indonesia experience growth every year (Colenbrander et al., 2015). It has a good economic impact for the country, however this growth can also have a major negative impact on the environment (Valero & Van Reenen, 2019). Some of the problems may arise such as post-product waste processing, global warming, and sea water pollution (Djekic, 2015). For Indonesia, 2016 was the most sweltering year with an abnormality worth of 0.8 °C within the period of 1981 to 2020. Year 2020 itself positions second most blazing year with an inconsistency worth of 0.7 °C, with 2019 being positioned third with a worth of 0.7 °C and irregularity of 0.6 °C. In comparison, the global average temperature information released by the World Meteorological Organization (2020) in its last report in early December 2020 also places 2016 as the hottest year (ranked first), with 2020 being on-the-track towards one of three hottest year ever recorded.

Public awareness of the environment has an impact on the tendency of companies to care more about environmental protection as their social responsibility (Chuang & Huang, 2018). Even though the public has awareness about the impact of using products on the environment, companies still need to provide complete information in order to gain the trust of customers for the products being marketed (Nurhayati & Hendar, 2019). This information can be provided by the company through a green marketing strategy (Papadas et al., 2017). This means that companies must give solid data to their consumers to decrease negative of the dangers of utilizing the item (Wang & Hazen, 2016). Expectations on green products are often undermined by the perception that the products are low quality or do not actually fulfill the promises stated in the promotion that their products are environmentally friendly (Zulfikar & Mayvita, 2018). Marketers must realize that consumers are not only focused on the issue of environmentally friendly products, but they should likewise recall that buyers are probably not going to think twice about conventional item credits, like worth, quality, cost, and execution (Moser, 2016). Green item must not be inferior to the attributes of these non-green products to attract consumers (Zulfikar & Mayvita, 2018).

People's interest in purchasing green products is mediated by the trust that customers have towards better and friendly products for the environment (Chen et al., 2015). This is also influenced by public awareness of the importance of preserving the environment and also the interest they have because of the innovation provided by the company (Weng et al., 2015). Nowadays, awareness about the importance of protecting the environment is increasing (Ahmad, 2015). The occurrence of global warming makes people more careful using various products (Abdollahbeigi, 2020). Many discourses have emerged from various parties to take preventive measures to not further aggravate environmental damage (Spash & Aslaksen, 2015).

Consumers with a high level of environmental awareness tend to make increased purchasing decisions for environmentally friendly products compared to products that pay less attention to this issue (Moser, 2016). Thus, environmental awareness measures will be more closely related to purchasing habits than socio-demographic or personality variables (Raggiotto et al., 2018). Consumer awareness is formed because of behavior patterns that are environmentally responsible and respect the existence of other creatures on this earth (Sanchez-Sabate & Sabaté, 2019). Consumer awareness related to environmental quality and the maintenance of natural resources in living conditions will ensure the balance and sustainability of nature and the environment (Akhtar et al., 2016). Efforts to create a healthy environment are the basis for improving the quality of human life (Shelton, 2018). Improving the quality of life can be

_____

controlled by individual consumers by making changes in choosing and consuming certain goods that are friendly to the environment (Austgulen et al., 2018).

The majority of consumers realize that their buying behavior directly affects various environmental problems (Liobikiene & Juknys, 2016). Consumers adapt to this situation by considering environmental issues when shopping through their buying behavior (Moser, 2016). Evidence that supports this increase in the ecological environment is the increasing number of individuals who are willing to pay more for environmentally friendly products (Meyer, 2015). Consumers who have environmental awareness are often also called "green orientation" which in the future is predicted to increase (Hameed & Waris, 2018). Consumers who have high awareness of the environment will choose environmentally friendly products even though the prices are relatively more expensive (Pohjolainen et al., 2016).

Furthermore, besides consumer awareness regarding product marketing, there are also important product innovation factors to be developed (Strijbos et al., 2016). Different product innovations that provide a green concept encourage consumers' intention to make purchases (Chen et al., 2021). In order to achieve the goal of producing marketable and profitable products in a sustainable manner, companies must pay attention to the importance of product innovation (Krizanova et al., 2019). General products that do not have a green concept will be seen by consumers as a something boring, therefore creativity, modification, and innovation are needed for the development of these products to win the consumers' heart (Tarmidi, 2021). Product innovation is closely related to purchasing decisions because innovation is able to make products seem different in consumers so that the consumers are more interested in buying these products than competing products (Rosca et al., 2017). There is a shift in consumer behavior towards the point of view of purchasing products which is revealed from the phenomenon of problems in the existing field. Given the basic problems that have been described, this research is intended to measure the role of the intervention role of trust in green product innovation in encouraging the purchase of green products

LITERATURE REVIEW

Purchase Intention

Yichuan Wang & Yu (2017) stated that consumers' purchase intentions are basically a driving factor in making purchasing decisions for a product. Purchase intention is a consumer mental statement that reflects the plan to buy a product with certain; marketers need to know about consumer buying intentions for the product to describe consumer behavior in the future (Kamalul Ariffin et al., 2018). Buying interest is formed from consumer attitudes towards a product; it comes from consumer confidence in product quality (Suhaily & Darmoyo, 2017). The lower consumer confidence in a product will cause a decrease in consumer buying interest (Lassoued & Hobbs, 2015). According to Kotler & Armstrong (2016), consumers' purchase intentions are after-purchase evaluations or evaluation results after comparing what they feel with their expectations. Purchase intention is something related to the consumers' plan to buy a certain product, as well as how many units of the product are needed in a certain period (Peña-García et al., 2020).

