DETERMINANTS OF GREEN PURCHASE INTENTION THROUGH THE GREEN TRUST ON FAST MOVING CONSUMER GOODS PRODUCTS

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Abstract

Concern for the environment has become the main concern of organisations that encourage companies to start producing green products that are environmentally friendly because of the environmental pollution and global warming that occur. This research aims to analyse the influence of green brand positioning, green perceived value, and green marketing, through green trust, on green purchase intention for Fast Moving Consumer Goods (FCMG) products. Variables that have the most dominant influence on green trust and green purchase intention are identified. Primary data was used in this research. The sample size is 300 respondents with a minimum purchase intensity of three times in the last six months, who are at least 17 years old and domiciled in Jabodetabek. The research results show that the variables green brand positioning, green perceived value, and green marketing influence green trust. Green brand positioning, green perceived value, green marketing, and green trust influence green purchase intention. Green trust can mediate the relationship between green brand positioning, green perceived value, and green marketing and green purchase intention among green consumers of FMCG products. Green marketing is the dominant variable that influences the occurrence of green trust, with green trust being the dominant variable influencing green purchase intention.

Keywords: green brand positioning, green marketing, green perceived value, green purchase intention, green trust.

INTRODUCTION

Environmental and economic aspects are closely related and influence the level of economic development. According to Vu and Huang (2020), in developing economies, the environment generally experiences degradation caused by increasing production rates to meet the increasing demand for material commodities. Papadas, Avlonitis, Carrigan, and Piha (2019) stated that in order to ensure the commitment of business people to social responsibility and sustainable operations, companies around the world are starting to carry out environmentally friendly production, design, and promotions aimed at demonstrating competitive advantage in the world green market. Concern for the environment has become the main concern of organisations that encourage companies to start producing green products that are environmentally friendly because of the environmental pollution and global warming that occur. Large and small companies throughout the world have made continuous improvements by using the word green in the implementation of all management practices aimed at improving the company's environmental performance.

The population grows denser, incomes increase, health risks increase, and people's habits shift, the country is facing new consumption concepts such as food and bottled

water. According to Rockstrom and Sukhdev (2016), TPB 3: Healthy and Prosperous Life, TPB 6: Clean Water and Decent Sanitation, TPB 12: Responsible Consumption and Production, and TPB 15: Land Ecosystems, have a direct connection with the green environment. One of the liability issues for consumers is the green environment, which produces various environmentally friendly products.
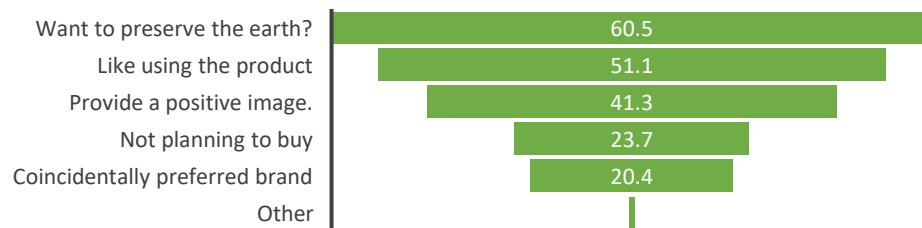

Figure 1. Various Reasons Consumers Buy Environmentally Friendly Products
Source: Katadata Insight Center (2021)

Figure 1 shows that the various reasons consumers buy environmentally friendly products are dominated by consumers' desire to preserve the earth (60.5%) and consumers' preference for using environmentally friendly products (51.1%), with 62.9% of people having purchased environmentally friendly products. Concern for the environment has become the main concern of organisations that encourage companies to start producing green products that are environmentally friendly because of the environmental pollution and global warming that occur. Fast Moving Consumer Goods (FMCG) Indonesia is now increasingly developing with increasing demands and changes in people's lifestyles. Since 2018, Indonesian households have spent around 20–30% of their total expenditure on FMCG products (www.Kantar.Turtl.co). This research focuses on the Fast Moving Consumer Goods (FMCG) sector, which applies the eco-friendly concept.

