

THE INFLUENCE OF GREEN PERCEIVED QUALITY AND GREEN PERCEIVED RISK ON GREEN SATISFACTION AND GREEN TRUST OF SHARP AIR-CONDITIONING IN SURABAYA

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***Abstract** – This research is conducted to find out the influence of green perceived quality and green perceived risk on green satisfaction and green trust of consumers of Sharp Air-Conditioning in Surabaya. The model in this study used five hypotheses. This research is causal research with quantitative method. This study used purposive sampling approach, which the sample consists of respondents who have bought and experience Sharp Air-Conditioning in Surabaya within one year. There are 190 respondents in this study. The analysis in this study used a model of SEM (Structural Equation Modeling), and processed using SPSS 20.0 for WINDOWS and LISREL 8.80 for Measurement and Structural Model. The result shows that green perceived quality and green perceived risk has influence on consumer green satisfaction of Sharp Air-Conditioning in Surabaya. Moreover, green perceived quality, green perceived risk, and green satisfaction has influence on consumer green trust of Sharp Air-Conditioning in Surabaya.*

***Keywords:** Green Perceived Quality, Green Perceived Risk, Green Satisfaction, Green Trust*

INTRODUCTION

Nowadays, the world is facing the greatest problem which is the global warming. It means there is rapid increase in the temperature of the earth's atmosphere and oceans which is caused by the dangerous smoke emitted by land transportations and factories called Sulphur Dioxide, Carbon Monoxide, and Nitrogen Oxides. Chlorofluorocarbons (CFC) that is produced from refrigerators, air-conditioners, deodorants, and insect repellent. The gases gives a great damage to the atmosphere and the layer of ozone which could lead to global warming. Thus, technology also contributes on global warming problem.

Indonesian Government encourages companies to adopt the green concept to minimize the detrimental impact to the environment. Indonesian Government

Regulation Number 47 Year 2012 on Social and Environmental Responsibility Company Limited (2012: 1) in the second chapter, it was determined that "[Every] company as a legal subject has a social responsibility and the environment". The government policy becomes industries initiative to implement the concept of eco-green in every production, marketing, and service to achieve customer satisfaction. In respond of that, companies started to produce green product. In terms of making sure the success of the product in industry, therefore companies will also do the marketing. The activities of company that promoting their green product is called as a green marketing

According to www.isustainableearth.com retrieved on 28 June 2015, green products are goods that has less negative impact to an environment or less detrimental to human health rather than the traditional product. However, there is no product that will ever be 100% green since all product development will have some impact to the environment. It means that green product will still have the impact to the environment but in small impact. For example, green product of refrigerator and Air Conditioning of some appliances and electronics companies. The companies are producing the product that does not use the *Hydrochloroflourocarbon (HCFC)* that can harm the ozone layer. The real meaning is, the companies only minimizing the effect into the lowest level of detrimental impact to the ozone. There are many green products that produced and sold by companies in this day. There are food, appliance and electronics, household cleaners, and cars.

From pooling distributed by the researchers, most of people in Surabaya choose Sharp Air-Conditioning as the green product that is mostly used. Sharp originally came from Japan, then Sharp signed a cooperation-agreement with PT. Yasonta to become the marketing agent and assembly plant in Indonesia. Market share of Sharp in Indonesia is 19.4%.

The demand of Air Conditioning in Indonesia always increase each year along with the growth of property and hotel. On January-December 2013, the national sales of the Air Conditioning in Indonesia has reached 1,9 million units, which is 33% higher than the previous period, which only 1,4 million units.

From the previous explanations, researcher found out that demand of air conditioning is increasing over the years, which create bigger competition for each company. Therefore, to successfully have a long-term relationships and have lot of customers, it is very important for the company to implement the concept of green trust and green satisfaction. However, some factors might affect consumer green trust and green satisfaction, which are green perceived quality and green perceived risk.

Chen and Chang (2013) studied the relationships between green perceived quality, green perceived risk, green satisfaction, and green trust. The results show that green perceived quality has positive impact on green satisfaction and green trust, green perceived risk has negative impact on green satisfaction and green trust, and green satisfaction has positive impact on green trust. There is still no researches conducted that study the green trust and green satisfaction through the perspective of green perceived quality and green perceived risk.