_____

Table 1. Dimensions and Indicators of Purchase Intention for Green Products

Dimension	Indicator
Knowledge	Acid rain
	Ocean/stream contamination
	Air contamination from power stations
	An unnatural weather change
	Ozone layer consumption
	Contamination of drinking water
	Contamination from pesticides/bug sprays
	Annihilation of the tropical jungles
	Working in untainted regions
	Radiation from capacity of atomic waste
	Total populace blast
Attitudes	The climate is perhaps the main issue confronting society today
	We ought to pay a lot of cash to save our current circumstance
	Severe worldwide measures should be taken promptly to stop ecological downfall
	A substantial amount of money should be devoted to environmental protection
	Unless each of us recognizes the need to protect the environment, future generations will suffer the consequences
	The benefits of protecting the environment -0-5499 -0-4924 do not justify the expense involved
	The environmental policies of the main political parties are one issue 1 consider when deciding how to vote
	Green issues should not be a main consideration when deciding what we do in the future
	Personally, I cannot help to slow down environmental deterioration
	The importance of the environment is frequently exaggerated
	The benefits of overcoming environmental deterioration are not sufficient to warrant the expense involved
	Even if each of us contributed towards environmental protection, the combined effect would be negligible
	Too much fuss is made about environmental issues
	The Government should take responsibility for environmental protection
	The increasing destruction of the environment is a serious problem
	Everyone is personally responsible for protecting the environment in their everyday life
	Issues relating to the environment are very important If all of us, individually, made a contribution to environmental protection, it would have a significant effect
	Each of us, as individuals, can make a contribution to environmental protection
	Firms should always put profitability before environmental protection
Non-purchasing Behaviour	Reusing paper
	Reusing glass
	Reusing plastics
	Reusing metals
	Supporting natural strain gatherings
	Campaigning M.P.s about green issues
	Keeping in touch with papers about green issues
	Boycotting organizations that are not ecologically mindful
Purchasing Behaviour	Choose the environmentally-friendly alternative if one of a similar price is available
	Choose the environmentally-friendly alternative regardless of price
	Try to discover the environmental effects of products prior to purchase
	Environmentally-friendly detergents
	Products not tested on animals
	Recycled paper products
	Organically grown fruit and vegetables

Sources: Chen et al. (2021)

Perceived Trust

According to Manstan & McSweeney (2020), consumers trust is all information moved by consumers and all ends that consumers make about items, characteristics, and advantages. Items can be items, individuals, organizations, and everything, which an individual has convictions and perspectives. Characteristics are attributes or highlights that the items could possibly have,

_____

while the advantages are positive outcomes given by the items to consumers. Buyer trust in an item that can deliver items as per details promoted on the organization's site (Sari & Widowati, 2014). Consumers' trust can likewise be made with the genuineness of makers or advertisers in conveying the attributes of items or administrations that are offered exhaustively to buyers (Ricci et al., 2018). Buyer trust as all information provided by the seller and all ends made by customers about items, properties, and advantages (Mulyadi et al., 2018). Buyer trust the information that an item has different qualities, and the advantages of these different properties.

Table 2. Dimensions and Indicators of Perceived Trust

Dimensions	Indicator
Integrity	Fairness
	Fulfilment
	Loyalty
	Honesty
	Dependability
	Reliability
Benevolence	Attention
	Empathy
	Confidence
	Receptivity
Competency	Experience
	Institutional endorsement
	Ability in science
Predictability	Self-image of the seller
	Predictable and consistent risk or outcome

Sources: Chi et al. (2021)

Green Marketing Awareness

Environmental concerns can influence the decision to purchase a product by taking into account any planned activities that have a major impact on the environment (Brata et al., 2017). Concern for the environment will be a person's consideration of purchasing decisions because every product used can have an impact on the environment (Joshi & Rahman, 2015). Consumers who care about the environment will choose products that do not have a negative impact on the environment by changing their purchases to products that are safe and do not cause many harmful effects (Foxall, 2015). Research conducted by Istichomah (2019) shows that environmental awareness has a positive influence on purchasing decisions. Another study conducted by Bezhovski & Hussain (2016) shows that environmental awareness has a positive influence on purchasing decisions. Awareness of environmentally friendly products affects consumers' purchasing decisions to buy environmentally friendly products (Shim et al., 2018). Marketers try to influence consumer decisions by providing information to help consumers conduct product reviews (Pemayun & Atmosphere, 2015; Stankevich, 2017).

_____

Table 3. Dimensions and Indicators of Green Marketing Awareness

Dimensions	Indicator
Emotional Awareness	The influence of emotions on mood
	Using values to guide decision making
	Knowing the emotion you are feeling
	Be aware of what you feel and what you think
	Knowing the influence of feelings on performance
	Have an awareness that guides individual values and goals
Accurate Self-assessment	Knowing the limits of personal ability
	Knowing clearly the vision that needs to be improved
	Ability to learn from experience
	Realize the advantages and disadvantages
	Willing to accept new and broad perspectives
Self-confident	Dare to appear with confidence
	Dare to voice unpopular views

Source: (Nozari et al., 2021)

Product Innovation

Improvement is something that is done to the change of an item or glory that will be given to the customer with a new look (Chen et al., 2016). It is also said that innovation is a breakthrough to a new atmosphere (Snyder et al., 2016), but Corsi & Di Minin (2014) add that advancement is not simply restricted to the improvement of new items or administrations. However, development is likewise remembered for new business thinking and new cycles (Varadarajan et al., 2018) of company mechanism to adjust to a unique climate (Aldieri et al., 2021). Thus, organizations are supposed to make groundbreaking insights, novel thoughts that offer creative items and offer acceptable support to consumers (Purchase & Volery, 2020). Development has a significant importance not exclusively to keep up with the endurance of an organization yet to succeed in a contest (Karlsson & Tavassoli, 2016).

Kotler & Keller (2011) stated that item development is an assortment of different cycles that impact. Innovation is not only a design of a new idea, new invention or continuation of a new market, but also a reflection of the whole process. According to Atalay et al. (2013), the introduction and continuation of new types of goods are different from the previous ones as well as perfecting the weaknesses of previous findings by prioritizing quality. Based on the two theories that have been put forward, it can be concluded that item development is a bunch of cycles that impact each other to make and foster an item that is not quite the same as the current ones and idealizes the inadequacies of past discoveries in view of the times and market needs.

