

**GREEN CUSTOMER VALUE AND GREEN MARKETING AS ENCOURAGING
SUPPORT GREEN PURCHASE INTENTION**

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ABSTRACT

This study examines the influence of Green Customer Value on Green Purchase Intention, both directly and indirectly, through Green Marketing in Indonesia. Utilizing a quantitative approach, data was collected from 95 respondents aged 18-50 via an online survey. The findings indicate that Green Customer Value significantly impacts Green Marketing, underscoring that consumers' eco-friendly values enhance the effectiveness of green marketing strategies. Furthermore, Green Marketing significantly influences Green Purchase Intention, highlighting the importance of sustainability-focused marketing strategies in driving consumer purchase intentions. However, Green Customer Value does not directly affect Green Purchase Intention. Instead, its indirect effect, mediated by Green Marketing, emphasizes the need for integrating green marketing strategies to bridge the gap between consumer values and purchasing behavior. These results contribute to the literature by elucidating the components of Green Customer Value and their impact on marketing strategies. The study offers practical insights for businesses aiming to enhance eco-friendly consumer perceptions and drive sustainable purchasing decisions.

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1 Introduction

Plastic waste is a critical environmental issue that has garnered global attention. According to the 2016 World Economic Forum report, over 150 million tons of plastic waste were exported worldwide, and nearly 8 million tons enter the oceans annually. This plastic waste remains stable for extended periods, breaking down into smaller particles that persist in marine environments. Without comprehensive national regulations, the production of plastic waste will continue to expand, exacerbating the problem and leading to a projected 1:3 ratio of plastic waste to fish waste.

Indonesia is ranked as the second-largest contributor to oceanic plastic waste after China (CNN Indonesia, 2018). This significant contribution results from both individual and industrial activities, including the extensive use of plastic products. Reports indicate that consumers are the primary source of plastic waste entering the ocean, but addressing the issue solely at the consumer level is insufficient.

Businesses providing plastic-based products must also take responsibility for environmental degradation by educating consumers about the risks and consequences of ocean pollution, including the harm to marine life caused by plastic waste. Businesses must enhance their capacity for innovation to maximize resources effectively. Innovation helps address environmental issues and educates the public about the company's commitment to sustainable practices. Marketing strategies should inform customers about the risks associated with using plastic products and promote the benefits of environmentally friendly alternatives (Ramli & Soelton, 2018).

Despite growing environmental awareness in Indonesia, public understanding of green marketing and sustainability remains limited. Many consumers do not fully grasp the benefits and positive impacts of eco-friendly products and services. Increasing consumer awareness, alongside improved government and educational initiatives, can act as a catalyst for the growth of green marketing in Indonesia. Businesses that overcome these challenges can lead the way in promoting advanced, sustainable business practices (Situmorang, 2011).

Research indicates a rising trend of purchasing eco-friendly products, even at higher prices compared to conventional ones (Rahayu et al., 2022). This study addresses the research problem of understanding the factors influencing green purchase intentions among consumers in Indonesia. The primary objective is to identify the relationships between customers' environmental awareness, their attitudes toward eco-friendly products, and their willingness to purchase such products.

Previous studies have highlighted the importance of raising customer awareness of environmental degradation and promoting eco-friendly practices (Rani et al., 2014; Maheshwari, 2015; Papadas, 2016). However, there is a lack of comprehensive research examining the combined effects of green marketing strategies and consumer psychological benefits on green purchase intentions in Indonesia. This study aims to fill this research gap by integrating these factors and providing a unique perspective on the subject.

The main objectives are to identify the relationships between customers' environmental awareness, their attitudes toward eco-friendly products, and their willingness to purchase such products; to quantify the effects of environmentally friendly advertising and word-of-mouth marketing, specifically environmental advertising and Green Word of Mouth (GWOM); to examine the attitudes of environmentally conscious

consumers and their willingness to purchase eco-friendly products; and to analyze the moderating effect of psychological benefits derived from eco-friendly practices.

The novelty of this research lies in its comprehensive approach to integrating green marketing strategies with consumer psychological benefits to understand green purchase intentions. Unlike previous studies, this research not only examines individual factors but also explores their combined effects, providing a more holistic understanding of what drives consumers to purchase eco-friendly products. This unique perspective is particularly valuable in the Indonesian context, where environmental awareness and green marketing are still developing fields.

