Green Purchase Intention Sumbawa University of Technology Students

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Abstract

Green purchase intentions are consumer interest in buying products that are not harmful to nature. The variables used to explain green purchase intention are environmental knowledge, environmental concern and attitude. This study used 200 respondents who were selected using a purposive sampling technique. Variant-based Structural Equation Modeling (SEM) is used as a technique in analyzing research data. From processed primary data, it is known that environmental knowledge variables have directly affected to green purchase intention, environmental concern has directly affected to green purchase intention, the attitude has directly affected to green purchase intention, and the last result, attitude is a intervening variable.

Keywords : Green Purchase Intention, Attitude, Environmental Knowledge, and Environmental Concern.

Abstrak

Niat beli hijau merupakan ketertarikan konsumen dalam membeli produk-produk yang tidak berbahaya bagi alam. Variabel yang digunakan untuk menjelaskan niat beli hijau yaitu pengetahuan lingkungan, kepedulian lingkungan dan sikap. Penelitian ini menggunakan 200 responden yang dipilih menggunakan teknik *purposive sampling*. *Structural Equation Modelling* (SEM) berbasis varian digunakan sebagai teknik dalam menganalisis data penelitian. Dari data primer yang telah diolah diketahui bahwa variabel pengetahuan lingkungan secara langsung mempengaruhi niat beli hijau, kepedulian lingkungan secara langsung mempengaruhi niat beli hijau, sikap secara langsung mempengaruhi niat beli hijau, dan sikap merupakan variabel mediasi.

Kata Kunci : Niat Beli Hijau, Sikap, Pengetahuan Lingkungan dan Kepedulian Lingkungan.

1. Introduction

The population of Indonesia is enormous. It is estimated that in 2019 the total population of Indonesia will be 267 million [1]. The large population impacts environmental damage due to human life pattern, which has undergone significant changes. When shopping at supermarkets, for example, people choose plastic bags as containers to carry their groceries. Plastic shopping bags are more often used for shopping because they are comfortable and efficient to use. Plastic bag materials are light, waterproof, and robust, in contrast to bags made of paper or cloth. So far, some shops have given plastic bags for free to wrap and carry groceries.

Through the Menlhk, the Indonesian government issued a circular which aims to regulate the use of plastic bags. These rules are contained in the number: SE.6/PSLB3/PS/PLB.0/5/2016. This circular requires shops/outlets to provide plastic bags to consumers by paying for plastic bags. From the data, it is known that 100 stores/outlets can produce 10.95 million plastic waste bags [2]. One of the five countries responsible for plastic waste in the ocean is Indonesia (Jambeck et al, 2015).

Today's businesses and consumers have realized that protecting natural resources is necessary, and consumers are more sensitive to social conditions and organizational ethics [4]. Today's business goals are to satisfy consumers and prosper the community in the long term. This goal can be achieved by adopting a green marketing strategy to promote green products' purchases to existing and potential markets. Green products seek to protect the environment by reducing the use of toxic materials, pollution, and waste [5]. Many studies have previously found that individuals who are more concerned about the environment tend to buy environmentally friendly products [6]. This

trend is referred to as green consumption [7], The assumption behind this trend is that purchases are decisions made by consumers that are not only based on price and quality preferences [8] but also norms, values , and beliefs [9].

In consumer behavior theory, a social psychology approach is a right way to understand the consumer's process in making purchase decisions. In theory, several factors influence purchasing decisions. In this study, these factors are explained using the theory developed by Ajzen (1991), the theory of planned behavior (TPB). Before the emergence of TPB, the theory of reason action (TRA) was a theory that was often used to explain consumer behavior. TPB theory shows that intention is a process before consumers make a purchase decision. In this study, purchase behavior is predicted through purchase intention. Based on the TPB theory, human behavior is influenced by several factors, as shown below.
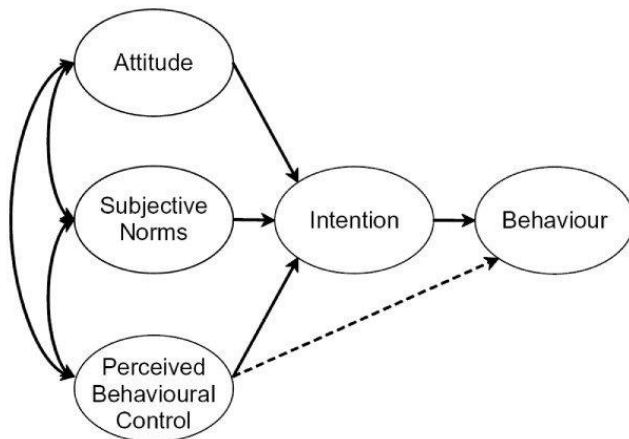