Table 4. Dimensions and Indicators of Product Innovation

Dimensions	Indicator
New product for the world	The creation of a product that has never been released by anyone
New product line	The creation of new products that allow the company to enter the market share that already exists
Addition to existing product line	The creation of products that can fulfil or reproduce existing products
Improvements and revisions to existing products	The creation of a product that can present a better quality than the previous product

Sources: Farida et al. (2021)

_____

HYPOTHESES

Green Marketing Awareness on Perceived Trust and Product Purchase Intention

Marketing of products that are safe for the environment can cover such as the production process, use of packaging products, and marketing as environmentally friendly products, so that this creates consumer confidence that this product will be very good for consumption (Mishra & Sharma, 2014; Alamsyah, 2016; Bezhovski & Hussain, 2016; Mahmoud, 2018). Green marketing as the application of marketing tools to facilitate change that provides trust and customer satisfaction (Sari & Widowati, 2014; Joshi & Rahman, 2015; Shim et al., 2018; Dimyati et al., 2018). Trust has been considered as an important factor influencing consumer's choice of environmentally friendly products (Ricci et al., 2018; Eldesoukye et al., 2020). Refer to previous researches, the hypotheses are:

H1: Green marketing awareness has a positive effect on perceived trust

H3: Green marketing awareness has a positive effect on product purchase intention

H6: Green marketing awareness has a positive effect on product purchase intention through mediation of perceived trust

Product Innovation on Perceived Trust and Product Purchase Intention

Green product innovation provides equity value to consumers. Perceived value is not only an important long-term relationship but it is able to generate trust in customers (Corsi & Di Minin, 2014; Snyder et al., 2016; Putra & Ekawati, 2017). A meaning of the value of green products is the consumer's overall assessment of the net benefits of a product or service between what is given and what is received based on consumer desires, environmental desires, sustainability expectations, and green needs (Varadarajan et al., 2018; Chang, 2019; Maulana & Alisha, 2020; Yao et al., 2021). Consumers view products that have brands as products that care about the environment, so this is a consideration for consumers in the purchase intention process (Rana & Paul, 2017; Xie et al., 2019; Purwanti et al., 2020). Refer to previous researches, the hypotheses are:

H2: Product innovation has a positive effect on perceived trust

H4: Product innovation has a positive effect on purchase intention

H7: Product innovation has a positive effect on purchase intention through mediation of perceived trust

Perceived Trust on Product Purchase Intention

Trust is a willingness to depend on other parties based on expectations resulting from ability and reliability, so that it gives rise to intention to use (Kemp et al., 2015; Gabbert et al., 2021). Trust will give consumers an assessment of product commitments, environmental performance and keep their promises and commitments regarding the environment (Pemayun & Atmosphere, 2015; Kamalul Ariffin et al., 2018). Product purchase intention and the consumer's willingness to depend on the brand's product or service as a result of his belief in his credibility, benevolence, and environmental capabilities are the result of trust (Chen & Chan, 2013; Wehnert et al., 2019). Refer to previous researches, the hypothesis is:

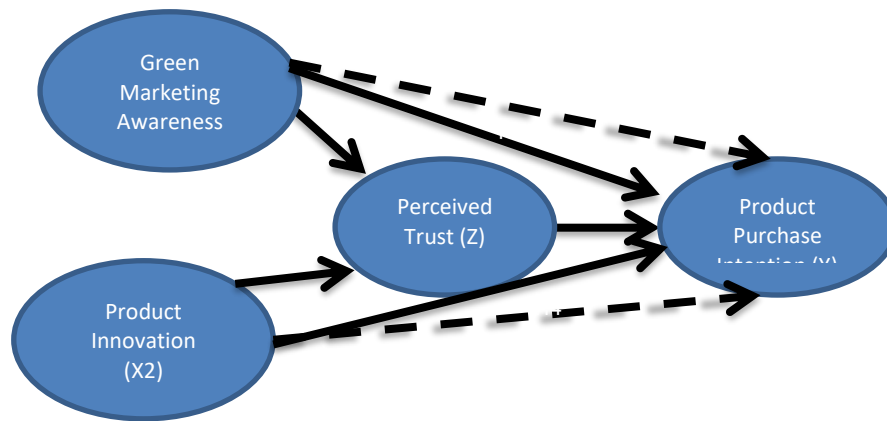H5: Perceived trust has a positive effect on product purchase intention

_____

Figure 1. Research Concept Framework

METHOD

This research uses a quantitative methodology. To evaluate the effect of independent, mediating, and dependent variables, path analysis was used in this study. The population in this study is consumers who have used environmentally friendly products such as recycled fashion products, environmentally friendly drinking places, tissues, food containers, and reusable bags. The questionnaire was distributed through online and 300 respondents were obtained from the distribution of the questionnaire. Samples were taken using probability sampling technique, where the researcher offers consumers a similar chance to be chosen as a sample, regardless of the population strata. The analysis was conducted using PLS-SEM by SmartPLS application to 100 out of 300 data.

RESULTS AND DISCUSSION

Results

Outer Model

On the convergent validity test, the instrument is valid if it has outer loading score > 0.6. The testing results showed that all items were substantial with outer loading score > 0.6.

Table 5. Convergent Validity Test Results

Variable	Instrument Code	Outer Loading	Information
Green Marketing Awareness	x1.01	0.791	Valid
	x1.02	0.803	Valid
	x1.03	0.809	Valid
	x1.04	0.850	Valid
	x1.05	0.853	Valid
	x1.06	0.756	Valid
	x1.07	0.843	Valid
	x1.08	0.767	Valid
	x1.09	0.805	Valid
	x1.10	0.844	Valid
Product Innovation	x2.01	0.839	Valid
	x2.02	0.875	Valid
	x2.03	0.880	Valid
	x2.04	0.798	Valid

_____

	x2.05	0.844	Valid
	x2.06	0.828	Valid
	x2.07	0.874	Valid
	x2.08	0.736	Valid
Perceived Trust	z01	0.840	Valid
	z02	0.824	Valid
	z03	0.849	Valid
	z04	0.824	Valid
	z05	0.729	Valid
	z06	0.875	Valid
	z07	0.913	Valid
	z08	0.822	Valid
	z09	0.780	Valid
	z10	0.836	Valid
Product Purchase Intention	y01	0.871	Valid
	y02	0.789	Valid
	y03	0.843	Valid
	y04	0.805	Valid
	y05	0.830	Valid
	y06	0.862	Valid
	y07	0.812	Valid
	y08	0.786	Valid
	y09	0.872	Valid
	y10	0.748	Valid

Source: Data processing using PLS

The average variance extracted (AVE) test results show that the AVE score are greater than 0.5, and Cronbach's Alpha and Composite Reliability scores are more than 0.5. Thus, there is no validity and reliability issue.