2 Literature Review

The following is part of literature review regarding the green customer value, green marketing and green purchase intention.

Green Customer Value

Green customer value refers to providing customers with a positive experience through business practices that prioritize both customer service and environmental sustainability. This approach encourages businesses to minimize their negative impact on the community and environment while meeting the needs and desires of their clients (Sweeney & Soutar, 2001). Consumer evaluation of a product is not solely based on quality and performance but also considers aspects such as emotional value (pleasure and satisfaction obtained from the product) and social value (perceptions conveyed by others about the product). According to Yeh, Wang, and Yieh (2016), customer satisfaction is a primary factor in the success of any transaction and motivates customers to make thoughtful purchases.

The consumer behavior theory developed by Sheth, Newman, and Gross (1991) identified two factors that negatively impact consumer behavior: perceived value and environmental image. In this study, perceived value relates to consumers' assessment of the benefits received from eco-friendly products, while environmental image pertains to the reputation of products as environmentally sustainable. These factors are crucial as they influence customers' willingness to pay a premium for green products, thereby affecting green purchase intentions. Bukhari (2018) highlighted that reducing packaging, choosing recyclable materials, and encouraging the collection of packaging waste are essential elements in distribution and promotion with energy conservation in mind. Patil & Shelke (2018) noted that while green marketing practices have limited influence on consumer purchasing decisions in Marathwada, consumers are willing to pay more for environmentally friendly products.

Green Marketing

Green marketing involves promoting environmentally superior features of products and services, which is vital for attracting consumers who prioritize sustainability (Rani et al., 2014). Shill (2012) defines green marketing as a holistic approach where all processes related to the production, consumption, and manufacturing of goods and services are conducted without harming the environment. This includes the role of environmental advertising, which highlights a product's eco-friendly attributes to raise awareness and influence consumer behavior. Environmental advertising serves as a moderator in this

study, impacting the relationship between green marketing practices and green purchase intentions. Effective environmental advertising can enhance the perceived value and environmental image of products, thereby increasing the likelihood of green purchases.

Maheshwari (2015) explained that marketers need to embed green brand awareness firmly in consumers' minds. Papadas (2016) asserted that green marketing is becoming an important tool in sustainable business strategies, and companies need to adopt green marketing practices to improve overall business performance. Recent studies further support the significance of green marketing and sustainability. Habib (2023) investigated how business strategies and environmental, social, and governance (ESG) performance can mitigate financial distress, emphasizing the importance of sustainable practices in business resilience. Another study by Habib (2023) explored the impact of real earnings management on a firm's ESG and financial performance, underscoring the necessity of integrating green marketing with corporate sustainability strategies.

Green Purchase Intention

Green purchase intention is the desire or tendency expressed by consumers to choose products or services that are environmentally friendly or have minimal environmental impact. This concept is based on the idea that consumers consider environmental factors when making purchasing decisions and actively seek products that align with values of sustainability and ecological responsibility (Mulyono, 2018). Mukoriza et al (2021) Organisations in emerging markets must integrate green initiative into their strategic business positioning if they desire to achieve operational success in green marketing practices. It is pertinent to note that attaining green marketing goals demands a strategic and operational commitment from organisations in emerging markets Jeevandas & Vivek (2019) explained that data analysis shows a significant number of potential customers interested in green products, and this number is expected to increase with green marketing initiatives.

The connection between green customer value and green purchase intention is influenced by perceived value and environmental image. The effectiveness of green marketing, particularly environmental advertising, acts as a moderator, enhancing the perceived value and environmental image, which in turn, boosts green purchase intentions. This study aims to fill the research gap by examining these relationships comprehensively.