However, the study was limited to the scope of general electronic in Taiwan. Therefore, in this particular research, the writer currently tries to conduct a new study regarding to the related topic with more specific object of green electronic which is Sharp Air-Conditioning, represented within the area of Surabaya.

The main objectives of this particular study is to analyze the relationship between green perceived quality, green perceived risk, green satisfaction, and green trust of Sharp Air-Conditioning. The objective of this study are to investigate the influence consumer green trust and green satisfaction on green product in Indonesia which affected by green perceived quality and green perceived risk, and to understand the issue and challenge of green marketing practices.

The benefit of this study are to help the managers of Sharp company to develop and inventing green product of home appliances by knowing customer's perception of quality and risk which can affect the customer satisfaction and customer trust and To help other researcher who looks for a reference about the influence of green perceived quality, green perceived risk, and green satisfaction toward green trust in the future study.

LITERATURE REVIEW

Green Marketing

Chen and Chang (2013) found that the environmental regulations are now stricter in the world due to consumers give more attention to the environmental protection activities and the effect of industrial disasters. Because of the environmentalism issue become widespread in the world now, explained by Chen (2010), more consumers are willing to buy products that do not harm the environment. According to Haden, Oyler, and Humphreys (2009), some organizations even had a foresight that to be more environmentally conscious will not only help them to improve their profit but also help them to gain an advantage over their competitors. Jain and Kaur (2004), as cited in Chen and Chang (2013), stated that “green marketing is a concept, which encompasses all marketing activities that are developed to simulate and to sustain consumers’ environmental friendly attitudes and behaviors”.

Polonsky (1994) explain that The American Marketing Association (AMA) held the first workshop on “Ecological Marketing” in 1995. At this workshop, the ecological marketing was defined as the study of the positive and negative aspects of marketing activities on pollution, energy depletion and non-energy source depletion. Moreover, Soonthonsmai (2007) in Shah and Pillai (2012) said that, “green marketing is defined as activities performed by environment concerned firms to deliver the environmentally sound goods/services to provide satisfaction to consumers”

“Green marketing is a management process to identify, anticipate and satisfy the requirements of consumers/ society in more profitable & sustainable way” stated by Peattie, 1995 and Welford, 2000 in Shah and Pillai (2012). Therefore, Chen (2010) conclude that green marketing is an unavoidable trend for companies and the concept has been accepted widely and applied in recent years. In addition, green marketing can become a new way of companies’ brand positioning.

Green Perceived Quality

Zeithaml (1988) found that quality can be defined broadly as superiority or excellence. Additionally, perceived quality means the consumer's judgment about products' overall excellence or superiority. Therefore, referring to Zeithaml (1988), Chen and Chang (2013) stated that "green perceived quality is the consumer's judgment about a product's environmental excellence or superiority". In addition, Yoo and Dontu (2011) describe that perceived quality is based on the consumers' or users' subjective evaluation of a product quality, not managers' or experts' subjective evaluation. Moreover, Parasuraman, Zeithaml, and Berry (1996) explain that quality has the similar effect with advertising's that can influence the profit

Tsiotsou (2006) found that perceived product quality have a significant influence toward the consumers satisfaction. If the product meet the quality perception of consumers, the consumers will be satisfied. On the other hand, if the result do not meet the consumers' quality perception, the consumers will be dissatisfied. Therefore, the higher the perceived product quality, the higher consumers' satisfaction with the product.

Perceived quality is the subjective judgment of consumer about a product or a brand. Hence, according to Chen and Chang (2013), the consumer trust may rely on the perceived quality of a brand or product. McKnight, Choudhury, and Kacmar (2002) found that trusting beliefs and intention are significantly affected by the quality perception of a consumer. When consumers does not know about the brand of the product, they will make a judgment based on whatever they know. Thus, trust are formed by the consumers based on the perception about the product quality. The higher the perceived quality of a product, the more consumers trust about the brand of the product. Therefore, low perceived quality can give a bad impact with consumers' trust, which result is the brand of a product will loss the consumers' trust.

