The Effect of Green Advertising, Trust, and Attitude on Green Purchase Intention: An Evidence from Jogjakarta, Indonesia

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Abstract

The damaged environment that has been influenced by human life is now encouraging consumer behavior changes to be more aware of the environment and interested in buying green products; and through this study, we want to determine and analyze the role of attitude as mediation and the effect of green advertising, green brand trust, and attitudes towards green purchase intention. We used a questionnaire and obtained a sample of 118 respondents using the purposive sampling technique. Then, we analyze the data using PLS-SEM analysis tool with Smart PLS 3.2.8. Our results showed that green advertising, green brand trust, and attitudes towards green products had a significant and positive effect directly on green purchase intention. Green product mediation's variable attitude was full of green advertising variables, green brand on green purchase intention.

Keywords: *Green Advertising, Green Brand Trust, Attitude, Green Purchase Intention*

INTRODUCTION

Lately, the environmental conditions are deplorable because of bad human behavior. The main cause is carelessness in disposing of trash that cannot be recycled. This waste comes from packaging of plastic items. Indonesia is the second-largest plastic waste producer after China, based on Conservancy (2015) study. Green Consumerism, where consumers favor environmentally friendly goods and environmental issues, gives rise to the issue of the current situation. Green consumerism, which has paid attention to the strategies green marketing implemented by companies, is expected to influence consumers' purchase intention towards green products. Still, these are only misleading claims, so that consumers start to distrust claims of green products and become reluctant to buy their products. However, environmental problems are accompanied by the development of human society and have different impacts on humans. Significant environmental changes are causing a dramatic increase in abnormal climate problems (Wang et al., 2021). The solution is credibility by reducing the risk perception in consuming green products can help reduce customer skepticism and increase their trust. Consumers must be persuaded to develop buying interest. Most consumers rarely look carefully at the information on the product they buy, especially information about environmental aspects. This is because many consumers do not know about the existence and truth of green products and think that what distinguishes a product is only the brand and price of Utomo (2015).

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Doszhanov and Ahmad (2015) researched that green purchase intention is affected by green brand image, green brand awareness, green brand trust, and green perception value. According to Rahmi et al. (2017), green brand image, green brand awareness, green advertising, and eco knowledge are influenced by green brand image. However, according to Iftikhar et al. (2017), green purchase intention is influenced by green brand trust and attitude. According to Dewantri et al. (2018), green brand trust and green brand image affect green purchase intention consumers. Of the several factors that influence green purchase intention, this study aims to examine the effect of green advertising, green trust, and attitudes.

LITERATURE REVIEW

A. Theory of Reasoned Action (TRA)

According to the Theory of Reasoned Action (TRA), the behavior is influenced by intention, and then the intention will be influenced by subjective attitudes and norms. The belief influences this attitude by the results of the actions that have occurred. TRA proves its application in explaining social behavior aimed at buying environmentally friendly products. The best predictor of intention to purchase environmentally friendly products is attitudes toward perceived behavioral values. The measurement of purchase intention has often been used to identify a niche and product potential because the greater the intention, the greater the probability of purchase (Berkmam & Gilson, 1978).

B. Green Products

Green Product is one part of Green Marketing, a product that can reduce the negative environmental impacts caused by the production process so that green products are activities that make goods and services that minimize the impact on the environment (Albino, 2009). Gurau and Ranchhod (2005) define green products as products that in the manufacturing process use raw materials that are free of toxins and follow safe and environmentally friendly procedures, and are recognized by authorized organizations. The attributes of producing and consuming green products relevant to the circular economy concepts in which waste reduction and environmental protection constitute the major consideration (Dong et al., 2016; Govindan and Hasanagic, 2018). Green products (e.g., organic food, recycled t-shirt, LED lights, solar water heaters, etc.) are widely released in the market. Green innovation products may be able to increase the productivity of companies and maximize the use of their resources so that companies can better compete with competitors and increase and maintain a competitive advantage that can enhance the company's image and the development of new markets, along with the fulfillment of requirements for environmental protection(Porter et al., 1995; Chang, C.H,2011)

C. Green Advertising, Attitude, and Green Purchase Intention

According to Chan (2004), green advertising is a claim that the attributes of the advertised product or related production processes contribute to environmental protection or other positive effects on the environment. Green advertising is an integral part of the company's overall environmental marketing strategy, which can create a sustainable competitive advantage and attain increased performance (Leonidou et al., 2011). Green Product pays more attention to the