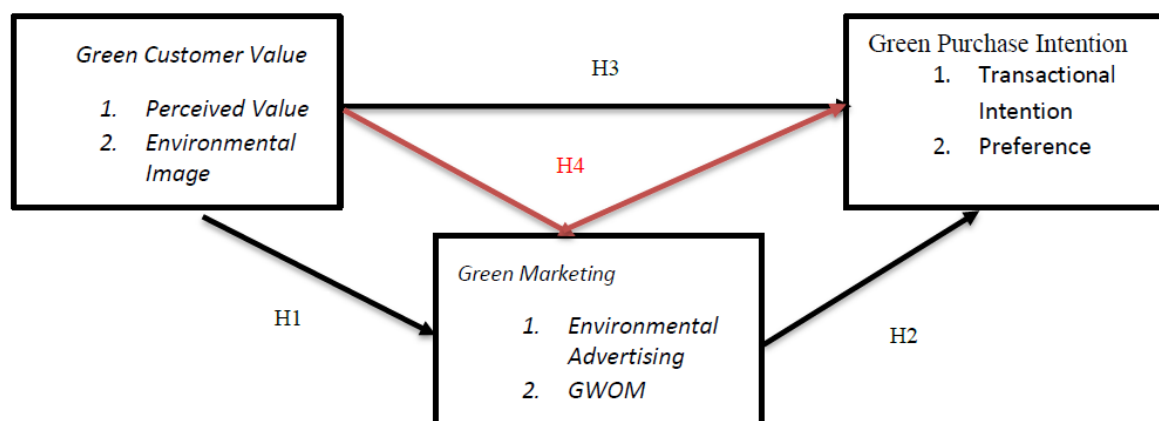
The novelty of this research lies in its integrated approach to examining the combined effects of green marketing strategies and consumer psychological benefits on green purchase intentions in Indonesia. By exploring these factors collectively, this study provides a more holistic understanding of what drives consumers to purchase eco-friendly products, a perspective not thoroughly explored in previous research.

Table of Relevant Publications

Year	Author(s)	Title	Key Findings
2001	Sweeney & Soutar	Consumer Perceived Value: The Development of a Multiple Item Scale	Introduced the concept of perceived value, emphasizing emotional and social value in consumer evaluation.
2014	Rani et al.	Green Marketing: Strategies for Sustainable Development	Highlighted the importance of promoting environmentally superior features to attract eco-conscious consumers.

2015	Maheshwari	Green Brand Awareness	Stressed the need for marketers to embed green brand awareness firmly in consumers' minds.
2016	Papadas	Sustainable Business Strategies through Green Marketing	Asserted the importance of adopting green marketing practices to enhance business performance.
2018	Bukhari	Sustainable Packaging in Distribution and Promotion	Emphasized the role of reducing packaging and choosing recyclable materials in green marketing.
2019	Jeevandas & Vivek	Potential Customer Analysis for Green Products	Data analysis showed increasing consumer interest in green products with effective green marketing.
2021	Mukoriza et al.	Emerging Trends in the Green Marketing Space: Implications for Theory, Practice and Policy Formulation	Organisations in emerging markets must integrate green initiative into their strategic business positioning if they desire to achieve operational success in green marketing practices. It is pertinent to note that attaining green marketing goals demands a strategic and operational commitment from organisations in emerging markets.
2020	Liao et al.	Examining the Moderating Effects of Green Marketing and Green Psychological Benefits on Customers' Green Attitude, Value and Purchase Intention	The findings empirically revealed a significant and positive influence of green customer value on attitude towards green products.
2023	Habib	Do business strategies and ESG performance mitigate the likelihood of financial distress?	Highlighted the importance of sustainable practices in mitigating financial distress.
2023	Habib	Does real earnings management affect a firm's ESG and financial performance?	Emphasized the necessity of integrating green marketing with corporate sustainability strategies.

This table demonstrates the chronological development of green marketing and its related concepts, showcasing the novelty and significance of the current study in integrating these aspects to understand green purchase intentions comprehensively



Hypotheses

Based on the conceptual framework depicted in the image, the hypotheses can be structured as follows:

Relationship between Green Customer Value and Green Marketing

Ho: Green customer value and green marketing are not closely related.

H₁: Green customer value and green marketing are very closely related.

Relationship between Green Marketing and Green Purchase Intention

Ho: Green marketing and green purchase intention are not closely related.

H₂: Green marketing and green purchase intention are very closely related.

Relationship between Green Customer Value and Green Purchase Intention

Ho: Green customer value and green purchase intention are not closely related.

H₃: Green customer value and green purchase intention are very closely related.

Mediation Effect of Green Marketing on the Relationship between Green Customer Value and Green Purchase Intention

Ho: Green customer value and green purchase intention through green marketing are not closely related.