Table 6. Discriminant Validity Test Results & Composite Reliability

Variable	Cronbach's Alpha	rho_A	Composite Reliability	(AVE)
Green Marketing Awareness (X1)	0.943	0.944	0.951	0.661
Product Innovation (X2)	0.938	0.940	0.949	0.698
Perceived Trust (Z)	0.950	0.954	0.957	0.690
Product Purchase Intention (Y)	0.947	0.948	0.954	0.677

Source: Processing data using PLS-SEM

Inner Model

Table 7. R Square Test

	R Square	R Square Adjusted
Perceived Trust (Z)	0.717	0.712
Product Purchase Intention (Y)	0.822	0.816

Source: Data processing using PLS-SEM

The r-square table shows that the effect of green marketing awareness and product innovation on perceived trust is 71.2%, it means that 28.8% impacted by other underlying factors.

_____

Moreover, the impact of green marketing on purchase intention is 81.6%, it means that 18.4% is affected by others.

$Q2$ measures how good the observed value is generated by the estimation model and its parameters. $Q2$ value > 0 shows that the model has a good predictive relevance. Otherwise, if $Q2$ value < 0 shows that the model has poor predictive relevance. The Q-square calculation yields a value of 0.95 or 95.0%, which means that the model has a good predictive relevance. This means that 95.0%, the relationship between variables can be explained by the model.

The GoF test criteria is 0.1 (GoF small), 0.25 (moderate GoF), and 0.36 (GoF large) (Husain, 2019). The GoF score is 0.65, which means the model can be declared good. Thus, hypothesis testing can be conducted.
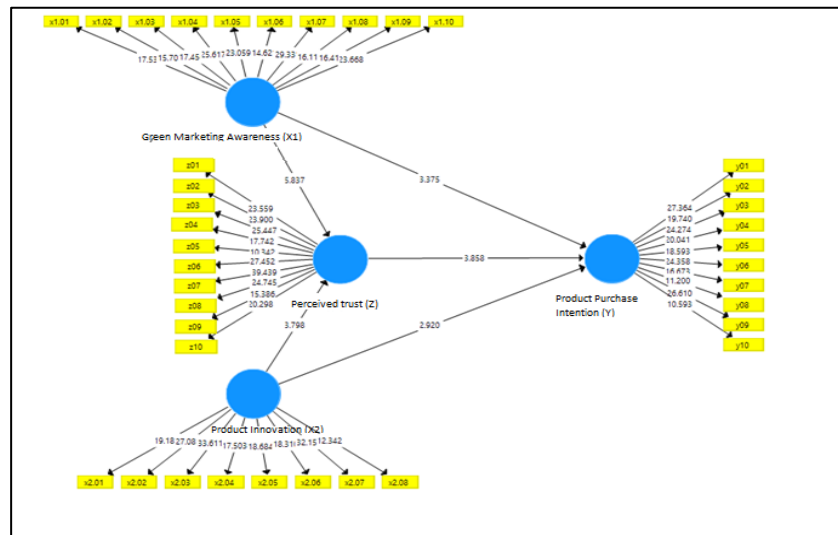
Discussion

Hypothesis Testing

Figure 2. Summary of the Results of the Hypothesis

Table 8. Results of Hypothesis Testing

Hypothesis	Beta	t-statistics	p-value	Result
Green Marketing Awareness (X1) → Perceive Trust (Z)	0.548	5.837	0.000	Positive and significant
Product Innovation (X2) → Perceived Trust (Z)	0.353	3.798	0.000	Positive and significant
Green Marketing Awareness (X1) → Product Purchase Intention (Y)	0.340	3.375	0.001	Positive and significant
Product Innovation (X2) → Product Purchase Intention (Y)	0.284	2.920	0.004	Positive and significant
Perceived Trust (Z) → Product Purchase Intention (Y)	0.356	3.858	0.000	Positive and significant
Indirect influence				
Green Marketing Awareness (X1) → Perceive Trust (Z) → Product Purchase Intention (Y)	0.195	3.211	0.001	Positive and significant
Product Innovation (X2) → Perceive Trust (Z) → Product Purchase Intention (Y)	0.125	2.657	0.008	Positive and significant

_____

Table 9. Conclusions Results Hypothesis

	Hypothesis	Results
H1	Green marketing awareness affects perceived trust	Accepted
H2	Product innovation affects perceived trust	Accepted
H3	Green marketing awareness affects product purchase intention	Accepted
H4	Product innovation affects product purchase intention	Accepted
H5	Perceived trust affects product purchase intention	Accepted
H6	Green marketing awareness affects product purchase intention through perceived trust	Accepted
H7	Product innovation affects product purchase intention through perceived trust	Accepted

Direct Relationship Hypothesis

Effect of Green Marketing Awareness on Perceived Trust (H1)

The test result of green marketing awareness on perceived trust shows p-value 0.000 (< 0.05) and t-statistic 5.837 (> 1.96). It shows that there is a significant relationship between the green marketing awareness variable and perceived trust. The results of this study also support research conducted by Mishra & Sharma (2014), Alamsyah (2016), Bezhovski & Hussain (2016), and Mahmoud (2018) which shows that consumers have acceptance and good trust in products with environmentally friendly innovations. This implies that consumer awareness in Indonesia is quite good on the issue of global warming. Thus, it is appropriate if the green marketing strategy continues to be studied by the company to compete in the market.

Effect of Product Innovation on Perceived Trust (H2)

The test result of product innovation on perceived trust shows p-value 0.000 (< 0.05) and t-statistic 3.798 (> 1.96). It shows that there is a significant relationship between product innovation variables and perceived trust. The consequences of this concentrate moreover support research conducted by Corsi & Di Minin (2014), Snyder et al. (2016), Putra & Ekawati (2017), and Maulana & Alisha (2020) which shows that product innovation, price, brand image, and service quality can increase customer loyalty. A decent discernment and consumers' trust in a specific brand will make the consumers purchase the interest and even increment client faithfulness to certain products. Similar results were also obtained from research conducted by Varadarajan et al. (2018) that there is a positive and significant effect of the innovation variable on brand trust. This implies that the higher the advancement, the higher the brand trust which eventually prompts client dedication to the brand and expanded responsibility. Brand trust is a type of commitment from a brand to their clients to measure up to their assumptions.