According to Chang, Hsu, Hsu, and Chen (2019), Green Purchase Intention (GPI) is the possibility for a consumer to buy certain products that are environmentally friendly. Based on several studies that have been conducted, there are several factors that influence green purchase intention. Green Trust (GT) is one of the factors that influences interest in buying green, such as research conducted by Wahyumar, Manggabarani, and Universitas (2023) that shows that GT has a positive effect on GPI. Green Brand Positioning (GBP) is a factor that positively influences Green Purchase Intention (GPI) in research conducted by Wardani and Rahardjo (2022). Research conducted by Keni, Asali, Teoh, and Muthuveloo (2020) shows that there is a positive relationship between Green Perceived Value (GPV) and GPI. The positive relationship that occurs between Green Marketing (GM) and GPI is also shown in the results of research conducted by Yahya (2022).

There is a positive influence of green brand positioning on green trust (Almoussawi et.al, 2022). There is a positive and significant relationship between green perceived value and green (Kresno & Wahyono, 2019; Keni, Asali, Teoh & Muthuveloo 2020; Aditi, Nani, Surya, Manullang & Juliana 2020; Rakhmawati, Puspaningrum & Hadiwidjojo 2019; Pradnyadewi & Warmika, 2019). The role of green marketing greatly influences the increase in green trust value among consumers. Where there is a positive relationship between green brand positioning and green purchase intention, Setiyarini and Pandjaitan (2022), and Almoussawi et al. (2022). Also giving the same statement, green marketing

has a positive relationship with green purchase intention (Wardani & Rahardjo, 2022; Almoussawi et. al. 2022). Providing special or unique benefits to the environment or value to the individual concerned so as to differentiate it from competitors can create green purchase intention. According to Wahyumar et al. (2023), Wardani and Rahardjo (2022), and Kresno and Wahyono (2019), green trust has a positive effect on green purchase intention. This means that if green trust increases, green purchase intention will increase, and vice versa. Research by Wahyumar et al. (2023), Yahya (2022), Kresno and Wahyono (2019), Almoussawi et al. (2022), Keni et al. (2020), Pradnyadewi and Warmika (2019), Aditi et al. (2020), and Rakhmawati et al. (2019).

Based on previous research, it shows that there is an influence between variables. The difference between this study and the previous one is the focus on implementing green consumers on Fast Moving Consumer Goods (FMCG) products in Indonesia. Fast-moving consumer goods are products with fast turnover and relatively low selling costs. The purpose of this study is to analyze the influence of green brand positioning, green perceived value, and green marketing on green trust and green purchase intention; and to identify the variables that have the most dominant influence on green trust and green purchase intention.

LITERATURE REVIEW

Green Consumer

Green consumers are inseparable from the concept of consumer behavior. According to Sudarsono (2020), consumer behaviour is a process and activity when someone is related to finding, owning, buying, using, and evaluating products and services to meet the needs of target segmentation and desires. Consumer behaviour refers to factors that influence customer purchasing decisions. Consumer behaviour is defined as behaviour related to obtaining something that suits their needs. A green consumer is someone who is aware of their obligation to maintain the environment, which is manifested by purchasing products or using environmentally friendly services selectively, according to Sumarwan, Tjiptono, Premananto, and Sabri (2020). Three essential reasons why someone does not buy environmentally friendly products include a lack of awareness, availability, and choice Sumarwan et al. (2020). Green consumption is associated with green consumerism through sustainable and environmentally friendly consumption activities.

Green consumerism is a manifestation of a person's efforts to consume environmentally friendly products. Buying green products, recycling, and energy conservation are the scope of several aspects of green consumerism, according to the opinions expressed by Azrai, Sigit, Heryanti, Ichsan, Jajomi, and Fadrikal (2019). Green consumerism arises from the formation of consumer preferences and awareness of the products to be consumed. Changes in consumer attitudes indicate that there has been a shift in consumer interests and needs when consuming a product.

Environmentally friendly products are aimed at several consumers who have the potential to become environmentally friendly consumers. It is important for marketers to understand the extent to which the target consumer is green when determining and combining product attributes into the marketing mix. There are several consumer groups that are distinguished based on the colour differences in green that marketers use in selecting market segments based on various consumer concerns about the environment, including the following, (a) True Blue Greens, true Blue has strong environmental values

and uses environmental products or services to provide a positive effect on change. These consumers are four times more likely to avoid products that are not environmentally friendly. This group often interacts with politicians and also contributes monetary contributions related to various environmental issues; (b) Greenback Greens, this consumer group is different from the true blue group in that they are more than the average pro-environmental consumer and do not take part in politics; (c) Sprouts, sprout consumers believe that environmental problems do not exist in practice but are only found in theory. This group will only buy environmentally friendly products if they can provide several advantages and only for certain purposes. Consumers in this group choose to make rather than buy green products; (d) Grousers, the Grouser group does not master various matters related to environmental issues and has no desire to make changes. Grouser consumers believe that environmentally friendly products (green products) require high costs and are not competitive, (e) Basic Browns, basic browns consumers ignore environmental and social issues but choose to focus on the daily problems they encounter by practicing green.