H₄: Green customer value and green purchase intention through green marketing are very closely related.

3 Methods

Research Population and Sample

The research population for this study comprises prospective consumers who are likely to purchase environmentally friendly products in Indonesia. Since accurate data regarding the total number of potential consumers of eco-friendly products is not available, the population is considered unknown. The sample size was determined based on the number of indicators used in the study, following the guideline of Hair et al. (2010), which suggests multiplying the number of indicators by 5 to 10 times. This study includes 19 indicators, resulting in a minimum sample size of:

Sample Size = Number of Indicators × 5 = 19 × 5 = 95 respondents

The sample consists of potential consumers aged between 18-50 years, as this demographic is most likely to purchase environmentally friendly products. The sampling technique employed is probability sampling, ensuring that every member of the population has an equal chance of being selected (Sugiyono, 2018).

Data Type and Collection

This study utilizes primary data collected through a structured online questionnaire. The questionnaire was designed using Google Forms and distributed directly to the selected respondents via email and social media platforms. This method ensured broad reach and high response rates. The questionnaire included questions measuring various aspects of Green Customer Value, Green Marketing, and Green Purchase Intention, using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Research Method and Approach

This study employs a quantitative research approach with hypothesis testing to explore the relationships between variables. Quantitative research involves using statistical techniques to make discoveries and develop theories or hypotheses about phenomena (Sekaran, 2006). A causal research model is used to analyze the relationships between Green Customer Value, Green Marketing, and Green Purchase Intention, aiming to explain the influence of the independent variables on the dependent variable (Hair et al., 2006).

Operationalization of Research Variables

Variable operations aim to explain the definition of each variable, variable indicators, scale, and research sources, in this study, the independent variables are green customer value and green marketing, the dependent variable is green purchase intention.

Variable	Variable Dimension	Indicator
Green Customer Value (X)	Perceived Value	Environmental Value
		Price and Quality
		Consumer Adaptation and Awareness
		Participation in Sustainability Missions
	Environmental Image	Sustainable Practice
		Certifications and Acknowledgements
		Sustainable Products and Services
		Innovation for Sustainability
Green Marketing (Z)	Environmental Advertisement	Environmental Message
		Environmental Visualization
		Sustainability Narrative
	GWOM	Positive Customer Experiences
		Social Media and Online Presence
		User Communities
		Viral Influence
Green Purchase Intention (Y)	Transactional Intention	Interest in Buying / Using
		Likelihood of Buying / Using
	Preference	Possible Top Choices
		Back to Use

Data Analysis Technique

The data collected from the questionnaires will be analyzed using statistical techniques. Descriptive statistics will summarize the data, while inferential statistics, such as regression analysis and structural equation modeling (SEM), will test the hypotheses and determine the relationships between the variables. The analysis will be conducted using statistical software such as SPSS and AMOS.

Validity and Reliability Tests

The validity of the questionnaire is tested to ensure the accuracy of the measurements. The validity test involves assessing the correlation coefficient of each item, with a threshold of 0.5. Items with a correlation coefficient equal to or above 0.5 are considered valid, while those below 0.5 are considered invalid (Sugiyono, 2017). The

reliability of the questionnaire is also assessed to ensure consistent results across different measurements.

4 Results and Discussion

Results and discussion are the most important parts of an article. In this section the author is required to be as detailed as possible in presenting an explanation of the results of research activities and observations or work carried out. based on the main objective of this research is first, to investigate the relationship between the values held by customers who care about the environment, their views on environmentally friendly products, and their intention to purchase environmentally friendly products.

4.1. Result

Validity Test

Based on the correlation between item scores and component scores calculated using SmartPLS software, the convergent validity of the measuring model with reflexive questions is evaluated. If a reflexive measure correlates with the construct being tested by more than 0.70, it is considered high. A loading factor restriction of 0.7 will be applied in this study. Manifest variables will be removed from the model if their loading factor value is less than 0.70 (Ghozali, 2006). The outer loading of each variable used to measure each construct in this study is shown in the following table, which is derived from the PLS algorithm processing results