Figure 1. TPB [10]

Environmental friendly products are designed to reduce the negative impact on the environment, whose raw materials are made from materials that can be recycled [5]. Consumers, of course, have a goal to buy certain products. Purchase intention is a trend that causes consumers to want to buy products according to their wishes [11].). Intention in this study will be represented through the Green Purchase Intention variable. Several factors influence green purchase intention, namely environmental concern [12], environmental knowledge [13] and attitude [14].

One of the green products that are interesting to research is the go green bag. These bags are provided at Alfamart and Indomaret as a substitute for plastic bags. When shopping at the two minimarkets, consumers do not get free plastic bags but have to pay. However, the results of initial observations at the two minimarkets around the campus of the University of Technology of Sumbawa show that plastic bags are more often used to carry groceries than go green bags. It is interesting to study further about the interest of

Sumbawa University of Technology students in using go green bags.

2. Literature Review

Previous researchers used a social psychology approach to explain the theory of consumer behavior more comprehensively. Forty years before the emergence of the TPB theory, the TRA theory was most commonly used to explain behavior. TPB is a theory put forward by Ajzen (1991). TPB theory is very often used to estimate intentions and behavior. The model also explained that the subjective norm influences the intention, attitude, and perceived behavioral control.

This study will operationalize the intention variable into a green purchase intention variable, the subjective norm becomes environmental knowledge, perceived behavioral control becomes an environmental concern, and attitude becomes available.

The intention to buy green is explained as the consumer's concern for a person's tendency and willingness to a product that does not harm nature than other products that impact increasing natural damage in consideration of buying. Green purchase intention is a predictor of consumers' purchasing decisions on environmentally friendly products [15], [16]. Measuring green purchase intention uses indicators, namely 1) a person's tendency to buy a product 2) a tendency to refer to other people 3) a tendency that describes the behavior of someone who has a significant preference for the product and 4) a tendency to always seek information to support positive traits of products [17].

Environmental knowledge is the first variable that affects green purchase intention in this study. Environmental knowledge is a set of general knowledge that a person has about environmental concepts, facts related to environmental conditions, and the interdependence of the environment with its primary ecosystem [18]. Environmental knowledge is a consumer's commitment to purchasing environmentally friendly products based on the necessary knowledge, closely related to environmental conservation [19].

Consumers who have high environmental knowledge will have an awareness that all types of activities carried out by consumers can impact natural conditions. Environmental knowledge is closely related to environmental pollution, which later will have an impact on consumers themselves. Because if consumers do not have environmental knowledge, they can damage the environment without realizing it in their activities. Products whose materials are not made of plastic or similar materials that can be easily recycled are considered safe for the environment, so that consumers are interested in buying these products. The first hypothesis states that environmental knowledge directly affects green

purchase intention [12]. Environmental knowledge is measured using indicators 1) understanding products that do not damage nature 2) understanding the positive impact of using products that do not damage nature, and 3) understanding information about environmentally friendly products [16]

Environmental knowledge not only affects the desire to buy green but also affects attitude. Research conducted by Kussudyarsana & Devi (2020) found that attitudes are influenced by environmental knowledge. Consumers with good environmental knowledge make consumers understand the quality of products that do not damage nature so that consumer motivation appears to pay for these products [21]. So the second hypothesis is that environmental knowledge affects attitudes. Attitudes are measured by the following indicators 1) perception and understanding of environmental problems, 2) feelings or emotions that appear in the environment, and 3) behavior or behavioral tendencies towards the environment [14].