Sumarwan et al. (2020) explain that environmentally friendly consumer behaviour can be divided into two types, namely the prevention type and the promotion type. Prevention-type consumers are able to feel the importance of morals towards a greener lifestyle, while promotion-type consumers focus more on their dreams and aspirations and do not feel much urge to adjust actions towards a more environmentally friendly direction.

Green Brand Positioning

Green brand positioning is a product or service position where the company places it as an environmentally friendly product or service by representing a green product image that can be felt by the public. Functional benefits and emotional benefits are the benefits of green brand positioning, according to Anwar (2019). Functional benefits, or attributes, are ecological benefits provided based on the function of a product through the available features. Emotional benefits are the condition of consumers when purchasing products or services using emotional or rational considerations. The quality of the green brand, the delivery of the environmental movement, the green brand in accordance with needs and desires, the price of the green brand, and the image of the green brand are indicators of green brand positioning, according to Wardani and Rahardjo (2022).

Green Perceived Value

Green perceived value is all consumer assessments and evaluations of products in relation to environmental perceptions and perceived sustainable benefits, according to Ganak, Chen, Liang, Liu, and Chi (2020). According to Syarifuddin and Alamsyah (2017), green products have several advantages, which are demonstrated from the packaging, product form, and nutritional information explained to customers. The green perception value, according to Ganak et al. (2020), is divided into five values: functional value (price and performance; willingness to pay high); social value (actions or opinions of influential parties; and sustainable brand reputation); emotional value (awareness of the of the environment; awareness of environmentally friendly products; and consumer purchasing decisions); conditional value (consumer accountability for sustainability and CSR; consumer involvement and education); and epistemic value (good ideas disseminated to the public; products that are treated with good quality; and innovation for business and sustainability). Good value, meeting expectations, environmental concern,

environmental friendliness, and environmental benefit are indicators of green perceived value.

Green Marketing

According to Zulkifli (2020), the take-and-give process will create a combination of environment and marketing, which is commonly known as environmentally friendly marketing or green marketing. Action is carried out by making the environment the main priority in making business decisions, the same as making marketing the prima donna of business. The act of giving occurs through the availability of the environment, which provides several axioms such as carrying capacity, interaction, interdependence, harmony, diversity, sustainability, carrying capacity, and so on, which are the basic principles of environmental science. Lean strategy, defensive strategy, shaded strategy, and extreme strategy are green marketing strategies, according to Ginsberg and Bloom in Zulkifli (2020). Green product design policies, green product pricing, distribution with green criteria, green publicity, and green sponsorship are indicators of green marketing.

Green Trust

According to Dewi and Rastini (2016), green trust is all knowledge or conclusions created by consumers regarding a product, as well as the consumer's desire to continue using or depending on a product after consumer expectations of environmentally friendly products have been fulfilled. According to Aditi, Nani, Juliana, Surya, and Manullang (2020), consists of consumer confidence that the product has a trustworthy environmental reputation, consumer confidence in the product's environmental performance, consumer confidence in reliable products, consumer confidence that the product has concern for the environment in accordance with consumer expectations, and consumer confidence that the product provides performance in accordance with the promises given.

Green Purchase Intention

According to Rakhmawati, Puspaningrum, and Hadiwidjojo (2019), consumers will stop at certain stages in the buying process to increase their awareness of alternative brands so that, in the end, a purchasing decision can be made. Green purchase intention is a condition when consumers have a tendency to make decisions to buy or use products or services that are thought to be environmentally friendly. Zhuang, Luo, and Riaz (2021) divided the factors that influence consumers' green purchase intentions into three categories, including cognitive factors, consumer individual characteristics, and social factors. The green purchase intention indicators, according to Paul, Modi, and Patel (2016), consist of interest in purchasing low-pollution products, interest in switching to environmentally friendly brands, interest in using more environmentally friendly products, interest in contributing to the environment, and interest in purchasing environmentally friendly products soon.