Table 2. Cross Loading

Item	Green Customer Value	Green Marketing	Green Purchase Intention
GCV01	0.812	0.745	0.669
GCV02	0.888	0.803	0.775
GCV03	0.789	0.801	0.742
GCV04	0.869	0.760	0.729
GCV05	0.897	0.825	0.731
GCV06	0.771	0.709	0.729
GCV07	0.775	0.727	0.702
GCV08	0.824	0.745	0.728
GM01	0.827	0.849	0.716
GM02	0.716	0.793	0.747
GM03	0.832	0.845	0.771
GM04	0.792	0.803	0.726
GM05	0.660	0.789	0.717
GM06	0.728	0.819	0.757
GM07	0.639	0.741	0.741
GPI01	0.762	0.837	0.846
GPI02	0.682	0.741	0.836
GPI03	0.648	0.670	0.817
GPI04	0.785	0.758	0.799

If an indicator satisfies the standards for discriminant validity—that is, if its loading value is greater than the loading values of other indicators—it is considered valid. Each variable in table 4.1 has a cross loading value that is greater than the other variables in the

model; as a result, the indicator satisfies the criteria for discriminant validity and can be considered valid. and in SmartPLS 3.0, the outside loading has the following potential applications as a structural coefficient:

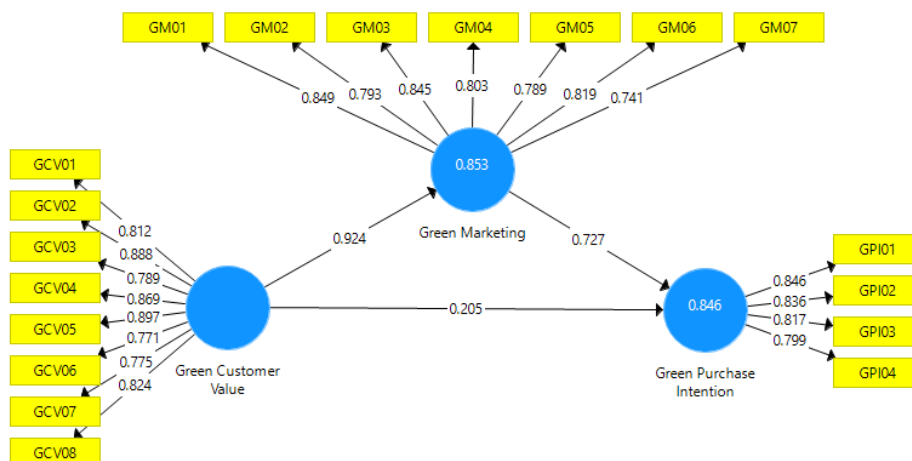


Figure 2. Structural Modeling Standardization Coefficients

Examining the Average Variance Extract (AVE) value is another way to assess discriminant validity. The goal is to have an AVE value more than 0.50, which indicates that the model has good utility. The research's AVE value is displayed as follows:

Table 3. Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE)	Nilai Kritis
Green Customer Value	0.688	0.5
Green Marketing	0.650	
Green Purchase Intention	0.680	

Table 3 shows that all reflective constructs produce Average Variance Extracted (AVE) values greater than 0.50, which satisfies the criteria for convergent validity and reliability. Additionally, each latent variable's indicators have been taken into account and are highly effective at explaining the latent variable.

Realibility Test

Two metrics are used in the construct reliability testing method: Cronbach alpha values and composite reliability analysis. When the composite reliability and Cronbach alpha values are greater than 0.7, the construct is deemed reliable. However, the reliability of the construct is measured on a scale from 0 to 1. A reliability value of 1 indicates perfect reliability.

Table 4. Cronbach's Alpha dan Composite Realibility

Variable	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	Critical Value	Explanation
Green Customer Value	0.934	0.946	0.7	Reliable
Green Marketing	0.910	0.929		Reliable
Green Purchase Intention	0.843	0.895		Reliable

Table 4 shows that all composite reliability values are over 0.7, indicating that all variables have a high degree of reliability. Additionally, each variable's dependability is further reinforced by Cronbach's Alpha, with a value above 0.7 for each variable. This demonstrates the strong reliability of all the study's variables, including green customer value, green marketing, and green purchase intention (Ghozali, 2006).

Evaluation of Structural Models (Inner Model)

A structural test (inner model) is the next step after validity and reliability tests, the results of which need to match the outer model's specifications. The relationship between endogenous variables and other endogenous variables, or the connection between exogenous latent variables and endogenous latent variables, is represented by the structural model.