Other variables that also affect attitudes and intentions buying is environmental concern. According to research by Angelovska et al (2012), environmental concern means that consumers are committed to environmental problems and move by being aware of environmental problems that are happening and striving to solve them. A serious concern for the environment will encourage consumers to change behavior so that consumers will try to use safe products for the environment to overcome current environmental problems. When a product is considered safe for consumers, consumers will be interested in buying it. The third hypothesis in this study is that environmental concern will affect green purchase intention [23]. The indicators used to measure it are as follows: 1) worrying about environmental conditions, 2) worrying about the negative impact of consumption activities on the surrounding environment 3) considering the impact of environmental pollution due to consumption behavior [24].

Concern for the environment also affects attitudes. Previous research has found that environmental concern directly affects attitudes [23]. The fourth hypothesis of this study is that environmental concern affects green purchase intention.

Attitudes reflect consumer responses to products. In this study, precisely the attitude of consumers towards environmentally friendly products. Previous research has found an essential role for attitudes in influencing interest in buying environmentally friendly products [25]. The fifth hypothesis of this study is that attitudes affect green purchase intention.

3. Methods

Data collection in the study by giving a questionnaire in the form of a series of statements to respondents answered. The questionnaire was used to measure respondents' opinions on research variables [26]. In preparing the research questionnaire, a measurement scale is needed. The Likert scale is used as a measurement scale for research variables. In brief, it is explained that the Likert scale bases its measurement on the sum of respondents' responses regarding the statement items in the questionnaire [27]. To measure the gradation of respondents' answers, a value range of 1 to 5.

This study used a population of FEB UTS students who understand the go green Alfamart and Indomaret products. Select samples or research respondents using a purposive sampling technique. Samples were selected according to the criteria, namely active students of FEB UTS and understand the go green bag products sold at Alfamart and Indomaret. The sample size of this study was 200 respondents. A total of 120 respondents were male, and the remaining 80 respondents were female.

Structural Equation Modeling (SEM) Variant-based technique used to analyze data. The Sobel test is used to verify whether the attitude variable can be a mediating variable. Four test steps are using SEM, namely [28]. The first step is designing the inner model, and the second step is designing the outer model. After that, the third step is to evaluate the model. Furthermore, the last step is to test the hypothesis hipotesis.

4. Findings and Discussion

Structural equation modeling, often *Structural Equation Modeling (*variant-based SEM), is an analytical tool to answer research questions. This analysis technique is operated using SmartPls 3.0 software. The reason for using variant-based SEM is because SEM can analyze models with weak theories. Stages of variant-based SEM analysis results:

1. Designing the Inner Model

The formulation of the problem and the research hypothesis is the basis for designing the structural model. Structural model design is a description of latent constructs in research [28]. Figure 2 is a model built to explain green purchase intention.
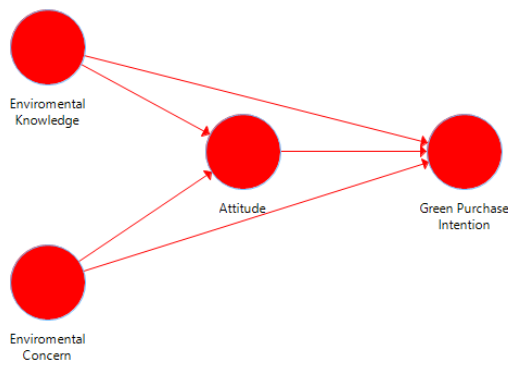
Figure 2. Inner Model

2. Designing Outer Model

The measurement model's design is the design of a path that connects the indicator block with the construct [29]. The design of the measurement model in this study uses reflective indicators.
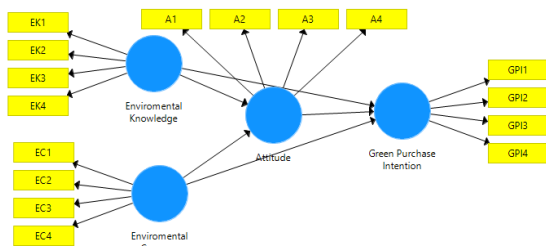

Figure 3. Outer Model

3. Evaluation Model

Evaluation is carried out using two stages. The first stage, verifying the outer model according to the test criteria. After all, the outer model's criteria have been met, and then an evaluation is carried out in the second stage by evaluating the inner model