Research Model

This research model consists of stimulus variables, output variables, and intervening variables. Stimulus variables include green brand positioning, green perceived value, and green marketing (an independent variable) on green perceived value (a dependent variable), through green trust as an interrupting or intervening variable. The variable relationship is described in Figure 2 as follows:
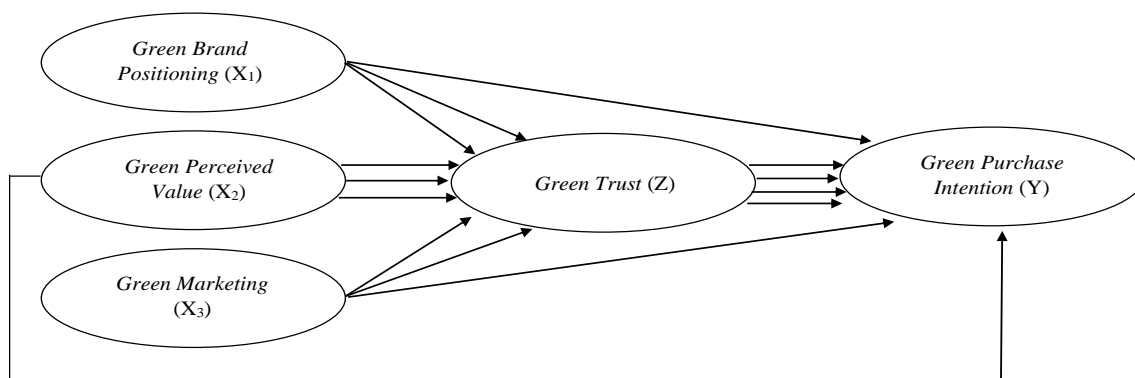
Figure 2. Research Model
Source: Wahyumar et al. (2023), Wardani and Rahardjo (2022), Yahya (2022), Setiyarini and Pandjaitan (2022), Kresno and Wahyono (2019), Almoussawi et al. (2022), Keni et al. (2020), Pradnyadewi and Warmika (2019), Aditi et al. (2020), and Rakhmawati et al.

The research hypothesis can be interpreted as an assumption about a temporary answer whose truth still needs to be proven. Through references to similar research studies and the research model used, the following research hypothesis can be formulated as follows.

The Influence of Green Brand Positioning on Green Trust
Research conducted by Zalmoussawi et al. (2022) shows a positive influence of green brand positioning on green trust. Based on this explanation, the hypothesis proposed in this study is, H1: Green brand positioning has an effect on green trust.

The Influence of Green Perceived Value on Green Trust
Wahyumar et al. (2023) show a positive and significant influence between green perceived value and green trust. This means that if the perceived value of green increases, green trust will also increase. This statement is also supported by statements similar to those made by Kresno and Wahyono (2019), Keni et al. (2020), Aditi et al. (2020), Rakhmawati et al. (2019), and Pradnyadewi and Warmika(2020), which explain that there is a positive and significant relationship between green perceived value and green trust. Based on this explanation, the hypothesis proposed in this study is, H2: Green perceived value has an effect on green trust.

The Influence of Green Marketing on Green Trust
Yahya's research (2022) explains that there is a positive relationship between green marketing and green trust. This shows that the role of green marketing greatly influences the increase in green trust value among consumers. Based on this explanation, the hypothesis proposed in this study is, H3: Green marketing has an effect on green trust.

The Influence of Green Brand Positioning on Green Purchase Intention
Wardani and Rahardjo (2022) showed a positive influence of green brand positioning on green purchase intention. Other studies conducted by Setiyarini and Pandjaitan (2022) and Almoussawi et al. (2022) also support the statement made by Wardani and Rahardjo (2022), where there is a positive relationship between green brand positioning and green purchase intention. Based on this explanation, the hypothesis

proposed in this study is, H4: Green brand positioning has an effect on green purchase intention.

The Influence of Green Marketing on Green Purchase Intention

Yahya (2022) explains that there is a positive relationship between green marketing and green purchase intention. Other studies conducted by Warani et al. (2022) and Almoussawi et al. (2022) also provided the same statement: green marketing has a positive relationship with green purchase intention. Based on this explanation, the hypothesis proposed in this study is, H5: Green marketing has an effect on green purchase intention.

The Influence of Green Perceived Value on Green Purchase Intention

Wahyumar et al. (2023), Wardani and Rahardjo (2022), and Kresno and Wahyono (2019), in the research that has been conducted, showed a positive influence between green perceived value and green purchase intention. Providing special or unique benefits to the environment or value to the individual concerned so as to differentiate it from competitors can create green purchase intention. Similar results were also obtained by Keni et al. (2020), Pradnyadewi and Warmika (2019), Aditi et al. (2020), and Rakhmawati et al. (2019), where GPV has a positive influence on GPI. Based on this explanation, the hypothesis proposed in this study is, H6: Green perceived value has an effect on green purchase intention.

