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

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**ABSTRACT**

**Objective:** This research was conducted with the aim of knowing the mediating role of trust in green products regarding intertwining with green products marketing awareness includes product improvement in the desire to buy products that are friendly to the environment.

**Methodology:** This examination is a quantitative research with the object of examination are informants who already know as recycled fashion products, environmentally friendly drinking places, tissues, food containers and obtained 300 population data from distributing this questionnaire. The research instrument was distributed using a Google form. Using random sampling technique obtained 100 participants who already represent the representativeness of the data, analyzed by structural equation analysis (SEM) using the Smart PLS application

**Results:** The findings of the study indicate that a direct relationship between green marketing awareness and product innovation has a positive influence on product purchase intentions. The direct relationship of trust felt by consumers has a positive influence on product purchase intentions. Mediating role Trust in products is able to mediate in awareness of green product marketing and product innovation on product purchase intentions. This means that the trust of customers must always be maintained in terms of the marketing we do and the products provided.

**Conclusion:** Customers' trust in products that care about the environment that does not damage the environment is realized by a green marketing system so that this becomes a driving force for customers' buying intentions.

**Keywords**: green marketing awareness; product innovation; product purchase intention; consumer trust

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**INTRODUCTION**

Growth The industrial sector in Indonesia experiences growth every year (Colenbrander et al., 2015). Although it has a good economic impact for the country, this growth can also have a major negative impact on the environment (Valero & Van Reenen, 2019). Some of the problems that arise, such as post-product waste processing, global warming, and sea water pollution (Djekic, 2015). For Indonesia all in all, 2016 was the most sweltering year with an abnormality worth of 0.8 °C all through the perception period 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 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 purchasers to decrease negative of the dangers of utilizing the item (Wang & Hazen, 2016). Expectations on green products are often undermined by the perception that these products are of 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 (global warming) makes people more careful using various products (Abdollahbeigi, 2020). Many discourses have emerged from various parties to take preventive measures so as not to 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 and 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).

Next, 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). Products as in general, which do not have a green concept will be seen by consumers as boring and bored, therefore creativity, modification, and innovation are needed for the development of these products to still have a place in the hearts of consumers (Tarmidi, 2021). Product innovation is closely related to purchasing decisions because innovation is able to make products different in the eyes of consumers so that 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. Previous research observing consumer behavior towards product purchases still leaves research gaps, so this encourages researchers to add the role of trust as mediation in overcoming this gap. In view of the foundation of the issue that has been portrayed, this examination is here determined to gauge the intervening job of seen trust in empowering green promoting mindfulness and item development on the goal to purchase harmless to the ecosystem items.

**LITERATURE REVIEW**

**Intention to Buy Environmentally Friendly Products**

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 consumer's 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 (Bohlen et al., 1993) | 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 (Bohlen et al., 1993) | 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 behavior (Bohlen et al., 1993) | 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 behavior (Bohlen et al., 1993) | 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 |

**Perceived Trust**

According to Manstan & McSweeney (2020) Purchaser trust is all information moved by shoppers and all ends that buyers make about items, characteristics, and advantages. Items can be items, individuals, organizations, and everything, which an individual has convictions and perspectives. While Ascribes are attributes or highlights that an article could possibly have. While the advantages are positive outcomes given ascribes to purchasers. Buyer trust in an item can be made by giving/conveying items as per the details promoted on the organization's site (Sari and Widowati, 2014). Purchaser 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 possessed by purchasers and all ends made by customers about articles, properties, and advantages (Mulyadi et al., 2018). Arises a conviction in light of purchaser information about an item, its credits, and advantages. Buyer trust or purchaser information concerns the conviction that an item has different qualities, and the advantages of these different properties. It is said by (Kowalski et al., 2021) that trust can be distinguished from two main things, namely partner the's honesty, which includes the first party's trust in partner that his partner will fulfill his promises made. , and trust is the binary of partners (trust is the partner's benevolence), which relates to the extent to which the first party believes that the second party is genuinely interested in the welfare of the first party.