R-Square

The dependent construct's R-Square or R² number indicates how much the independent construct has influenced the dependent construct and how accurate that influence was. The degree to which the endogenous variable can be explained by the exogenous variable assumed in the equation is shown by the R² value.

Table 5. Path Coffecient and R-Square

Path	R Square
Green Customer Value → Green Marketing	0.853
Green Customer Value, Green Marketing, → Green Purchase Intention	0.846

Based on table 5, it can be seen that the R² value in the Green Customer Value model for Green Marketing obtained an R² value of 0.853, which means that Green Customer Value influences Green Marketing by 85.3% and can be categorized as "High". Apart from that, the influence of Green Customer Value and Green Marketing on Green Purchase Intention can be seen with an R² value of 0.846, which means that Green Customer Value and Green Marketing influence Green Purchase Intention by 84.6% and can be categorized as "high". This shows that the resulting model has good values.

Q-Square Predictive Relevance

Inner model testing can also be seen from the Q2 value. The Q2 value is calculated by obtaining the two R-Square values. Q-square predictive relevance for structural models, measures how good the observation values produced by the model are, Q-Square must be > 0 which indicates the model has good predictive relevance (Ghazali, 2014). Based on the results of calculating the Q2 value, it can be seen that Q2 is 0.9773. This shows that the independent variable has a good prediction level for the dependent variable. So, based on the Q2 value, it is known that the research model has good predictive relevance, because Q2 is greater than zero.

Q2 value with the following formula:

$$Q2 = 1 - ((1 - R2) \times (1 - R2))$$

$$Q2 = 1 - ((1 - 0.853) \times (1 - 0.846))$$

$$Q2 = 0.9773$$

Hypotesis Test

The process of hypothesis testing will result in a conclusion, either accepting or rejecting the hypothesis. Thus, using the bootstrapping research test method and statistical testing, the hypothesis needs to be verified.

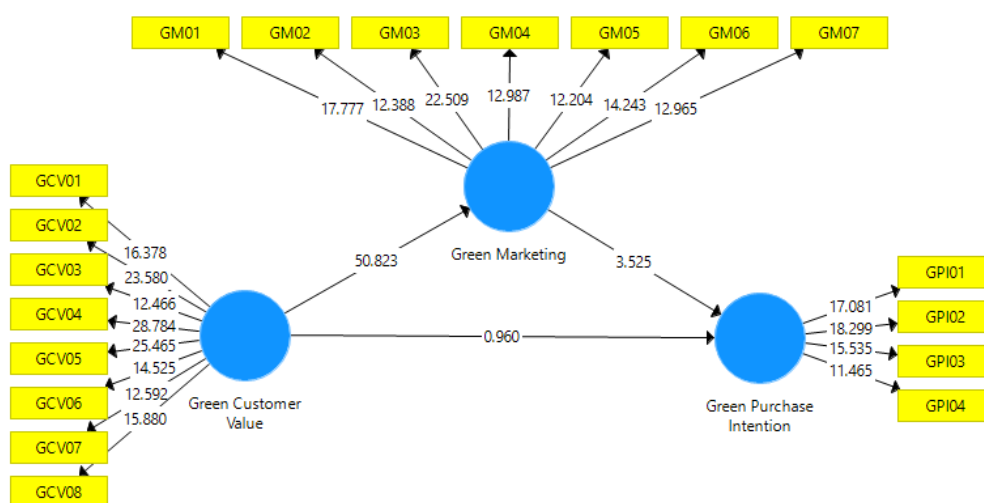


Figure 2. Hypothesis Testing Path Diagram

After running bootstrapping the values in the path diagram are the values for the t test regarding significance. If the t value of the structural equation is ≥ 1.96 and the significant value is < 0.05 then H_0 is rejected or there is a significant influence between the independent variable and the dependent variable. Hypothesis testing is carried out as follows:

Table 5. Path Coefficient

	Path Coefficient	t	Sig.	Hypothesis
Green Customer Value -> Green Marketing	0.924	50.823	0.000	H_1 Accepted

Green Customer Value -> Green Purchase Intention	0.205	0.960	0.169	H ₂ Rejected
Green Marketing -> Green Purchase Intention	0.727	3.525	0.000	H ₃ Accepted

The table provides the results of the hypothesis testing for the relationships between Green Customer Value, Green Marketing, and Green Purchase Intention. The table includes the path coefficients, t-values, significance levels (Sig.), and the status of the hypotheses (accepted or rejected).