Verifying or evaluating the outer model can be done by looking at the value convergent validity. Besides that, it is also essential to ensure that the discriminant validity is following the criteria and verify the composite value reliability [28] :

a. Convergent Validity can be measured using the correlation value of each indicator. A correlation value above 0.70 is considered high. However, if the research carried out is in the initial stage, the value of 0.50 to 0.60 is stated to explain the construct [30]. The results of the outer loading are as follows: :
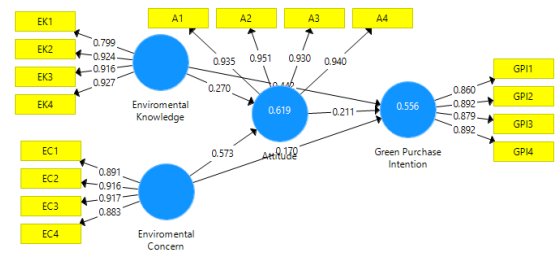

Figure 4. Output Outer Loading

Based on Figure 4 above, all indicators have a convergent value validity above 0.60 to be declared valid.

b. Discriminant Validity can be measured using the value of cross loading and Average Variance Extracted (AVE). When the indicator has a higher correlation value from one of the constructs than the four constructs in this study, the indicator is said to be the most capable of predicting the latent construct. The requirement is said that a construct has good discriminant validity by looking at the AVE value > 0.50 [28]. The results of data processing using SmartPls 3.0, all indicators were declared to have discriminant validity good.

Table 1. The result of loading indicators

Indicator	Construct			
	EC	EK	A	GPI
ECi1	0,891	0,673	0,664	0,625
ECi2	0,916	0,650	0,670	0,534
ECI3	0,917	0,661	0,713	0,587
ECi4	0,883	0,561	0,704	0,571
EK1	0,520	0,799	0,434	0,633
EK2	0,629	0,924	0,658	0,647
EK3	0,717	0,916	0,664	0,635
EK4	0,641	0,927	0,629	0,606
A1	0,723	0,626	0,935	0,586
A2	0,745	0,673	0,951	0,638
A3	0,701	0,628	0,930	0,595
A4	0,697	0,603	0,940	0,579
GPI1	0,495	0,609	0,493	0,860
GPI2	0,649	0,637	0,641	0,892
GPI3	0,582	0,631	0,570	0,879
GPI4	0,527	0,602	0,534	0,892

Source : Output SmartPls (2020)

Table 2. Construct Value

Construct	AVE	Status AVE > 0,50
Enviromental Concern	0.813	Valid
Enviromental Knowledge	0797	Valid
Attitude	0.882	Valid
Green Purchase Intention	0.775	Valid

Source : primary data processed (2020)

c. There are two criteria used to assess construct reliability: verifying the composite reliability value and the value Cronbach Alpha according to the criteria. The criterion is that each construct's value must be above 0.70 so that the construct is declared reliable [28]. The results of the construct reliability test are as follows:

Table 3. Reliability

Construct	Cronbach Alpha	Composite Reliability	Status > 0,70
Enviromental Concern	0.923	0.946	Reliabel
Enviromental Knowledge	0.914	0.940	Reliabel
Attitude	0.955	0.968	Reliabel
Green Purchase Intention	0.903	0.932	Reliabel

Source : Output SmartPls (2020)

From table 3 above, it can be concluded that a value above 0.70 for all constructs can be stated as having good reliability. The next step after testing the outer model is testing the inner model. The criteria for a model are said to be useful when the R-square value is > 0.67. However, if the R-square is more significant than 0.33, it is said to be moderate. Moreover, when the R-square value is above 0.19, it is weak [28].