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environment around traditional competitor products (Matthes et al., 2014); therefore, advertisers must provide maximum information about the product, information validity, media, credibility, and (Ahmad et al., 2010). Companies' advertising as incidental communication that gives information about the advantages of a product can lead to a person's attitude to make purchases. Study conducted by Delafrooz et al. (2014) found that green advertising is an action to effect consumer attitudes to purchase environmentally friendly products and by encouraging them to purchase products that do not damage the environment. The conclusion that green advertising will affect the feelings and assessment of the product has made an ad that positively affects the environment to affect consumers' attitudes towards green the product. The purpose of environmentally friendly advertising is to influence consumer purchase intentions by inspiring them to buy products that do not damage the environment and to direct their attention to the positive results of their buying behavior for themselves and the environment (Rizwan, 2014). Ahmad et al. (2010) showed that environmental advertising impacts consumer purchase intentions for environmentally friendly products.

Henceforth, we can conclude that through green advertising, the company wants to be more active in increasing consumer perceptions of green brands and increasing green purchase intention and purchase decisions. Based on the explanation above, our hypotheses about Green Advertising, Attitude, and Green Purchase Intention are:

H_1 : Green Advertising has a positive effect on Attitudes
H_2: Green Advertising has a positive effect on Green Purchase Intention

D.   Green Brand Trust, Attitude, and Green Purchase Intention

Based on the theory of knowledge management, company innovation comes from reintegration and knowledge resources creativity. Supply chain knowledge sharing (SCKS) is a critical element for innovation. Sharing knowledge is the main stage of innovation (Nonaka, 1991). An organization cannot create knowledge by itself. When the knowledge held by its personnel is analyzed, shared, and discussed, the company or the organization will have the capability to innovate. Knowledge sharing between organizations not only alleviates the difficulties of restricted inside knowledge resources. Knowledge sharing not only increases the level of innovation implementation but also reduces development costs. SMEs can immediately understand advanced technology and the latest innovative achievements by sharing knowledge with supply chain partners (Li et al., 2017). Lim et al. (2017) also said that green knowledge sharing between companies in the green supply chain could break resource constraints in innovation, increase innovation speed, and improve the company's green products' quality to enhance company performance.

Green Trust is the will for depending on basic organic products Beliefs or expectations generated from credibilitas, good deeds, and prowess regarding environmental performance (Liang and Chaipoopirutama, 2014). Suppose consumers trust these companies to make green product claims. In that case, consumers will have a more positive attitude towards green products, and customer trust is a essential factor of long-term consumer behavior (Lee et al., 2011). According to Chen and Chang (2012), measurement of Green Truth: The environmental reputation contained in brands is reliable, brand performance in the environment can be relied upon, the environmental

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classification in brands can be trusted, the environmental care contained in brands meets expectations, brands keep their commitment to maintaining the environment. According to Ajzen and Fishbein (2000), attitudes about green purchases are defined as objects of evaluation of consumer purchase intentions. The expectation model confirms that an object's attitude focuses on the object's subjective attributes and existing beliefs. We can say that the attitude towards a phenomenon can be measured by the phenomenon's attributes and values and the existing beliefs. The conclusion is that consumer confidence in a product or service that cares and reduces environmental damage will affect whether they are happy to use the product or their attitude towards the product. Consumer purchase intentions are influenced by consumer confidence (Harris and Goode, 2010). It can be concluded that consumers who know that the company makesgreen products will commit to the brand. Consumers will be inspired to find out more about it andtry to believe it. If the brand is considered environmentally friendly, consumers will believe it and increase green purchase intention. Based on the explanation above, the hypotheses regarding to green trust are:

H_3 : Green Brand Trust has a positive effect on attitude

H_4 : Green Brand Trust has a positive effect on Green Purchase Intention.