Effect of Green Marketing Awareness on Product Purchase Intention (H3)

The test result of green marketing awareness on product purchase intention shows a p-value 0.001 (< 0.05) and t-statistic 3.375 (> 1.96). It shows that there is a critical connection between the green marketing awareness and product purchase intention. This finding supports research from Sari & Widowati (2014) which shows that the green marketing awareness affects the purchasing interest variable of 79.4%. Comparable outcomes were from research by Joshi & Rahman (2015), Shim et al. (2018), and Dimyati et al. (2018) that green promoting and information factors essentially affect purchasing interest.

_____

The Effect of Product Innovation on Product Purchase Intention (H4)

The test result of product innovation on product purchase intention shows a p-value 0.004 (< 0.05) and t-statistic 2.920 (> 1.96). It shows that there is a huge connection between product innovation and product purchase intention. This finding supports research from Varadarajan et al. (2018), Chang (2019), Maulana & Alisha (2020), and Yao et al. (2021) which shows that the increasing value of product innovation in the value of consumer buying interest will also increase in the company. The existence of product innovation is a very important consideration for customers in determining their buying interest; customers will see and seek more detailed information about the product of their choice. This will make innovation in a product is recognized by customers so that it can increase sales volume as expected by the company.

Effect of Perceived Trust on Product Purchase Intention (H5)

The test result of perceived trust on product purchase intention shows a p-value 0.000 (< 0.05) and t-statistic 3.858 (> 1.96). It shows that there is a huge connection between perceived trust and product purchase intention. This finding supports research from Pemayun & Atmosphere (2015) and Kamalul Ariffin et al. (2018) which shows that trust significantly affects buying choices for green items (Chen & Chan, 2013; Wehnert et al., 2019). The role of trust positively and significantly mediates the relationship between perceived value and purchasing decisions for green products. Thus, the higher the trust felt by consumers in green products, the higher the level of purchasing decisions on these products.

Indirect Relationship Hypothesis

Green marketing Awareness of Product Purchase Intention through Perceived Trust (H6)

The test result of green marketing awareness on product purchase intention through perceived trust shows a p-value 0.001 (< 0.05). The test of this indirect relationship is tested with a direct relationship between perceived trust and product purchase intention (b) which shows p-value 0.000 (< 0.05) and t-statistic 3.858 (> 1.96), which means that it has a significant positive effect, and a direct relationship between green marketing awareness and perceived trust (c) which shows p-value 0.000 (< 0.05) and t-statistic 5.837 (> 1.96) which has a significant positive effect. The direct test b and c have positive significant values meaning that perceived trust has a partial mediating effect. The results of this study contradict with the research conducted by Sari & Widowati (2014) where brand awareness impacts buy expectation yet tragically brand trust does not significantly affect buy aim. Brand mindfulness is impacted by the organization's advancement by executing harmless to the ecosystem commercials yet the trust held by customers is viewed as still not as per the assumptions for the item. This is different from previous research which states that trust has no effect on product purchase intention. Research conducted by Joshi & Rahman (2015) and Shim et al. (2018) shows the results that site quality and consumer trust have a positive effect on online purchase intention. In addition, consumer trust significantly mediates the relationship between site quality and online purchase intention. The importance of the role of trust in the quality of the site will have an impact on consumer intention to buy on the site

The Effect of Product Innovation on Product Purchase Intention through Perceived Trust (H7)

The test result of product innovation on product purchase intention through perceived trust shows a p-value 0.008 (< 0.05). The test of this indirect relationship is tested with a direct

relationship between perceived trust and product purchase intention (b) which shows p-value 0.000 (< 0.05) and t-statistic 3.858 (> 1.96), which means that it has a significant positive effect, and a direct relationship between product innovation and perceived trust (c) which shows p-value 0.000 (< 0.05) and t-statistic 3.798 (> 1.96) which has a significant positive effect. The direct test b and c have positive significant values. It means perceived trust has a partial mediating effect. The results of this study are supported by research conducted by Purwanti et al. (2020) that product innovation has a significant effect on purchasing decisions with a correlation of 0.645 or has a strong relationship with a contribution of 41.5%. Furthermore, the results of this study are also supported by research conducted by Rana & Paul (2017) and Xie et al. (2019) that there is a significant positive influence between perceived value and product purchase intention, perception and trust, also trust and product purchase intention. Trust plays a very important role and is able to mediate the perception of value on product purchase intention. Trust plays a very important role and is able to mediate the perception of value on product purchase intention. The existence of trust in the consumers on quality product innovations where product quality does not cause harm to others and the environment raises the intention to buy the product. The role of trust is to mediate the creation of intention to buy green or environmentally friendly products. This finding shows that the perceived trust has a positive influence on green marketing awareness and green product innovation which will encourage product purchase intention.

CONCLUSION

Familiarity with green items affects the trust that customers feel in buying harmless products to the ecosystem items. These desires demonstrate that buyers have started to know about the environmental issues that are occurring. Product innovation meaningfully affects the trust that buyers feel in buying harmless products to the ecosystem items. Brand trust is a type of commitment from a brand to their clients to measure up to their assumptions. Green marketing awareness affects consumers to purchase harmless products to the ecosystem items. Consumers' view in green marketing will also increase sales. Product innovation meaningfully affects consumers' expectation to purchase harmless products to the ecosystem items. It will cause product innovation as one of important factors to increase sales volume. Perceived trust affects consumers' expectation to purchase harmless products to the ecosystem. The job of trust decidedly and essentially effect on the buying choices for green items. Furthermore, there is a connection between the green marketing awareness and purchase intention through perceived trust. Consciousness of green marketing with trust in a product will increase consumers' interest to buy the products. Moreover, there is a connection between product innovation and purchase intention to use through perceived trust. Brands that keep on enhancing the product features and trust will influence consumers to buy the products. For the research limitation, this research was conducted during covid-19 pandemic, so it was constrained in the use of green products. Thus, the findings cannot be generalized in the future.

REFERENCES

Abdollahbeigi, M. (2020). Non-climatic factors causing climate change. Journal of Chemical Reviews, 2(4), 292-308.