Green Perceived Risk

Perceived risk in brand level, according to Peter and Ryan (1976), is a subjective expectation of losses associated with the wrong purchase. By referring that concept, according to Chen and Chang (2013), green perceived risk is the expectation of consumers about negative environmental consequences associated

with purchase behavior. Perceived risk happens before the consumers purchase the product. For example, the perceived risks when the consumers buy the green electronic product is it would not perform as the consumers expected.

Negative emotion significantly related with perceived risk because it create the frightening situation for consumer and this will lead the consumer to perceptions of risk about the product the consumer will buy. In short, Chaudhuri (1997) explain that there is a significant relationship between risk perceptions and negative consumption emotions, which have a direct effect on satisfaction. Hence, according to Johnson, Sivadas, and Garbarino (2008), risk-related emotion such as anxiety and worry can give negative affect to satisfaction rating.

Perceived risk makes the decision to purchase become harder. Mishra, Heide, and Cort (1998) found that, consumers will find it difficult to evaluate actual product quality before the purchase happens when there is an asymmetry information. Usually, according to Gregg and Walzcak (2008), information asymmetry is cling with the transaction that would lead to the unwillingness of consumers to buy the vendor's product because they do not trust the vendor. Harridge-March (2006) explained that, level of perceived risk can affect the consumers' decision about whether to trust or not to trust the product. The higher the perceived risk of a consumer, the lower the trust for the product or a brand. Therefore, in order to increase the consumers' trust about the brand or product, company should reduce the perceived risk.

Green Satisfaction

Chen (2010) describe that satisfaction can be defined as a delightful degree of post-consumption evaluation or a pleasurable degree of consumption-related fulfillment. Thus, satisfaction is a rate of pleasure felt by the consumer, resulting from the quality of the product or services to fulfill the consumer's expectation, desired, and needs. Previous researcher, Chaudhuri (1997), mention that delight is one of positive emotions of consuming product. In addition, consumers satisfaction one of the most widely discussed topic in the marketing field. Based on the above explanation about satisfaction, green satisfaction, according to Chen (2010), is defined as a pleasurable level of consumption-related

fulfillment to satisfy a consumer's environmental desires, sustainable expectations, and green needs.

Geyskens, Steenkamp, and Kumar (1999) found that, satisfaction developed from an overall evaluation of economic conditions or psychological factors that can positively enhance a positive consumer relationship. Thus, according to Horppu, Kuivalainen, Tarkiainen, and Ellonen (2008), consumers satisfaction could affect the trust to the product. Kim, Zhao, Yang (2008) stated that, "in relational sales contexts, trust is a cumulative process that develops over the course of repeated satisfactory interactions with the salesperson".

Green Trust

Trust is a topic that has attracted major interest in the academic community. Chen (2010) explained that it is because trust is believed as a strategic action in the marketing field and essential ingredient for the success of relationship. Chen (2010) found that trust includes three beliefs: integrity, benevolence, and ability. In addition, trust is a willingness to depend on other party based on the expectation resulting from the party's ability, reliability, and benevolence. Therefore, Chen and Chang (2013) explained that green trust is a consumers' willingness to depend on a product or brand based on the belief of their expectation resulting from product's credibility, goodness, and ability about its environmental performance.

Therefore, in accordance with the stated literature review, this study proposes hypotheses as follow:

- H1: Green perceived quality is positively associated with green satisfaction
- H2: Green perceived risk is negatively associated with green satisfaction
- H3: Green satisfaction is positively associated with green trust
- H4: Green perceived quality is positively associated with green trust of Sharp Air Conditioning
- H5: Green perceived risk is negatively associated with green trust

METHODOLOGY

The type of this study is categorized as causal research. This particular explanatory research design with quantitative approach describes the causal relationship between variables shown in the research model previously, which are:

green perceived quality, green perceived risk, green satisfaction, and green trust on Sharp Air-Conditioning. According to the type of data used, this study uses primary data which is obtained directly from the source, by spreading structural questionnaire to the respondents.