E. Attitude and Green Purchase Intention

Attitude is an expression of feelings of like or dislike from someone that can be reflected in certain objects (Rini et al., 2017). Research has described the relationship of intention, attitude, and behavior which shows that people's actions match their intentions (Ajzen and Fishbein, 1980). It can be concluded, the attitude that shows the consumer's liking for a product or service because it cares about the environment and the more positive it is towards the adoption of green products, the stronger the intention to do behavior and vice versa. Green Purchasing is a purchasing activity carried out by considering and preferring green products (environmentally friendly products) than conventional or traditional products in the quality-taking process (Aman et al., 2012). Green purchase intention is the probability and willingness of a person to prefer green products over conventional products by considering their purchase (Rashid, 2009). With the indicator Green Purchase Intention according to Doszhanov and Ahmad (2015), have an interest in buying green products that are beneficial to the environment., want to buy environmentally friendly products that are committed to the environment. Have an interest in buying green products that pay more attention to the environment than other products, and therefore we formulate our hypotheses toward attitude and green purchase intention are:

H_5 : Attitudes towards green products have a positive effect on Green Purchase Intention.

RESEARCH METHOD

This research was conducted on 118 green consumers in Yogyakarta who know and are interested in buying green products. The sample in this study is a part of Yogyakarta people who know and are interested in buying green products. The sampling method was carried out by purposive sampling. The respondents' criteria are individuals who know information about green products, are interested in buying green products, individuals who are over 18 years old and have a minimum high school education. The reason is that individuals over this age are well known for

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purchasing products and are also able to make their decision to choose the right item among the many options available. Individuals with at least a high school education are expected to know the importance of using environmentally oriented products. The unit of analysis in this research is an individual. The number of samples was 120 people, but only 118 respondents met the criteria. This type of research is quantitative research. The data used are primary data obtained through questionnaires distributed by researchers. We used descriptive and quantitative statistical analysis, and employ PLS-SEM analysis tool using the program software Smart PLS 3.2.8.

FINDINGS AND DISCUSSION
### Results Characteristics of Respondents
Characteristics of respondents in this study from a questionnaire collected from 118 respondents are presented in the following table 1 (see table 1).

Table 1. Characteristics of Respondents

Characteristics	Information	Total	%
Gender	Male	34	28.6
	Female	84	71.4
Age	18 years - 26 years	69	70.6
	27 years - 35 years	13	10.9
	36 years - 44 years	8	6.7
	> 44 years	14	11.8
Education	High school / vocational	72	61.3
	Associate Degree	8	6.7
	Bachelor Degree	34	28.6
	Master Graduate	4	3.4
	Postgraduate	-	-
Work	Student	79	66.9
	Civil Servant	10	8.3
	Private Employee	14	12
	Entrepreneur	9	7.4
	Housewife	5	4.1
	Others	1	1.2
Income	≤ IDR 1.000,000.00	71	61.2
	> IDR 1,000,000.00 - IDR 3.000.000.00	29	24.8
	> IDR 3.000.000.00 - IDR 5.000.000.00	10	8.3
	> IDR 5,000,000.00 - IDR 7.000.000.00	4	3.3
	> IDR 7.000.000.00	4	2.4
Interest in Green Product	Household Appliances	54	46
	Beauty Products	12	9.9
	Food or Beverages	41	34.7
	Electronic Devices	8	6.6
	Clothing	3	2.5

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Quantitative Analysis of Respondents

Test results using PLS-SEM Analysis with the program software Smart PLS 3.2.8. It can be seen in Figure 1.
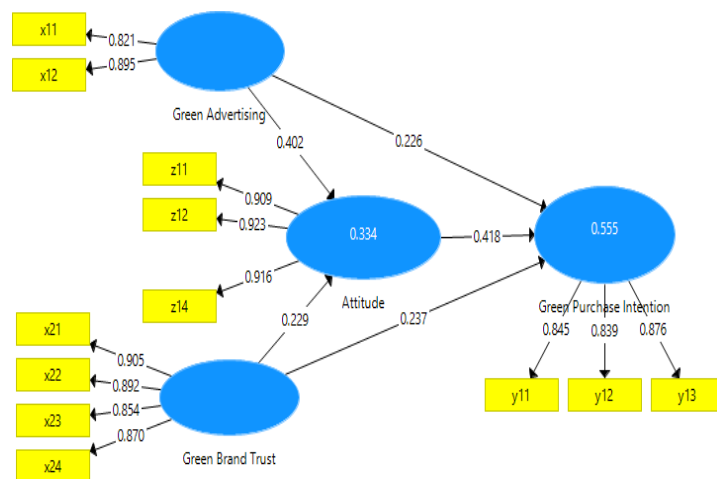
Figure 1. Test of PLS-SEM

The results of hypothesis testing can be seen in Table 2.