The Influence of Green Trust on Green Purchase Intention

Research by Wahyumar et al. (2023), Yahya (2022), Kresno and Wahyono (2019), Almoussawi et al. (2022), Keni et al. (2020), Pradnyadewi and Warmika (2019), Aditi et al. (2020), and Rakhmawati et al. (2019) explains that green trust has a positive influence on green purchase intention. This means that if green trust increases, green purchase intention will increase, and vice versa. So the hypothesis proposed in this study is: H7: Green trust has an effect on green purchase intention.

Almoussawi et al. (2022) showed a positive influence of green brand positioning on green purchase intention through green trust. Wahyumar et al. (2023); Kresno and Wahyono (2019) showed a positive influence of perceived value on green purchase intention through green trust. Keni et al. (2020); Pradnyadewi and Warmika (2019); Aditi et al. (2020), where green trust had a positive mediating effect on green perceived value on green purchase intention. Study of Rakhmawati et al. (2019) explains that green trust had a positive but insignificant effect on mediating green perceived value on green purchase intention. Yahya (2022); Almoussawi et al. (2022) found that green marketing had a positive and significant effect on green purchase intention through green trust. These results indicate that consumer purchasing interest in products is inseparable from consumer awareness of consuming environmentally friendly products. The hypothesis proposed in this study is to determine whether green trust can mediate the relationship between green brand positioning, green perceived value, and green marketing on green purchase intention.

RESEARCH METHOD

The research subjects used were all users of FMCG (Fast Moving Consumer Goods) products located in Jabodetabek with a minimum age limit of 17 years and a minimum purchase intensity of 3 times in the last 6 months. The researcher determined that the research objects studied consisted of green brand positioning, green perceived value, green marketing, green trust, and green purchase intention.

The type of data used is quantitative data, which focuses on testing theories through research variables with numbers and analysis through statistical procedures or other measurement (quantification) methods. The data source for this research is primary data obtained through the distribution of questionnaires via Google Form. The data collection method for this research is a field study. Field studies were carried out by distributing questionnaires via Google Forms, which were distributed to people living in Jabodetabek. Literature research is carried out by looking for references related to research obtained from similar research.

The population used in this research were all users of FMCG (Fast Moving Consumer Goods) products located in Jabodetabek with a minimum age limit of 17 years and a minimum purchase intensity of 3 times in the last 6 months. The number of customers using FMCG products is unknown. According to Hair, Hult, Ringle, and Sarstedt (2017), the acceptable sample size in research using SEM (Structural Equation Modelling) is around 5–10 times the number of indicators plus the number of latent variables.

The size of the research sample in this study was 240 respondents, obtained from (25 + 5) x 8. After knowing the minimum sample size and margin of error, the proportion of the sample size for each region was determined using the Sugiyono (2021). A sample of 300 respondents was taken with the assumption that the sample of respondents who use FMCG products in the Jabodetabek area can represent all members of the available population.

According to Hardisman (2021), Partial Least Squares (PLS) is a multivariate statistical analysis method that can analyse several independent (exogenous) and dependent (endogenous) variables simultaneously. In PLS, the relationship between indicators and variables can be in the form of a reflective or formative indicator model, according to Wong (2019). In general, analysis methods and analysis functions in PLS-SEM can be divided into two groups, consisting of outer model analysis and inner model analysis (structural analysis).

This research aims to analyze green brand positioning (X1), green perceived value (X2), green marketing (X3) on green purchase intention (Y) through green trust. All operational definitions of variables are contained in Table 1.