The population used in this research is all of the consumers who have bought and have experienced with Sharp environmental friendly Air-Conditioning in Surabaya at least one year. In the sampling technique, the study will utilize the non-probability sampling where some elements of the population will have no chance of selection. Moreover, the method used is purposive sampling where the researcher chooses the sample based on the judgement and knowledge of the researcher in order to collect samples which meet certain criterias.

According to Bentler (2006), the number of sample needed for Structural Equation Model (SEM) is between five to ten respondents for each indicator present. In this study, there are 19 indicators. Therefore, the minimum requirement of samples needed in this study is 10 respondents x 19 indicators = 190 respondents.

This research use the Likert interval scale which has the same range and homogenous with different value in each number. The type of the scale is use the numerical scale which is start from 1 to 5 from strongly disagreement to strongly agreement. The higher the score has given by the respondent means that the respondent shows the more positive answer and vice versa. If the respondent give lower number means the more negative.

Disagree 1 2 3 4 5 Agree

The data processing model used for the analysis in this study is Structural Equation Model (SEM) by using SPSS version 20.0 for Windows in order to examine the measurement model and then test the hypotheses. Before processing the data, the researcher are required to do validity and reliability tests. Validity test is done to re-check the questions in the questionnaires to make sure that it is able to be understood clearly by the respondent. Reliability test is done to determine the reliability of the questions in the questionnaire, whether the respondent has answered each questions consistently.

A confirmatory factor analysis is done in order to see whether the model is suitable for further study, followed by the testing of the goodness fit indexes which include The Root Mean Square of Approximation (RMSEA), Tucker Lewis Index (TLI), Goodness of Fit Index (GFI), Comparative Fit Index (CFI) and The Minimum Sample Discrepancy Function which split Degree of Freedom (CMIN/DF). Furthermore, it is recommended to use construct reliability and variance extract in order to measure of the internal consistency of a construct indicator.

In SEM, to test the hypotheses on each parameter, it can be done by observing the Null hypothesis of the t-test states that each parameter tested score is 0, and the alternative hypothesis states that each parameter tested score is not 0. Hypothesis is not rejected if the value of $t \geq 1,96$.

RESULT AND DISCUSSION

Table 1
Sample Description

Gender	Male	115 (60.53%)
	Female	75 (39.47%)
Age	21-30 Years old	20 (10.53%)
	31-40 Years old	48 (25.26%)
	41-50 Years old	57 (30%)
	51-60 Years old	36 (18.95%)
	More than 60 Years old	29 (15.26%)
Education	High School	46 (24.21%)
	Diploma	42 (22.10%)
	Undergraduate School	82 (43.16%)
	Graduate School	20 (10.53%)
Income	Rp. 2.500.000 – Rp. 5.000.000	48 (25.26%)
	Rp. 5.000.000 – Rp. 7.500.000	60 (31.58%)
	Rp. 7.500.000 – Rp. 10.000.000	47 (24.74%)
	More than Rp. 10.000.000	35 (18.42%)

Source : data processed by SPSS 20.0 for Windows

The socio-demographic profile of the sample and descriptive statistics of the constructs are represented in Table 1 above. It is shown the criteria of respondents who have bought and have experienced with Sharp Air-Conditioning within last one year. Table 1 above are processed using SPSS 20.0 for Windows.

Table 2
Constructs and the items

	Mean	St. Dev	Cronbach alpha value
Green Perceived Quality			
GPQ1	3.43	.939	0.848
GPQ2	3.43	.921	
GPQ3	3.55	.962	
GPQ4	3.57	1.045	
GPQ5	3.55	0.990	
Green Perceived Risk			
GPR1	2.39	1.012	0.841
GPR2	2.11	1.013	
GPR3	2.47	1.082	
GPR4	2.15	0.977	
GPR5	2.43	1.015	
Green Satisfaction			
GS1	3.31	1.114	0.772
GS2	3.48	1.116	
GS3	3.41	1.122	
GS4	3.57	1.045	
Green Trust			
GT1	3.78	1.005	0.796
GT2	3.74	1.050	
GT3	3.89	0.945	
GT4	3.82	1.004	
GT5	3.87	0.986	