Table 2. The results of hypothesis testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (| O / STDEV |)	P Value	Hypothesis
Attitude → Green Purchase Intention	0.418	0.415	0.077	5.451	0.000	Supported
Green Advertising →Attitude	0.402	0.390	0.133	3.028	0.003	Supported
Green Advertising →Green Purchase Intention	0.394	0.393	0.108	3.638	0.000	Supported
Green Brand Trust → attitude	0.229	0.226	0.097	2.360	0.019	Supported
Green Brand Trust → Green Purchase Intention	0.333	0.335	0.110	3.032	0.003	Supported

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T-test Results (significance)

This test is used to prove the effect of each independent variable on the dependent variable. The T value calculated from the research results is greater than the t-table value (1.96) and has a significant value ≤ of 0.07. Based on all observed paths, all paths are significant, so all hypotheses are supported.

Outer Model Results Outer

The model is also called an indicator test, where the outer model with reflective indicators is evaluated through convergent validity, discriminant validity, AVE, and composite reliability. An outer model or indicator test is conducted to assess the validity and reliability of the model.

1. Convergent Validity

The recommended loading factor value is > 0.7. The initial validity test results show that one indicator has a loading factor value of less than 0.7, so it must be removed from the model. This indicator is Z13. After the indicators are removed, all instruments used can be valid (for convergent validity and discriminant validity). Table 3 shows the results of testing the validity of all research instruments after Z13 was eliminated.

Table 3. Convergent Validity and discriminant validity

	Attitude	Green Advertising	Green Brand Trust	Green Purchase Intention
x11	0.386	**0.821**	0.593	0.479
x12	0.547	**0.895**	0.546	0.568
X21	0.495	0.665	**0.905**	0.625
x22	0.413	0.593	**0.892**	0.493
x23	0.377	0.501	**0.854**	0.427
x24	0.433	0.532	**0.870**	0.509
y11	0.580	0.518	0.511	**0.845**
Y12	0.528	0.529	0.462	**0.839**
y13	0.579	0.523	0.539	**0.876**
Z11	**0.909**	0.520	0.450	0.539
Z12	**0.923**	0.491	0.490	0.654

2. Average Variance Extracted (AVE)

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AVE expected value> 0.5 to be considered valid. The following is a report on the table of the results of the Average test Variance Extracted.

Table 4. Average Variance Extracted (AVE)

Variable Latency	(AVE)	Result
Attitude (Z)	0.839	Valid
Green Advertising (X1)	0.738	Valid
Green Brand Trust (X2)	0.775	Valid
Green Purchase Intention (Y)	0.728	Valid

Source: Data processed writer (2019)

Based on table 4, all latent variables have an AVE value> 0.5, so all latent variables can be said to be valid.

3. Composite Reliability
The value of Composite Reliability is good and is said to be valid if it has a value of ≥ 0.70. The following is a table report on the test Composite Reliability results (see table 5).

Table 5. Composite Reliability

Variables Latent	**Composite Reliability**	Result
Attitude (Z)	0.940	Reliable
Green Advertising (X1)	0.849	Reliable
Green Brand Trust (X2)	0.932	Reliable
Green Purchase Intention (Y)	0.889	Reliable

In table 5 above, all latent variables have value Composite Reliability ≥ 0.70. Therefore all latent variables are said to be reliable.

Inner Model Testing
Results Inner Model (Structural Model) test results or also known as influence testing or hypothesis testing. The outer model results show that all the instruments analyzed are valid and reliable so that they can be continued by testing the inner model. Table 5 shows the results of the structural test / inner model output.

Table 6. Reporting the Results of the Inner Model / Hypothesis testing

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Inner Model	Results
Determination Coefficient(R Square)	
Attitude (R_1)	
Green Purchase Intention (R_2)	0.334
	0.555
Q^2 predictive relevance	
$Q^2 = 1 - (1-R1^2)(1-R2^2)$	
$\quad = 1- (1- 0.334)^2 (0.555)^2$	
$\quad = 1- (1- 0.112)(1- 0.308)$	
$\quad = 1- (0.888)(0.692)$	
$\quad = 0.386$	38.6%
The goodness of Fit (GoF)	
$GoF = \sqrt{AVE \times R_2}$	
$\quad = 0.65372$	65.4%