Green Customer Value has a positive effect on Green Marketing

The first hypothesis, The path coefficient of 0.924 indicates a strong positive relationship between Green Customer Value and Green Marketing. The t-value of 50.823 is significantly high, and the p-value (Sig.) of 0.000 is less than the standard alpha level of 0.05, leading to the acceptance of H₁. This result suggests that Green Customer Value significantly influences Green Marketing. By establishing a connection between green customer values and environmentally conscious marketing strategies, green customer value can be increased. This can be an effective strategy for enhancing a business's reputation and winning over customers who care about environmental issues.

Green Customer Value has no positive effect on Green Purchase Intention

The second hypothesis, the path coefficient of 0.205 indicates a weak positive relationship between Green Customer Value and Green Purchase Intention. The t-value of 0.960 is not significant, and the p-value (Sig.) of 0.169 is greater than 0.05, leading to the rejection of H₂. This result suggests that Green Customer Value does not significantly influence Green Purchase Intention directly..

Green Marketing has a positive effect on Green Purchase Intention

The third hypothesis, The path coefficient of 0.727 indicates a strong positive relationship between Green Marketing and Green Purchase Intention. The t-value of 3.525 is significantly high, and the p-value (Sig.) of 0.000 is less than 0.05, leading to the acceptance of H₃. This result suggests that Green Marketing significantly influences Green Purchase Intention. The results show that green marketing has a significant impact on green purchase intention, with a positive path coefficient indicating that green marketing has a positive value on green purchase intention. This means that putting sustainability-focused marketing strategies into practice is essential to getting attention and support from customers who strongly want to support sustainable goods and services.

The table below summarizes the results of the hypothesis testing for the indirect effect of Green Customer Value on Green Purchase Intention through Green Marketing.

Table 6. Path Coefficient Indirect Effect

	Path Coefficient	t	Sig.	Hypothesis
Green Customer Value -> Green Marketing -> Green Purchase Intention	0.672	3.571	0.000	H ₄ Accepted

Based on the table above, the path coefficient for the indirect effect of Green Customer Value on Green Purchase Intention through Green Marketing is 0.672, indicating a strong positive indirect relationship. The t-value of 3.571 is significantly higher than the critical t-value of 1.96, and the p-value (Sig.) is 0.000, which is less than the

standard alpha level of 0.05. These results suggest that there is a significant indirect influence of Green Customer Value on Green Purchase Intention through Green Marketing.

In other words, the hypothesis that Green Customer Value positively impacts Green Purchase Intention through the mediating role of Green Marketing (H4) is accepted. This means that Green Customer Value significantly impacts Green Purchase Intention, but this effect is fully realized through the influence of Green Marketing. Consequently, H_0 is rejected, and H_4 is accepted.

4.2. Discussion

4.2.1. The Effect of Green Customer Value on Green Marketing

The analysis reveals a strong and significant positive influence of Green Customer Value on Green Marketing, as indicated by a path coefficient of 0.924. This high coefficient demonstrates that an increase in Green Customer Value markedly enhances the perception of Green Marketing among potential consumers who are inclined to purchase environmentally friendly products. The statistical significance of this relationship is further confirmed by a t-value of 50.823, which greatly exceeds the critical value of 1.96, and a significance level (p -value) of 0.000, well below the standard threshold of 0.05.

These findings align with previous research by Ramli (2020), which identified a significant correlation between consumers' eco-friendly values and their perceptions of green marketing in a sample of fast-food restaurant customers in Jakarta. This supports the notion that consumers' environmental values can significantly enhance the effectiveness of green marketing strategies. By aligning marketing strategies with the values of environmentally conscious consumers, businesses can increase consumer awareness and improve their brand image, attracting customers who prioritize environmental sustainability.