Table 1. Operational Definition of Variables

No	Research variable	Operational definition	Indicator
1	*Green Brand Positioning* (X1)	Green brand positioning is concerned with the value of environmentally friendly products or services and is primarily interested in environmentally friendly brand features that are beneficial to consumers. Setyarini, et al (2022)	1. Green brand quality 2. Conveying the environmental movement 3. Green brands suit needs and desires. 4. Green brand price 5. Green brand image Wardani, and Rahardjo (2021)
2	*Green Perceived Value* (X2)	Green perceived value is all consumer assessments and evaluations of products in relation to environmental perceptions and perceived sustainable benefits. Ganak, et al (2020)	1. Good value 2. Meet the expectations 3. Environmental concern 4. Environmental friendly 5. Environmental benefit Chen, and Chang (2012)
3	*Green Marketing* (X3)	Green marketing is marketing that is considered safe if the marketing is viewed from an environmental perspective. Yahya (2022)	1. Green product design policy 2. Pricing of green products 3. Distribution with green criteria 4. Green publicity 5. Green sponsors Septifani, Achmadi, and Santoso (2014)
4	*Green Trust* (Z)	Green trust is all knowledge or conclusions created by consumers regarding a product, as well as the consumer's desire to continue to use or depend on a product after consumer expectations of environmentally friendly products have been fulfilled. Dewi and Rastiti (2016)	1. Consumer confidence that the product has a trustworthy environmental reputation 2. Consumer confidence in product performance in the environment 3. Consumer confidence in reliable products 4. Consumer confidence that the product cares for the environment in line with consumer expectations 5. Consumer confidence that the product provides performance according to the promises given Aditi, Nani, Juliana, Surya, and Manullang (2020)
5	*Green Purchase Intention* (Y)	Green purchase intention is a condition when consumers have a tendency to make decisions to buy or use products or services that are thought to be environmentally friendly. Rakhmawati, et al (2019)	1. Interest in buying low-pollution products 2. Interest is shifting towards eco-friendly brands. 3. Interest in using more environmentally friendly products 4. Interest in contributing to the environment 5. Interest in buying environmentally friendly products in the near future 6. Paul, Modi, and Patel (2016)

RESULTS AND DISCUSSION

Based on the distribution of questionnaires that have been carried out, researchers obtained respondent data based on the domicile distribution of the research sample, as shown in Table 2.

Table 2. Distribution of Research Sample Domiciles

Region	Minimum Respondents	Number of Respondents	Percentage
Jakarta	104	114	38%
Bogor	65	68	23%
Depok	21	51	17%
Tangerang	19	33	11%
Bekasi	31	34	11,33%
Total	**240**	**300**	**100%**

Table 3. Convergent Validity Test Results

Variable	Statement	Outer Loading (>0,7)	Average Variance Extracted (>0,5)
Green Brand Positioning	GBP1	0.727	
	GBP2	0.762	
	GBP3	0.717	0,551
	GBP4	0.722	
	GBP5	0.779	
Green Perceived Value	GPV1	0.748	
	GPV2	0.72	
	GPV3	0.738	0,541
	GPV4	0.745	
	GPV5	0.758	
Green Marketing	GM1	0.73	
	GM2	0.732	
	GM3	0.787	0,561
	GM4	0.765	
	GM5	0.733	
Green Trust	GT1	0.743	
	GT2	0.746	
	GT3	0.79	0,578
	GT4	0.762	
	GT5	0.762	
Green Purchase Intention	GPI1	0.717	
	GPI2	0.713	
	GPI3	0.755	0,526
	GPI4	0.714	
	GPI5	0.724	

Table 2 explains that the domicile distribution of the research sample has exceeded the minimum limit for each region. The largest percentage in this research was of respondents who live in the Jakarta area, namely 114 respondents (38%), as in column 3 out of a total of 300 respondents. Based on several previous discussion points on the characteristics of respondents, it can be concluded that the majority of green consumers of FMCG products are female consumers with an age range of 17–28 years (generation Z), who earn > IDR 4,901,798 by students who live in Jakarta.

Validity indicators are determined by the size of the loading factor of each predictor on the latent variable. For explanatory research, such as research that uses new instruments, the loading factor value is acceptable, and the predictor can be declared valid if > 0.7. According to Hardisman (2021), the indicator used is cross loading >0.7 or the cross loading of the predictor, which is considered to be greater on the latent variable itself compared to the loading value on other variables. The convergent validity test results can be seen in Table 3.