DISCUSSION

Effect of Green Advertising on Attitudes on Green Products

The Effect of Green Advertising director attitudes is 0.402. Based on the table Path Coefficient, green advertising positively affects attitudes towards green products by 0.402 and is significant because the t-statistic is 5.451> 1.96 and p-value = 0.003 < 0.05. Thus, green advertising has a positive and significant effect on attitudes towards green products in Yogyakarta. The more advertisements displayed can make potential consumers enjoy advertisements and increase the knowledge of potential consumers about environmentally friendly products to help make purchasing decisions based on information from advertisements. The more likely it will affect potential consumers' preferences with environmentally friendly products, the happy and happy attitudes of potential consumers to green products in Yogyakarta. This study underpins the research conducted by Kusuma et al. (2018) to determine the effect of green advertising on environmental attitudes and green purchase intentions and the influence of environmental attitudes on green purchase intentions. The study agrees that environmentally friendly advertising has a positive and significant effect on environmental attitudes.

The influence of Green Brand Trust on Attitude

The effect of green brand trust direction attitudes is 0.229. Based on the table Path Coefficient, green brand trust positively affects attitudes towards green products by 0.229 and is significant because the t-statistic is 3.028 > 1.96, and the p-value is = 0.019 < 0.05. Thus, green brand trust has a positive and significant effect on attitudes towards green products in Yogyakarta. The more confident a green product can meet the expectations of potential consumers given by the product, the more it will affect consumers' preferences with environmentally friendly products, consumers' happy and happy attitudes when they see more environmentally friendly products in Yogyakarta. This study supports the research conducted by Doszhanov and Ahmad (2015). This finding investigates the factors that affect eco-friendliness consumers, and this study agrees that there is a positive and significant effect of green brand trust on attitudes.

Effect of Green Advertising on Green Purchase Intention

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The effect of green advertising on green purchase intention is 0.226. Based on the table Path Coefficient, green advertising positively affects green product purchase intention by 0.226 and is significant because the t-statistic is 2.209 > 1.96, and the p-value is = 0.028 <0.05. Thus, green advertising positively and significantly affects green products' green purchase intention in Yogyakarta. The more advertisements that are displayed can make potential consumers enjoy advertising and increase the knowledge of potential consumers about environmentally friendly products to help make purchasing decisions based on advertisements. It will make potential consumers want to buy products that are beneficial to the environment, are committed to the environment, and have more attention to the environment than other products in Yogyakarta. This research supports the research conducted by Kusuma et al. (2018), agreeing that environmentally friendly advertising has a positive and significant effect on Green purchase intention with green advertising containing potassium on the environment. The intention with green advertising will bring public or consumer interest in Yogyakarta to buy environmentally friendly products.

The effect of Green brand trust on Green Purchase Intention

The effect of green brand trust on green purchase intention is 0.237, so based on the table Path Coefficient, green brand trust positively affects green purchases. The intention of green products is 0.237, and it is significant because the t-statistic is 2.360> 1.96, and the p-value is = 0.026 < 0.05. Thus, green brand trust positively and significantly affects green products' green purchase intention in Yogyakarta. Prospective consumers who are increasingly convinced of green products and can meet the expectations given by these products make potential consumers want to buy products that are beneficial to the environment, are committed to the environment and have more attention to the environment than other products Yogyakarta. This study supports the research conducted by Doszhanov and Ahmad (2015), finding a positive and significant effect of green brand trust on green purchase intention.

Effect of Attitudes on Green Purchase Intention

The effect of attitudes on green purchase intention is 0.418. Based on the table Path Coefficient, green brand trust positively affects green products' green purchase intention by 0.418 and is significant because the t-statistic is 2.229 > 1.96 and p-value of = 0.000 < 0.05. Thus, attitudes positively and significantly affect the green purchase intention of green products in Yogyakarta. The more potential consumers feel happy and happy when they like products that don't make the environment comfortable, and the more potential consumers will want to buy products. Potential consumers are beneficial to the environment, are committed to the environment, and products that pay more attention to the environment than other Yogyakarta products. This study supports the research conducted by Kusuma et al. (2018). The study agrees that attitudes have a positive and significant effect on Green purchase intention. They are interested in green products after having a positive attitude because they like using products that pay more attention to the environment than other products.