**Table 2. Dimensions and indicators of Perceived Trust**

|  |  |
| --- | --- |
| Dimensions | Indicator |
| Integritas (Firdayanti, 2012) | Fairness |
| Fulfilment |
| Loyalty |
| Honesty |
| Dependability |
| Reliability |
| Benovelence (Firdayanti, 2012) | Attention |
| Empathy |
| Confidence |
| Receptivity |
| Competency (Firdayanti, 2012) | Experience |
| Institutional endorsement |
| Ability in science |
| Predictability (Firdayanti, 2012) | Self-image of the seller |
| Predictable and consistent risk or outcome |

**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 | |
| (Boyatzis, 1999) | Using values to guide decision making | |
|  | Knowing the emotions 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 | |
| (Boyatzis, 1999) | 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 | |
| (Boyatzis, 1999) | | Dare to voice unpopular views | |

**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 isn't 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) Mechanism Company to adjust to a unique climate (Aldieri et al., 2021). Thusly, organizations are supposed to make groundbreaking insights, novel thoughts that offer creative items and offer acceptable support to shoppers (Purchase and 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 and Tavassoli, 2016).

Kotler and Keller (2011) say 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. Meanwhile, according to Atalay et al., (2013) the introduction and continuation of new types of goods that 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**

|  |  |
| --- | --- |
| Dimensions | Indicator |
| New product for the world (Kotler, 2016) | The creation of a product that has never been released by anyone |
| New product line (Kotler, 2016) | The creation of new products that allow the company to enter the market share that already exists |
| Addition to existing product line (Kotler, 2016) | The creation of products that can fulfil or reproduce existing products |
| Improvements and revisions to existing products (Kotler, 2016) | The creation of a product that can present a better quality than the previous product |

**Relationship between Variables, Hypotheses and Conceptual Framework**

**Green Marketing Awareness and Perceived Trust and Product Purchase Intention**

Marketing of products that are safe for the environment, which includes several aspects in the production process, use of packaging products and marketing to consumers 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) So from previous research, the hypothesis is as follows:

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 an effect Positive influence on product purchase intention through mediation of perceived trust

**Product innovation has a positive effect 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 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 received and what is provided 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). So from previous research, the hypothesis is as follows:

H2: Product Innovation Has Positive Effect on Perceived Trust

H4: Product Innovation Has Positive Effect on Purchase Intention

H7: Product Innovation Has Positive Effect on Purchase Intention through mediation of Perceived

**Trust Perceived Trust and Intention Buying a product**

Trust is a willingness to depend on other parties based on expectations resulting from ability, reliability so that it gives rise to intention to use (Kemp et al., 2015; Gabbert et al., 2021). This 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). So from previous research, green trust has a positive influence on product purchase intentions so that the hypothesis is as follows:

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

H1

H2

H5

H3

H4

H6

H7

Image 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. Green Marketing Awareness (X1), Product Innovation (X2), Perceived Trust (Z) and Environmentally Friendly Product Value (Y). 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 instrument was distributed through online media and 300 populations were obtained from the distribution of this questionnaire. Samples were taken using probability sampling technique; basic irregular inspecting, where the scientist offers purchasers a similar chance to be chosen as an arbitrary example, regardless of the population strata. This study took 100 samples in accordance with the provisions of Hair et al., (2014), because these 100 samples already represented answering the problem formulation or confirming the theory that had been formulated, the PLS SEM data analysis method was used.

**RESULTS AND DISCUSSION**

**1. Evaluation of Model Measurement Results**

Model Measurement Results Convergent Validity intends to decide the legitimacy of every pointer relationship with develops or factors. The instrument is proclaimed legitimate in the event that it has stacking factor esteem > 0.6. The aftereffects of working out the legitimacy utilizing SmartPLS expressed that all poll questions were substantial with an external stacking score > 0.6.

Table 5. Convergent Validity Test Results for

|  |  |  |  |
| --- | --- | --- | --- |
| 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 |
| Feelings of 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-SEM

**Discriminant Validity & Composite Reliability**

Analyze the square base of the development of the typical difference extraction (AVE) of each construction with the correlation between other constructs in the model, if the square root of the construction is the mean variance extraction (AVE) is greater than the correlation construct of all other constructs. It has discriminatory validity. The AVE score obtained must be greater than 0.50.