Source : data processed by SPSS 20.0 for Windows

Table 2 above shows the mean scores and standard deviations for each construct and its indicators. The mean scores and standard deviations of green perceived quality scale items range from 3.43 to 3.57 and from 0.921 to 1.045. The mean scores and standard deviations of green perceived risk scale items range from 2.11 to 2.47 and from 0.977 to 1.082. The mean scores and standard deviations of green satisfaction scale items range from 3.31 to 3.57 and from 1.045 to 1.122. The mean scores and standard deviations of green trust scale items range from 3.74 to 3.89 and from 0.945 to 1.050. The reliability statistics (Cronbach alphas) of the four constructs are 0.848, 0.841, 0.772, 0.796.

In Figure 1 below, the overall confirmatory analysis of this particular study can be acquired by processing the data obtained using the LISREL 8.80 software.

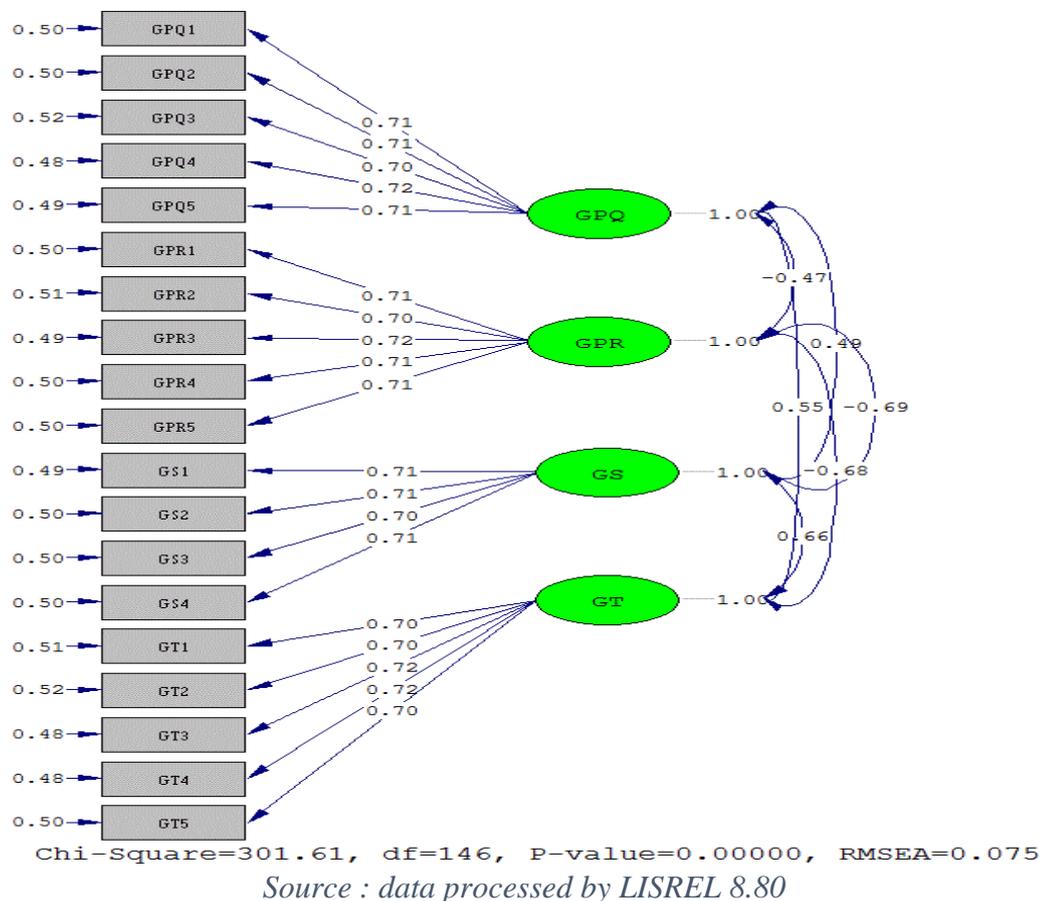


Figure 1
Overall Confirmatory Factor Analysis

A factor loading for a variable is a measurement of how much each variable contributes to the factor. Thus it can be said that high factor loading scores indicate that the dimensions of the factors are better accounted for by the variables. Moreover, the correlation r must be .30 or greater since anything lower would suggest a really weak relationship between the variables.