_____

Ahmad, S. (2015). Green human resource management: Policies and practices. Cogent business & management, 2(1),1030817. https://doi.org/10.1080/23311975.2015.1030817

Akhtar, F., Lodhi, S. A., Khan, S. S., & Sarwar, F. (2016). Incorporating permaculture and strategic management for sustainable ecological resource management. Journal of environmental management, 179, 31-37. https://doi.org/10.1016/j.jenvman.2016.04.051

Alamsyah, D. P. (2016). Green Marketing Strategy: Hubungan Green Perceived Value dan Green Trust. Al-Idarah: Jurnal Kependidikan Islam, 6(1).

Aldieri, L., Barra, C., Paolo Vinci, C., & Zotti, R. (2021). The joint impact of different types of innovation on firm's productivity: evidence from Italy. Economics of Innovation and New Technology, 30(2), 151-182. https://doi.org/10.1080/10438599.2019.1685211

Atalay, M., Anafarta, N., & Sarvan, F. (2013). The relationship between innovation and firm performance: An empirical evidence from Turkish automotive supplier industry. Procedia-social and behavioral sciences, 75, 226-235. https://doi.org/10.1016/j.sbspro.2013.04.026

Austgulen, M. H., Skuland, S. E., Schjøll, A., & Alfnes, F. (2018). Consumer readiness to reduce meat consumption for the purpose of environmental sustainability: insights from Norway. Sustainability, 10(9), 3058. https://doi.org/10.3390/su10093058

Bezovski, Z., & Hussain, F. (2016). The benefits of the electronic customer relationship management to the banks and their customers. Research Journal of Finance and Accounting, 7(4), 112-116.

Brata, B. H., Husani, S., & Ali, H. (2017). The influence of quality products, price, promotion, and location to product purchase decision on Nitchi at PT. Jaya Swarasa Agung in Central Jakarta. Saudi Journal of Business and Management Studies, 2(4), 357-374.

Chang, C. H. (2019). Do green motives influence green product innovation? T he mediating role of green value co-creation. Corporate Social Responsibility and Environmental Management, 26(2), 330-340.

Chen, Y. S., & Chang, C. H. (2013). Greenwash and green trust: The mediation effects of green consumer confusion and green perceived risk. Journal of business ethics, 114(3), 489-500.

Chen, Y. S., Lin, C. Y., & Weng, C. S. (2015). The influence of environmental friendliness on green trust: The mediation effects of green satisfaction and green perceived quality. Sustainability, 7(8), 10135-10152. https://doi.org/10.3390/su70810135

Chen, L., Qie, K., Memon, H., & Yesuf, H. M. (2021). The empirical analysis of green innovation for fashion brands, perceived value and green purchase intention—mediating and moderating effects. Sustainability, 13(8), 4238. https://doi.org/10.3390/su13084238

Chen, K. H., Wang, C. H., Huang, S. Z., & Shen, G. C. (2016). Service innovation and new product performance: The influence of market-linking capabilities and market turbulence. International Journal of Production Economics, 172, 54-64. https://doi.org/10.3390/su13084238

Chuang, S. P., & Huang, S. J. (2018). The effect of environmental corporate social responsibility on environmental performance and business competitiveness: The

_____

mediation of green information technology capital. Journal of business ethics, 150(4), 991-1009. https://doi.org/10.1007/s10551-016-3167-x

Chi, O. H., Jia, S., Li, Y., & Gursoy, D. (2021). Developing a formative scale to measure consumers' trust toward interaction with artificially intelligent (AI) social robots in service delivery. Computers in Human Behavior, 118, 106700.

Colenbrander, S., Gouldson, A., Sudmant, A. H., & Papargyropoulou, E. (2015). The economic case for low-carbon development in rapidly growing developing world cities: A case study of Palembang, Indonesia. Energy Policy, 80, 24-35. https://doi.org/10.1016/j.enpol.2015.01.020

Colenbrander, S., Gouldson, A., Sudmant, A. H., & Papargyropoulou, E. (2015). The economic case for low-carbon development in rapidly growing developing world cities: A case study of Palembang, Indonesia. Energy Policy. https://doi.org/10.1016/j.enpol.2015.01.020

Corsi, S., & Di Minin, A. (2014). Disruptive innovation… in reverse: Adding a geographical dimension to disruptive innovation theory. Creativity and Innovation Management, 23(1), 76-90.

Dimyati, M., Kartikasari, M. D., & Sukarno, H. (2018). Pengaruh Green Marketing dan Pengetahuan Terhadap keputusan Pembelian dengan Mediasi minat Membeli konsumen Sariayu Martha Tilaar di Kota Jember. E-Journal Ekonomi Bisnis Dan Akuntansi, 5(2), 172-177.https://doi.org/10.19184/ejeba.v5i2.8680

Djekic, I. (2015). Environmental impact of meat industry–current status and future perspectives. Procedia Food Science, 5, 61-64. https://doi.org/10.1016/j.profoo.2015.09.025

Eldesouky, A., Mesias, F. J., & Escribano, M. (2020). Perception of Spanish consumers towards environmentally friendly labelling in food. International Journal of Consumer Studies, 44(1), 64-76. https://doi.org/10.1111/ijcs.12546

Farida, N., Handayani, N. U., & Wibowo, M. A. (2019, August). Developing indicators of green construction of Green Supply Chain Management in construction industry: A literature review. In IOP Conference Series: Materials Science and Engineering (Vol. 598, No. 1, p. 012021). IOP Publishing.

Firdayanti, R. (2012). Persepsi risiko melakukan e-Commerce dengan kepercayaan konsumen dalam membeli produk fashion online. Journal of Social and Industrial Psychology, 1(1).

Foxall, G. R. (2015). Consumer behavior analysis and the marketing firm: bilateral contingency in the context of environmental concern. Journal of Organizational Behavior Management, 35(1-2), 44-69. https://doi.org/10.1080/01608061.2015.1031426

Gabbert, F., Hope, L., Luther, K., Wright, G., Ng, M., & Oxburgh, G. (2021). Exploring the use of rapport in professional information-gathering contexts by systematically mapping the evidence base. Applied Cognitive Psychology, 35(2), 329-341.

Hair Jr, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. European business review.