In smartPLS there are two kinds of unwavering quality tests, to be specific the Cronbach Alpha test and the composite dependability test. Cronbach Alpha estimates the low (lower limit). The genuine unwavering quality worth of the composite dependability estimation variable. In light of the estimations completed, it was observed that all instrument things were dependable, with Cronbach's Alpha and Composite Reliability scores surpassing 0.5:

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 |
| Feelings of 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

**Evaluation of the Structural Model**

R Square Test

Table 7. R Square Test

|  |  |  |
| --- | --- | --- |
|  | R Square | R Square Adjusted |
| Feelings of 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%, also, the leftover 28.8% impacted by other underlying factors. In the meantime, the impact of green advertising mindfulness and item advancement on item buy aim is 81.6%, and the excess 18.4% is affected by other development factors beyond this review.

Hypothesis Testing

In the PLS test, every relationship test is completed by recreation utilizing the Bootstrapping of the example. Following are the consequences of estimations in view of immediate and roundabout impacts. The reason for not entirely set in stone by the first example, the t measurement and the P-esteem. The first example shows the course of the relationship. Assuming the information is huge and the T measurement is > 1.96 and the P esteem < 0.05, the speculation is acknowledged.

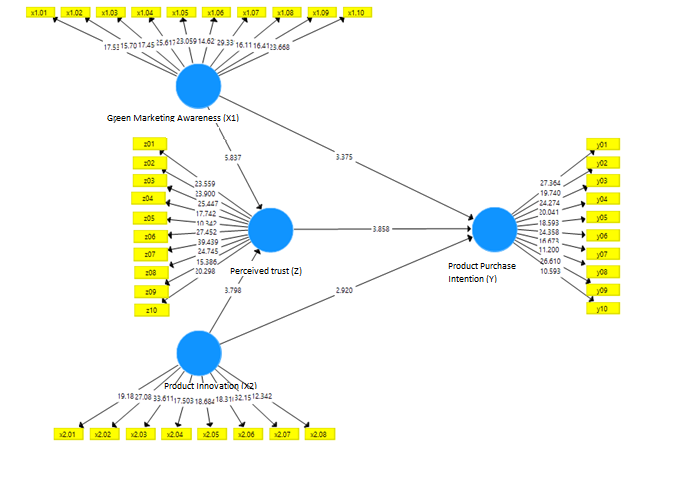
Figure 2 Summary of the results of the hypothesis

Table 8. Results of Hypothesis Testing

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Hypothesis | Beta | T-Statistics | P-Values | Result |
| Green marketing awareness X1\_ -> Feelings of trust Z\_ | 0.548 | 5.837 | 0.000 | Positive and significant |
| Product Innovation X2\_ -> Feelings of 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 |
| Feelings of trust Z\_ -> Product Purchase Intention Y\_ | 0.356 | 3.858 | 0.000 | Positive and significant |
| Indirect influence | | | | |
| Green marketing awareness X1\_ -> Feelings of trust Z\_ -> Product Purchase Intention Y\_ | 0.195 | 3.211 | 0.001 | Positive and significant |
| Product Innovation X2\_ -> Feelings of 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 | Received |
| H2 | Product Innovation Affects Perceived Trust | Received |
| H3 | Green marketing awareness affects Product Purchase Intention | Received |
| H4 | Product Innovation Affects Product Purchase Intention | Received |
| H5 | Perceived Trust affects Product Purchase Intention | Received |
| H6 | Green marketing awareness affects Product Purchase Intention through Perceived Trust | Received |
| H7 | Product Innovation affects Product Purchase Intention through Perceived Trust | Received |

In light of the consequences of measurable estimations, the impact of green showcasing mindfulness on saw trust shows p-esteem (0.000 < 0.05). This 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; 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. So it is appropriate if the green marketing strategy continues to be studied by the company in an effort to compete in the market.

**Effect of Product Innovation on Perceived Trust**

In view of the consequences of factual estimations, the impact of item development on saw trust shows p-esteem (0.000 <0.05). This 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; Maulana & Alisha, 2020). which shows that product innovation, price, brand image, and service quality can increase customer loyalty. Where a decent discernment and shopper trust in a specific brand will make purchaser purchasing 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 Intentions**

So as to produce a statistical count, intertwining green marketing awareness on product purchase intentions shows a p-esteem (0.001 <0.05). This shows that there is a critical connection between the green showcasing mindfulness variable and item buy goals. The consequences of this concentrate likewise support research led by Sari and Widowati, 2014 which shows that the green showcasing variable affects the purchasing interest variable of 79.4%. Comparable outcomes were likewise gotten from research directed by (Joshi and Rahman, 2015; Shim et al., 2018; Dimyati et al. (2018) that green promoting and information factors essentially affect purchasing interest. That's what this shows assuming shopper impression of green promoting increment, it will increment buyer purchasing revenue, and on the other hand assuming that purchaser view of green showcasing decline, it will diminish interest in purchasing items.