Reliability testing is used to determine the reliability of result acquired from the measurement testing regarding its consistency when being done twice or more. Therefore, it can be inferred that the researcher wants to measure the consistency of the measurement used for measuring the same kind of

phenomenon. Ferdinand (2000) stated that the limit of the value used as the base of acceptable reliability level is 0.7, having said that, the number itself should not be considered as the absolute measure. In addition, the recommended value of variance extracted should be at least 0.5, where the higher the value of the variance extracted shows that the indicators have been well represented in the development of the latent constructs.

Table 3
Variance Extract and Construct Reliability Result

Indicators	λ	λ^2	e_i	$\Sigma\lambda$	$(\Sigma\lambda)^2$	$\Sigma(\lambda^2)$	Σe_i	CR	VE
Green Perceived Quality				3.550	12.603	2.521	2.479	0.836	0.504
GPQ1	0.710	0.504	0.496						
GPQ2	0.710	0.504	0.496						
GPQ3	0.700	0.490	0.510						
GPQ4	0.720	0.518	0.482						
GPQ5	0.710	0.504	0.496						
Green Perceived Risk				3.550	12.603	2.521	2.479	0.836	0.504
GPR1	0.710	0.504	0.496						
GPR2	0.700	0.490	0.510						
GPR3	0.720	0.518	0.482						
GPR4	0.710	0.504	0.496						
GPR5	0.710	0.504	0.496						
Green Satisfaction				2.830	8.009	2.002	1.998	0.800	0.501
GS1	0.710	0.504	0.496						
GS2	0.710	0.504	0.496						
GS3	0.700	0.490	0.510						
GS4	0.710	0.504	0.496						
Green Trust				3.540	12.532	2.507	2.493	0.834	0.501
GT1	0.700	0.490	0.510						
GT2	0.700	0.490	0.510						
GT3	0.720	0.518	0.482						
GT4	0.720	0.518	0.482						
GT5	0.700	0.490	0.510						

Source : data processed by Excel 2010

Table 3 above shown that all the construct reliability and the variance extract has already met the limit required, which is greater than 0.7 and greater than 0.5. Therefore, it can be concluded that all variables used are generally valid, and researcher can continue the research.

A series of fitness test is done to check whether the structural model is fit or not. The fitness index test used to measure the model fit include RMSEA, GFI, AGFI, TLI/NNFI, CFI and CMIN/DF as shown on Table 5 below:

Table 4
Goodness of Fit Result

No	Fitness Test	Term of Use	Result	Explanation
1	RMSEA	$RMSEA \leq 0,08$	0,075	Good Fit
2	GFI	$GFI \geq 0,90$ (Good Fit) $0,80 \leq GFI \leq 0,90$ (Marginal Fit)	0,86	Marginal Fit
3	AGFI	$AGFI \geq 0,90$ (Good Fit) $0,80 \leq AGFI \leq 0,90$ (Marginal Fit)	0,81	Marginal fit
4	TLI/NNFI	$TLI \geq 0,90$	0,95	Good Fit
5	CMIN/DF	$CMIN/DF \leq 3$	2,109	Good Fit
6	CFI	$CFI \geq 0,90$	0,96	Good Fit

Source : data processed by LISREL 8.80

In the table 4 above, four indices including RMSEA, TLI, CFI and CMIN/DF have shown good fit, while AGFI and GFI shows marginal fit. Therefore, the structural model in this research have good fit model since most have fulfilled the necessary requirements.

Using LISREL 8.80 software, the hypothesis testing is done through looking at the t-value column. In this case, if the value is greater than 1.96, then it can be inferred that the t-values is significant, thus hypotheses is not rejected. In contrast, however, when the value is lower than 1.96, it can be concluded that the t-values is not significant, thus hypothesis is rejected.