Table 4 Determination

Construct	R-Square	Status
Green Purchase Intention	0.549	Moderat
Attitude	0.616	Moderat

Source : primary data processed (2020)

The prediction relevance (Q-Square) is useful for verifying the validity of the model. The Q-square result predictive relevance can be declared good if the value is greater than 0, providing evidence that the model has predictive relevance,

while the Q-square value is smaller than 0 means that the model has less predictive relevance. Q Square's magnitude has a value between zero and sat, where the closer to one means, the better the model. Calculation of Q-square predictive relevance results are:

$$
\begin{aligned}
Q^2 &= 1 - (1-R_1^2)(1-R_2^2) \\
&= 1 - (1-0.616)(1-0.549) \\
&= 1 - (0.384)(0.451) \\
&= 1 - 0.173184 \\
&= 0.826 \ (82.6\%)
\end{aligned}
$$

4. Hypothesis Test

Test statistic used is t statistic with t table value (5% significance) = 1.972. The research hypothesis was proven significant when the t statistical value was > 1.972. Here are the results:

Table 5. Direct Effect

Construct	Original Sample	T Statistik	Status T Statistik > 1,972
Enviromental Concern → Green Purchase Intention	0,170	2,028	Signifikan
Enviromental Knowledge → Green Purchase Intention	0,442	5,469	Signifikan
Attitude → Green Purchase Intention	0,211	2,697	Signifikan
Enviromental Concern → Attitude	0,573	7,690	Signifikan
Enviromental Knowledge → Attitude	0,270	3,354	Signifikan

Source : primary data processed (2020)

Table 5 above means that all research hypotheses are accepted. It means that all variables directly influence the attitude and intention to buy green, respectively. Apart from the direct effect, this research will also verify the indirect effect. In this case, the attitude variable is a variable that bridges each variable's direct influence on green purchase intention. To verify the indirect or mediating effect of the attitude variable, the Sobel test was used. Here are the results:

Table 6. Indirect Effect

Mediating	Relationships	Sobel Test
Attitude	Enviromental Concern → Green Purchase Intention	2,553
Attitude	Enviromental Knowledge → Green Purchase Intention	2,100

Source : primary data processed (2020)

The single test criteria with a significance of 5% is a z value> 1.960. From the calculation results, the z value (2.438 and 2.046) is greater than 1.960, so the attitude variable is declared as a mediating variable.

The intention to buy green in FEB UTS students is influenced by environmental concern, environmental knowledge, and attitudes. The results showed that the more students understand about products that do not damage nature, understand the positive impact of using products that do not damage nature, and understand information about environmentally friendly products, the more interested students will be to buy environmentally friendly products. This result is corroborated by previous research conducted by Rini et al (2017), which states that environmental knowledge directly affects green purchase intention.

High student environmental knowledge also makes students tend to behave or act that does not damage the environment. This means that environmental concern directly affects attitudes. Julianti & Pramudana (2017) also found the same results in their research. The higher the environmental knowledge, the higher the student's attitude towards environmentally friendly products.

The variable that also directly affects green purchase intention is environmental concern. Students concerned about environmental conditions, worry about the negative impact of consumption activities on the surrounding environment, and consider the impact of environmental pollution due to consumption behavior will be interested in paying for products that do not damage the environment. The results state that environmental concern directly affects green purchase intention. The same finding was also found by Lukiarti (2019). This study also states that environmental concern directly affects attitudes. The results of this study were confirmed by research by Kussudyarsana & Devi (2020).

The attitude variable from the results of this study was found to affect green purchase intention. Students who have perceptions and knowledge about current environmental problems make them interested in buying products that do not damage nature. The same finding was stated by Aprilisya et al

(2017) which concluded that attitudes directly affect green purchase intentions.

An exciting finding obtained by Aman et al. (2012) shows that there are differences in the results of the study that attitudes were found to have a partial mediating effect on the relationship between environmental concern and green purchase intention. On the other hand, environmental knowledge does not predict attitudes so that attitudes are found to have no mediating effect on the relationship between environmental knowledge and green purchase intention. Research conducted by Indriani et al. (2019) that environmental knowledge had no significant effect on green purchase intention.

Implications in this study are useful for companies to know environmental knowledge and environmental concern to build attitudes, leading to consumer interest in buying environmentally friendly products. In the future, the company must increase education to consumers regarding the go green bag products the company has. If this continues, it will lead to consumers or customers' intention to make purchases or buy the product more often.

5. Conclusions

This study shows that the green purchase intention of FEB UTS students is influenced by environmental concern, environmental knowledge and attitudes. The attitude variable in this study succeeded in being a mediating variable. For further research, it is suggested to include needs and promotion variables as variables that also influence green purchase intention. Further researchers are advised to research down to the stage of purchasing decisions for environmentally friendly products.

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