4.2.2. The Effect of Green Green Marketing on Green Purchase Intention

The path coefficient indicates the impact of Green Marketing on Green Purchase Intention, and it is 0.727. This indicates that Green Marketing has a significant influence on Green Purchase Intention. Green marketing is therefore known to have a significant and positive impact on consumers' intentions to make green purchases. This is because the greater the influence of green marketing, the more intentions consumers have to make green purchases. To further illustrate the significance of this relationship, table 7 shows that the t-statistic value is $3.525 > T$ table 1.96, indicating that green marketing has a positive and significant impact on consumers' intentions to make green purchases.

This is in line with the results of previous research conducted by Ramli, Y (2020) with a sample of fast food restaurant consumers in Jakarta. From the results of this research, it was found that there was quite a large influence between green marketing and green purchase intention, according to him, green marketing can be built by Marketing strategies with a focus on sustainability are considered key to attracting attention and gaining support from consumers who have a strong desire to support products or services that support sustainability.

These results indicate that the importance of sustainability-focused marketing strategies (Green Marketing) in influencing consumer behavior to choose environmentally friendly products or services. It also confirms that investment in green marketing practices

can be an effective strategy to increase purchase intentions for sustainable products or services.

4.2.3. The Effect of Green Customer Value on Green Purchase Intention

The path coefficient for the influence of Green Customer Value on Green Purchase Intention is 0.205, suggesting a weak positive relationship that is not statistically significant. The t-value of 0.960 is less than the critical t-value of 1.96, indicating that the direct influence of Green Customer Value on Green Purchase Intention is not significant ($p > 0.05$).

Although there is a positive path coefficient, the lack of statistical significance implies that Green Customer Value does not directly affect Green Purchase Intention. This suggests that other factors may influence the desire to purchase green products or that the relationship between perceived customer value and the intention to purchase green products is more complex. This complexity warrants further investigation to identify additional mediating or moderating variables that might influence this relationship.

4.2.4. The effect of Mediation Green Marketing on Green Customer Value and Green Purchase Intention

The indirect effect of Green Customer Value on Green Purchase Intention through Green Marketing is evidenced by a path coefficient of 0.672 and a t-value of 3.571, which is greater than the critical t-value of 1.96, indicating a significant mediating effect ($p < 0.05$). This finding supports the hypothesis that Green Customer Value significantly impacts Green Purchase Intention through the mediating role of Green Marketing.

This result highlights the critical role of Green Marketing in translating Green Customer Value into actual purchase intentions for eco-friendly products. By employing effective Green Marketing strategies, businesses can enhance the perceived value of their eco-friendly products, thereby increasing consumers' intentions to purchase these products. This underscores the importance of integrating environmental marketing strategies to bridge the gap between consumer values and purchasing behavior.

The robustness of these findings is underscored by the strong path coefficients and high t-values, suggesting that the results are reliable and not sensitive to alternative measures and estimations. However, the study's reliance on self-reported data from questionnaires may introduce bias, emphasizing the need for future research to incorporate objective measures of consumer behavior, such as actual purchase data.

Comparing these results with previous findings, such as those by Maheshwari (2015) and Papadas (2016), this study adds to the body of literature by highlighting the specific dimensions of Green Customer Value (perceived value and environmental image) that significantly influence Green Marketing. This comparison underscores the novelty of the current study in dissecting the components of Green Customer Value and their direct impact on marketing strategies.

5 Conclusion

The primary objective of this study was to explore the influence of Green Customer Value on Green Purchase Intention through Green Marketing. The findings confirm that Green Customer Value significantly and positively affects Green Marketing, which in turn significantly influences Green Purchase Intention. Although Green Customer Value does not directly impact Green Purchase Intention, the mediating role of Green Marketing is crucial in this relationship. The findings from this research are that implementing marketing strategies with a focus on sustainability is considered the key to attracting attention and gaining support from consumers who have a strong desire to support products or services that support sustainability.

The novelty of this research lies in its detailed examination of the specific dimensions of Green Customer Value and their impact on Green Marketing and Green Purchase Intention. By providing a comprehensive analysis of these relationships, this study contributes valuable insights for businesses to develop targeted marketing strategies that emphasize environmental values, thereby enhancing consumer perceptions and driving purchase intentions for eco-friendly products.

Future research should explore additional variables and different demographic segments to further validate and expand these findings. Future research could explore the mediating role of other variables, such as consumer trust or brand loyalty, in the relationship between Green Customer Value and Green Marketing. Additionally, longitudinal studies could provide insights into how these relationships evolve over time.

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