Table 6
Hypothesis Testing Result

Hypothesis	Relationship	Loading	t-value	Cut off	Description
1	GPQ → GS	0,21	2,40	1,96	Not Rejected
2	GPR → GS	-0,59	-6,07	1,96	Not Rejected
3	GS → GT	0,28	2,45	1,96	Not Rejected
4	GPQ → GT	0,23	2,76	1,96	Not Rejected
5	GPR → GT	-0,38	-3,37	1,96	Not Rejected

Source : data processed by LISREL 8.80

Based on the hypotheses testing done on Table 6 above, all hypotheses are greater than 1.96, which means all hypotheses are not rejected.

This research shows that the green perceived quality has positive impact towards green satisfaction. Therefore, it can be said that Sharp Air-Conditioner has successfully receive positive green perceived quality from the customers where customers are certain that the quality of Sharp Air-Conditioner are environmental friendly, thus, creating the green satisfaction for the customers.

This research shows that green perceived risk has negative impact toward green satisfaction. Therefore, it can be concluded that Sharp Air-Conditioner has successfully minimalized the green perceived risk to the extent that the customers would not have to worry if there will be something wrong with the product, ensuring the green satisfaction for the customer

This research shows that green satisfaction has positive impact with green trust. Therefore, it can be concluded that Sharp Air-Conditioner has successfully developed the green satisfaction for the customer, which mean that the customers are satisfied with the product offered by Sharp resulting in positive attitude and gaining trust from the customers.

This research shows that green perceived quality has positive impact toward green trust. Therefore, it can be concluded that Sharp Air-Conditioner has successfully maintain customers' green perceived quality of the products, in which the customer believe that Sharp Air-Conditioner can fulfill the expectations and can be dependable, guaranteeing customers' green trust

This research green perceived risk has negative impact toward green trust. Therefore, it can be concluded that Sharp Air-Conditioner has successfully minimalized the customers' perceived risk leading to the customers not need to worry about the failure of the product nor any loss the product would bring for the customers and the environment. Thus, it will lead the customers to have higher trust on Sharp Air-Conditioner

CONCLUSION AND RECOMMENDATION

Based on the research result and statistical tests conducted, it can be concluded that all 5 (five) hypotheses are proven. These are the following

explanations of each research result : 1) Green perceived quality positively associated with green satisfaction of Sharp Air-Conditioning. 2) Green perceived risk negatively associated with green satisfaction of Sharp Air-Conditioning. 3) Green satisfaction positively associated with green trust.. 4) Green perceived quality positively associated with green trust of Sharp Air-Conditioning. 5) Green perceived risk negatively associated with green trust of Sharp Air-Conditioning.

Based on this study, there are some recommendation that can be given for the Sharp as well as for further research. **First**, is that The company should implement more strict policy in terms of the quality assurance to ensure that the products meet or exceed the requirements needed. Another strategy, is for Sharp to have more recognized certification of the green product which clearly indicates that the products have successfully pass the environmental test. **Second**, is that The company should adopt the green marketing activities, such as implementing differentiation strategy and satisfying the consumers' environmental needs. It can be done through identifying the consumer green needs, segment the green market into several segments and target the profitable one, while also implementing a green marketing mix program. **Third**, is that The company should educate its employee and authorize retailers in order to have more knowledge on the green product as well as its relation with the environment through, for example, giving examiners, trainings, or workshops.

Some recommendation that can be given for the future researcher are: 1) This research conducted only using specific brand product, which is AC Sharp. Another research can be conducted using another brand of brand or product as the object, to observe the overall green satisfaction and trust of manufacturers in Surabaya. 2) Future research can be conducted using other categories product. This aims to know the difference between green perceived quality and green perceived risk between different product which might influence green satisfaction and green trust of customers. 3) This research conducted only in Surabaya. Future research can be conducted in other cities to observe how customer perception might differ between places. 4) This research faced some difficulties in terms of obtaining the respondents. Future research can use non-purposive sampling as the data are already gathered by the company to ensure more accurate results.

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