**The Effect of Product Innovation on Product Purchase Intention**

In light of the consequences of factual estimations, the impact of item development on item buy goals shows a p-esteem (0.004 < 0.05). This shows that there is a huge connection between item development factors and item buy expectations. The aftereffects of this concentrate likewise support research directed by Varadarajan et al. (2018); (Chang, 2019); Maulana & Alisha (2020); 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 become one that is recognized by customers so that it can increase sales volume as expected by the company.

**Effect of Perceived Trust on Product Purchase Intention**

In light of the consequences of factual computations, the impact of seen trust on item buy expectations shows a p-esteem (0.000 < 0.05). This shows that there is a huge connection between the factors of seen trust towards item buy goals. The consequences of this concentrate likewise support research directed by (Pemayun and Atmosphere, 2015; 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. So that the higher the trust felt by consumers in green products, the higher the level of purchasing decisions on these products.

**Green marketing Awareness of Product Purchase Intention through Perceived Trust**

In view of the consequences of factual estimations, the impact of green showcasing mindfulness on item buy goals through saw trust shows a p-esteem (0.001 < 0.05). Thing

This shows that there is a critical connection between the green promoting mindfulness variable and item buy expectations through saw trust. The results of this study contradict the research conducted by Sari & Widowati (2014) where brand awareness impacts buy expectation yet tragically brand trust doesn't 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 intentions. Research conducted by (Joshi & Rahman, 2015; Shim et al., 2018) shows the results that site quality and consumer trust have a positive effect on online purchase intentions. In addition, consumer trust significantly mediates the relationship between site quality and online purchase intention. Shows that the importance of the role of trust in the quality of the site will have an impact on consumer intentions to buy on the site.

**The Effect of Product Innovation on Product Purchase Intention through Perceived Trust**

Based on the results of statistical calculations, the effect of product innovation on product purchase intentions through perceived trust shows a p-value (0.008 < 0.05). This shows that there is a significant relationship between product innovation variables and product purchase intentions through perceived trust. 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; Xie et al., 2019) that there is a significant positive influence between perceived value and product purchase intentions, between perception and trust, and between trust and product purchase intentions. Trust plays a very important role and is able to mediate the perception of value on product purchase intentions. Trust plays a very important role and is able to mediate the perception of value on product purchase intentions. The existence of trust that is in the right of consumers for quality product innovations where product quality does not cause harm to others, the environment raises the intention to buy the product. The role of trust is to mediate the creation of intentions to buy green or environmentally friendly products.

**CONCLUSION**

In light of the conversation that has been depicted in the past part, the accompanying ends are acquired.

1. Familiarity with green item promoting essentially affects the trust that customers feel in buying harmless to the ecosystem items. These outcomes demonstrate that buyers have started to know about the unnatural weather change issue that is occurring.

2. Item development meaningfully affects the trust that buyers feel in buying harmless to the ecosystem items. Brand trust is a type of commitment from a brand to their clients to measure up to their assumptions.

3. Item showcasing mindfulness emphatically affects purchasers' aim to purchase harmless to the ecosystem items. Customer view of green promoting increment, it will increment shopper purchasing revenue, as well as the other way around on the off chance that purchaser impression of green advertising decline, it will diminish interest in purchasing items.

4. Item development meaningfully affects customers' expectation to purchase harmless to the ecosystem items. This will cause development in an item to become one that is perceived by clients so it can increment deals volume true to form by the organization

5. Seen trust affects customers' expectation to purchase harmless to the ecosystem items. The job of trust decidedly and essentially intercedes the connection between saw worth and buying choices for green items.

6. There is a huge connection between the green promoting mindfulness variable and item buy expectations through saw trust. Consciousness of green item promoting offset with trust in an item will increment shopper interest in making item buys.

7. There is a huge connection between item development factors and item buy expectations through saw trust. Brands that keep on enhancing will increment shopper certainty which can then influence buy expectations for an item.

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