Mediation Effects Testing
Results The total test results Indirect Effects with PLS 3.2.8 are as follows (see table 7).

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Table 7. Total Indirect Effects

Indicator	Green Purchase Intention
Green Advertising	0.168
Green Brand Trust	0.096

The result of the total effect with PLS 3.2.8 could be seen in Table 8.

Table 8. Total Effect

Indicator	Attitude	Green Advertising	Green Brand Trust	Green Purchase Intention
Attitude	-	-	-	0.418
Green Advertising	0.402	-	-	0.394
Green Brand Trust	0.229	-	-	0.333

Effect of Green Advertising on Green Purchase Intention through Attitude

Green advertising's total effect on green purchase intention through an attitude of 0.394 while green advertising directly on green purchase intention is only 0.226. The mediation effect of attitudes is seen in table 4.20 of 0.168. The t-value supports this. Thus, green advertising on green purchase intention of green products in Yogyakarta through attitudes has a positive and significant effect through attitude mediation, 0.394 > 0.226, so it can be said that there is full attitude mediation.

The green analysis results directly on green purchase intention positively and significantly affect when mediated by attitude. The attitude as mediation influences because it produces a more significant total effect and contributes to increasing green purchase intention. The higher the green advertising and positive attitude towards green products, the more the green purchase intention will increase. This research supports Kusuma et al. (2018), agreeing that green advertising positively and significantly affects green purchase intention through attitude.

Green Brand Trust Against Green Purchase Intention Through Attitudes

Influence total effects of green brand trust towards green purchase intention through attitude amounted to 0.333. In contrast, the effects of influence green of advertising directly to green purchase intention of only 0.237 and the mediating effect seen from the table 7 attitude at 0.096. A t-statistic of 2.195 > 1.96 supports this and a p-value of 0.0129 <0.05. Thus, green brand

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trust towards green purchase intention of green products in Yogyakarta through attitudes has a positive and significantly greater influence through mediation attitude, 0.333 > 0.237, so it can be said that there is full attitude mediation.

This study indicates that green brand trust has a positive and significant effect on green purchase intention through attitude. The higher green brand trust and an attitude positive towards green products, the green purchase intention will also be. Therefore, people who have a green brand trust in a product are influenced by itself. The brand maker company and consumers can influence and invite public attitudes to care more about the environment to increase the community's green purchase intention towards green products in Yogyakarta. Doszhanov and Ahmad's research (2015) agrees that green brand trust has a positive and significant effect on green purchase intention through attitude.

CONCLUSION

Based on the research results to determine the effect of Green Advertising, Green Brand Trust, and Attitudes on Green Products on Green Purchase Intention, it can be concluded that all hypotheses are proven to have a positive and significant effect. The influence of the relationship between green advertising and green brand trust on green purchase intention is more potent or more significant when mediated by the public's attitude or potential consumers. Potential consumers are interested in buying green products, most of which are women aged 18-26 years, and the green products that are more widely known are household products. The public or potential consumers who know more about green products after seeing environmental advertisements will benefit consumers. The potential consumers like and comfortable when using products that can be recycled and do not damage the environment, making the public or potential consumers more interested in buying green products useful for the environment than other products.

The public or potential consumers who feel that product performance is related to environmental sustainability, in general, can be trusted and can meet expectations. It will make the public or potential consumers prefer and comfortable when using products that can be recycled and do not damage the environment. Hence, they want to buy environmentally friendly products that are committed to the environment. The public or potential consumers who prefer products that do not produce pollution and are not harmful to the environment will make people or potential consumers interested in buying more environmental products than other products.

LIMITATION & FURTHER RESEARCH

The green companies should be displayed green advertising. The green product increases the potential consumers' knowledge about the green product. So that consumers feel that product performance is related to environmental sustainability, environmentally-friendly claims. The green product can trust and influence consumer liking for green products. Green advertising increase interest in buying green products. It is beneficial to the environment while maintaining an environmentally friendly concept. Product innovation increases trust and meets the expectations of environmentally friendly products.

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For further researchers, it is hoped that they will develop this research using different analytical methods. According to the research of Doszhanov and Ahmad (2015), suggest providing the variable namely green brand image, green brand awareness, and the value of green perception. So the resulting analysis could be deeper if add expand of the research area and the number of samples. This research is only limited to the Yogyakarta area.

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