Table 4. Cross Loading Discriminant Validity Test Results

Indicator	Green Brand Positioning	Green Perceived Value	Green Marketing	Green Trust	Green Purchase Intention
GBP1	0.727	0.522	0.425	0.420	0.418
GBP2	0.762	0.520	0.417	0.449	0.528
GBP3	0.717	0.563	0.476	0.439	0.447
GBP4	0.722	0.451	0.414	0.452	0.443
GBP5	0.779	0.532	0.528	0.457	0.435
GPV1	0.512	0.748	0.501	0.491	0.462
GPV2	0.503	0.720	0.453	0.444	0.474
GPV3	0.534	0.738	0.572	0.548	0.489
GPV4	0.508	0.745	0.540	0.467	0.510
GPV5	0.528	0.758	0.501	0.439	0.483
GM1	0.429	0.505	0.730	0.499	0.526
GM2	0.388	0.465	0.732	0.450	0.501
GM3	0.475	0.549	0.787	0.544	0.595
GM4	0.483	0.519	0.765	0.532	0.536
GM5	0.458	0.558	0.733	0.549	0.584
GT1	0.409	0.494	0.601	0.743	0.479
GT2	0.405	0.432	0.541	0.746	0.534
GT3	0.501	0.517	0.595	0.790	0.608
GT4	0.506	0.514	0.552	0.762	0.552
GT5	0.418	0.469	0.523	0.762	0.521
GPI1	0.412	0.474	0.496	0.499	0.717
GPI2	0.422	0.447	0.442	0.450	0.713
GPI3	0.451	0.488	0.543	0.544	0.755
GPI4	0.465	0.449	0.475	0.532	0.714
GPI5	0.455	0.485	0.485	0.549	0.724

The results of convergent validity explain that all research indicators can measure consumers' green purchase intention through exogenous variables and existing mediating variables. All research variable indicators consisting of green brand positioning, green perceived value, green marketing, green trust, and green purchase intention have a cross-loading value of >0.7. If the cross-loading requirements and the Fornell-Larcker criteria are met, it can be concluded that all variable indicators are declared valid. The cross loading discriminant validity test result can be seen in Table 4.

Reliability Test

In confirmatory research, the predictor is declared reliable if the Cronbach's alpha or composite reliability value is >0.7. Cronbach's alpha functions to measure the lower limit of the reliability value of a construct, while the composite reliability value functions to measure the actual value of the reliability of a construct. Table 5 is the reliability result which explains that all variables show Cronbach's alpha > 0.7.

Table 5. Reliability Test Results

Variabel	Cronbach's Alpha (>0,7)	Composite Reliability (>0,7)
Green Brand Positioning	0.796	0.859
Green Marketing	0.788	0.855
Green Perceived Value	0.796	0.800
Green Purchase Intention	0.766	0.842
Green Trust	0.808	0.867

The composite reliability and Cronbach's alpha values for all variable indicators have a value of more than 0.7, thus the variables green brand positioning, green perceived value, green marketing, green trust, and green purchase intention are declared reliable. The composite reliability value for all research variables has a higher value than the Cronbach's alpha value.
Model Struktural (*Inner* Model).

Model fit (Goodness of Fit)

In general, the feasibility of the model can be stated if the loading factor of all predictors on each variable is >0.7, according to Haryono (2017). The Standardised Root Mean Square Residual (SRMR) and Normed Fit Index (NFI) values are the most important values in the model fit test. Model fit test results are explained in Table 6 that SRMR and NFI are declared Fit.

Table 6. Model Fit Test Results

Model Fit Test	Value	Critical Value	Information
SRMR	0.072	<0,08	Fit
NFI	0.701	0≤X≥1	Fit

Each of these criteria is indicated by an SRMR value of less than 0.08 and an NFI value between 0 and 1, so it can be said to be a fit or suitable model.

Hypothesis testing
Simultaneous Test (F Test)

The simultaneous test is intended to determine the simultaneous or joint influence of exogenous (independent) variables on endogenous (dependent) variables. Whether a variable is said to have an effect or not can be seen from the R-Square value. Simultaneous test results based on the questionnaire data obtained are shown in Table 7 below:

Table 7. Simultaneous Test Results (R-Square)

Variabel	R-Square	R-Square Adjusted
Green Trust	0.600	0.596
Green Purchase Intention	0.603	0.598

It can be seen that changes in variations in the green trust mediating variable can be explained by exogenous variables consisting of green brand positioning, green perceived value, and green marketing significantly or together by 60%. The R-square value for green purchase intention is 0.603, or 60.3%. This shows that the influence of green brand positioning, green perceived value, green marketing, and green trust simultaneously or together on green purchase intention is 60.3%, and the remaining 39.7% is explained by other variables that are not explained in this research.