_____

Hameed, D., & Waris, I. (2018). Eco labels and eco conscious consumer behavior: The mediating effect of green trust and environmental concern. Hameed, Irfan and Waris, Idrees (2018): Eco Labels and Eco Conscious Consumer Behavior: The Mediating Effect of Green Trust and Environmental Concern. Published in: Journal of Management Sciences, 5(2), 86-105. https://doi.org/10.20547/jms.2014.1805205

Herrmann, F. F., Barbosa-Povoa, A. P., Butturi, M. A., Marinelli, S., & Sellitto, M. A. (2021). Green Supply Chain Management: Conceptual Framework and Models for Analysis. Sustainability, 13(15), 8127.

Husain, T. (2019). An Analysis of Modeling Audit Quality Measurement Based on Decision Support Systems (DSS). measurement, 275, 310-326.

Istichomah, E. (2019). Peran Sikap Pada Pengaruh Kepedulian Lingkungan Dan Motivasi Sosial Terhadap Pembelian Produk Hijau (Doctoral dissertation, Universitas Muhammadiyah Surakarta).

Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. International Strategic management review, 3(1-2), 128-143. https://doi.org/10.1016/j.ism.2015.04.001

Kamalul Ariffin, S., Mohan, T. and Goh, Y.-N. (2018). Influence of consumers' perceived risk on consumers' online purchase intention. Journal of Research in Interactive Marketing, Vol. 12 No. 3, pp. 309-327. https://doi.org/10.1108/JRIM-11-2017-0100

Karlsson, C., & Tavassoli, S. (2016). Innovation strategies of firms: What strategies and why?. The Journal of Technology Transfer, 41(6), 1483-1506. https://doi.org/10.1007/s10961-015-9453-4

Kotler, P. & K. L. K. (2011). Manajemen pemasaran jilid 1, edisi Ketiga belas, Terjemahan Bob Sabran. Jakarta: Erlangga.

Kotler, P., & Armstrong, G. (2016). Principles of Marketing, Global Edition, 16th Edition. In Invasive Bladder Cancer.

Kemp, E., Min, K. S., & Joint, E. (2015). Selling hope: the role of affect-laden health care advertising in consumer decision making. Journal of Marketing Theory and Practice, 23(4), 434-454.

Kowalski, M., Lee, Z. W., & Chan, T. K. (2021). Blockchain technology and trust relationships in trade finance. Technological Forecasting and Social Change, 166, 120641.

Krizanova, A., Lazaroiu, G., Gajanova, L., Kliestikova, J., Nadanyiova, M., & Moravcikova, D. (2019). The effectiveness of marketing communication and importance of its evaluation in an online environment. Sustainability, 11(24), 7016. https://doi.org/10.1016/j.foodpol.2014.12.003

Lassoued, R., & Hobbs, J. E. (2015). Consumer confidence in credence attributes: The role of brand trust. Food Policy, 52, 99-107.

Liobikienė, G., & Juknys, R. (2016). The role of values, environmental risk perception, awareness of consequences, and willingness to assume responsibility for environmentally-friendly behaviour: The Lithuanian case. Journal of Cleaner Production, 112, 3413-3422. https://doi.org/10.1016/j.jclepro.2015.10.049

_____

Manstan, T., Chandler, S. L., & McSweeney, M. B. (2021). Consumers' attitudes towards 3D printed foods after a positive experience: An exploratory study. Journal of Sensory Studies, 36(1), e12619. https://doi.org/10.1111/ijfs.14292

Maulana, Y. S., & Alisha, A. (2020). Inovasi Produk dan Pengaruhnya Terhadap Minat Beli Konsumen (Studi Kasus pada Restoran Ichi Bento Cabang Kota Banjar). Inovbiz: Jurnal Inovasi Bisnis, 8(1), 86-91. https://doi.org/10.35314/inovbiz.v8i1.1313

Mulyadi, A., Eka, D., & Nailis, W. (2018). Pengaruh Kepercayaan, Kemudahan, Dan Kualitas Informasi Terhadap Keputusan Pembelian Di Toko Online Lazada. Jurnal Ilmiah Manajemen Bisnis Dan Terapan, 15(2), 87-94.

Meyer, A. (2015). Does education increase pro-environmental behavior? Evidence from Europe. Ecological economics, 116, 108-121. https://doi.org/10.1016/j.ecolecon.2015.04.018

Moser, A. K. (2016). Consumers' purchasing decisions regarding environmentally friendly products: An empirical analysis of German consumers. Journal of Retailing and Consumer Services, 31, 389-397. https://doi.org/10.1016/j.jretconser.2016.05.006

Mahmoud, T. O. (2018). Impact of green marketing mix on purchase intention. International Journal of Advanced and applied sciences, 5(2), 127-135.

Mishra, P., & Sharma, P. (2014). Green marketing: Challenges and opportunities for business. BVIMR Management Edge, 7(1).

Nurhayati, T., & Hendar, H. (2019). Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness. Journal of Islamic Marketing. https://doi.org/10.1108/JIMA-11-2018-0220

Nozari, H., Szmelter-Jarosz, A., & Ghahremani-Nahr, J. (2021). The Ideas of Sustainable and Green Marketing Based on the Internet of Everything—The Case of the Dairy Industry. Future Internet, 13(10), 266.

Papadas, K. K., Avlonitis, G. J., & Carrigan, M. (2017). Green marketing orientation: Conceptualization, scale development and validation. Journal of Business Research, 80, 236-246. https://doi.org/10.1016/j.jbusres.2017.05.024

Pemayun, C. I. S. D. H., & Suasana, I. G. A. K. G. (2015). Peran Kepercayaan Dalam Memediasi Hubungan Antara Persepsi Nilai Dan Keputusan Pembelian Produk Hijau Herbalife Di Kota Denpasar. E-Jurnal Manajemen Universitas Udayana, 4(12), 250455.

Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. Heliyon, 6(6), e04284. https://doi.org/10.1016/j.heliyon.2020.e04284

Pohjolainen, P., Tapio, P., Vinnari, M., Jokinen, P., & Räsänen, P. (2016). Consumer consciousness on meat and the environment—Exploring differences. Appetite, 101, 37-45. https://doi.org/10.1016/j.appet.2016.02.012

Purchase, S., & Volery, T. (2020). Marketing innovation: a systematic review. Journal of Marketing Management, 36(9-10), 763-793. https://doi.org/10.1080/0267257X.2020.1774631

_____

Purwanti, P., Sarwani, S., & Sunarsi, D. (2020). The Effect of Product Innovation and Brand Awareness on Consumer Purchase Decisions At Pt. Unilever Indonesia. Inovasi, 7(1), 24-31. https://doi.org/10.32493/inovasi.v7i1.p24-31.5442

Putra, M. C. S. D., & Ekawati, N. W. (2017). Pengaruh Inovasi Produk, Harga, Citra Merek Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Sepeda Motor Vespa (Doctoral dissertation, Udayana University).

Raggiotto, F., Mason, M. C., & Moretti, A. (2018). Religiosity, materialism, consumer environmental predisposition. Some insights on vegan purchasing intentions in Italy. International Journal of Consumer Studies, 42(6), 613-626. https://doi.org/10.1111/ijcs.12478

Rosca, E., Arnold, M., & Bendul, J. C. (2017). Business models for sustainable innovation–an empirical analysis of frugal products and services. Journal of Cleaner Production, 162, S133-S145. https://doi.org/10.1016/j.jclepro.2016.02.050

Ricci, E. C., Banterle, A., & Stranieri, S. (2018). Trust to go green: an exploration of consumer intentions for eco-friendly convenience food. Ecological economics, 148, 54-65.

Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. Journal of Retailing and Consumer Services, 38, 157-165.

Sanchez-Sabate, R., & Sabaté, J. (2019). Consumer attitudes towards environmental concerns of meat consumption: A systematic review. International journal of environmental research and public health, 16(7), 1220. https://www.mdpi.com/1660-4601/16/7/1220

Sari, N. P., & Widowati, R. (2014). Hubungan Antara Kesadaran Merek, Kualitas Persepsian, Kepercayaan Merek dan Minat Beli Produk Hijau. Jurnal Manajemen Bisnis, 5(1), 59-79.

Shelton, D. (2017). Human Rights, Environmental Rights, and the Right to Environment. In Environmental rights (pp. 509-544). Routledge. https://doi.org/10.4324/978131509442

Shim, D., Shin, J., & Kwak, S. Y. (2018). Modelling the consumer decision-making process to identify key drivers and bottlenecks in the adoption of environmentally friendly products. Business Strategy and the Environment, 27(8), 1409-1421. https://doi.org/10.1002/bse.2192

Snyder, H., Witell, L., Gustafsson, A., Fombelle, P., & Kristensson, P. (2016). Identifying categories of service innovation: A review and synthesis of the literature. Journal of Business Research, 69(7), 2401-2408.https://doi.org/10.1016/j.jbusres.2016.01.009

Spash, C. L., & Aslaksen, I. (2015). Re-establishing an ecological discourse in the policy debate over how to value ecosystems and biodiversity. Journal of environmental management, 159, 245-253. https://doi.org/10.1016/j.jenvman.2015.04.049

Stankevich, A. (2017). Explaining the consumer decision-making process: Critical literature review. Journal of international business research and marketing, 2(6), 7-14. https://doi.org/10.18775/jibrm.1849-8558.2015.26.3001

Strijbos, C., Schluck, M., Bisschop, J., Bui, T., De Jong, I., Van Leeuwen, M., ... & Van Breda, S. G. (2016). Consumer awareness and credibility factors of health claims on innovative

_____

meat products in a cross-sectional population study in the Netherlands. Food Quality and Preference, 54, 13-22. https://doi.org/10.1016/j.foodqual.2016.06.014

Suhaily, L., & Darmoyo, S. (2017). Effect Of Product Quality, Perceived Priceand Brand Image On Purchase Decision Mediated By Customer Trust (Study On Japanese Brandelectronic Product). Jurnal Manajemen, 21(2), 179-194. https://doi.org/10.24912/jm.v21i2.230

Tarmidi, D. (2021). The Effect of Product Innovation and Price on Purchasing Decisions on Shopee Users in Bandung in 2021. Turkish Journal of Computer and Mathematics Education (TURCOMAT), 12(4), 747-753. https://doi.org/10.17762/turcomat.v12i4.559

Valero, A., & Van Reenen, J. (2019). The economic impact of universities: Evidence from across the globe. Economics of Education Review, 68, 53-67. https://doi.org/10.1016/j.econedurev.2018.09.001

Varadarajan, R., Jayachandran, S., & Malhotra, N. K. (Eds.). (2018). Innovation and strategy. Emerald Group Publishing.

Wang, Y., & Hazen, B. T. (2016). Consumer product knowledge and intention to purchase remanufactured products. International Journal of Production Economics, 181, 460-469. https://doi.org/10.1016/j.ijpe.2015.08.031

Wang, Y., & Yu, C. (2017). Social interaction-based consumer decision-making model in social commerce: The role of word of mouth and observational learning. International Journal of Information Management, 37(3), 179-189. https://doi.org/10.1016/j.ijinfomgt.2015.11.005

Weng, H. H. R., Chen, J. S., & Chen, P. C. (2015). Effects of green innovation on environmental and corporate performance: A stakeholder perspective. Sustainability, 7(5), 4997-5026. https://doi.org/10.3390/su7054997

Wehnert, P., Baccarella, C. V., & Beckmann, M. (2019). In crowdfunding we trust? Investigating crowdfunding success as a signal for enhancing trust in sustainable product features. Technological Forecasting and Social Change, 141, 128-137.

Xie, X., Huo, J., & Zou, H. (2019). Green process innovation, green product innovation, and corporate financial performance: A content analysis method. Journal of business research, 101, 697-706.

Yao, Q., Zeng, S., Sheng, S., & Gong, S. (2021). Green innovation and brand equity: moderating effects of industrial institutions. Asia Pacific Journal of Management, 38(2), 573-602.

Zulfikar, R., & Mayvita, P. A. (2018). The relationship of perceived value, perceived risk, and level of trust towards green products of fast moving consumer goods purchase intention. JEMA: Jurnal Ilmiah Bidang Akuntansi dan Manajemen, 15(2), 85-97. https://doi.org/10.31106/jema.v15i2.838