Partial Test (t Test)

The partial test in this research can be reviewed further in the path coefficient and specific indirect effect tests. The hypothesis is accepted if the t-statistic value > t-table, where the t-table produced in this study is 1.96 with a significance level of 5%, namely a p-value less than 0.05 (<0.05). Based on Table 8 of the Path Coefficient and its Significance results for each variable, as follows:

Table 8. Path Coefficient and Its Significance

	T Statistics	P Values	Information
GBP → GPI	2.906	0.004	effect
GBP → GT	3.285	0.001	effect
GM → GPI	2.368	0.018	effect
GM → GT	9.378	0.000	effect
GPV → GPI	2.510	0.012	effect
GPV → GT	2.553	0.011	effect
GT → GPI	5.606	0.000	effect

Green Brand Positioning on Green Purchase Intention

This is shown by the t-statistic value of 2.906 > 1.96 at the significance level α = 0.05 with the resulting p-value of 0.004 < 0.05. These results indicate that consumers of environmentally friendly FMCG products pay attention to green brand positioning and green purchase intention. Based on this, the FMCG company sector needs to ensure that the green brand positioning of FMCG products can always provide functional and emotional benefits for consumers. Consumers' interest in buying environmentally friendly products will be created when FMCG companies succeed in creating an environmentally friendly company image as a product that is perceived by the public. The

results of this research are also supported by several studies conducted by Wardani and Rahardjo (2022), Setiyarini and Pandjaitan (2022), Almoussawi et al. (2022), and Wardani and Rahardjo (2022), who together explain the positive (significant) influence or relationship of green brand positioning on green purchase intention.

Green Brand Positioning Towards Green Trust

The t-statistic value is 3.285 > 1.96 at a significance level of α = 0.05, with a resulting p-value of 0.001 < 0.05. Research respondents who are consumers of FMCG products see the results showing that consumers who are research samples are concerned that green brand positioning also has a positive influence on consumers' environmentally friendly beliefs in FMCG products. The FMCG sector has succeeded in creating an environmentally friendly product brand image so that all knowledge or conclusions about a product can be created, as well as consumers' desire to continue using or depending on a product. Other research conducted by Almoussawi et al. (2022) also supports the results of this research: that through good green brand positioning, it will be able to increase consumer buying interest in green purchases.

Green Brand Positioning Towards Green Trust

The t-statistic value is 3.285 > 1.96 at a significance level of α = 0.05, with a resulting p-value of 0.001 < 0.05. A positive value indicates that consumers, who are the sample respondents in this study, show the influence of environmentally friendly marketing on their interest in purchasing environmentally friendly products. In this case, FMCG sector companies cannot be separated from creating marketing based on lean strategy, defensive strategy, shaded strategy, and extreme strategy, which addresses all elements of the company's marketing mix (product, price, location, and promotion). Research respondents who are consumers of FMCG products see that the FMCG sector has succeeded in creating an environmentally friendly product brand image, so that all knowledge or conclusions about a product can be created, as well as consumers' desire to continue using or depending on a product. In research conducted by Yahya (2022), it is explained that there is a positive relationship between green marketing and green purchase intention. In other research conducted by Warani et al. (2022) and Almoussawi et al. (2022), they also provided the same statement that green marketing and green purchase intention had a positive relationship.

Green Marketing Towards Green Trust

The t-statistic value is 9.378 > 1.96 at a significance level of α = 0.05, with a resulting p-value of 0.000 < 0.05. The results of this research explain that all green marketing strategies carried out by the FMCG sector have an influence on increasing consumer confidence in environmentally friendly FMCG products. The influence of individual independent variables in explaining the dependent variable is greatest between green marketing and green trust. Based on this, it can be seen that consumers, who are the sample of research respondents, pay the greatest attention to green marketing and green trust. Knowledge or conclusions created by consumers about a product are created through various green marketing activities. Other research conducted by Yahya (2022) explains that there is a positive relationship between green marketing and green trust. This shows that the role of green marketing greatly influences the increase in green trust value among consumers.

Green Perceived Value on Green Purchase Intention

The t-statistic value is 2.510 > 1.96 at a significance level of α = 0.05, with a resulting p-value of 0.012 < 0.05. The positive relationship formed between the green perceived value variable and green purchase intention explains that consumers who are research respondents are aware of the role created by the perception of green value in their interest in purchasing environmentally friendly FMCG products. All consumer assessments and evaluations of products related to environmental perceptions and perceived sustainable benefits can increase the company's positive image as an environmentally friendly company, thereby creating and increasing interest in purchasing environmentally friendly products. The results of this research are also supported by the findings of research conducted by Wahyumar et al. (2023), Wardani and Rahardjo (2022), Kresno and Wahyono (2019), Keni et al. (2020), Pradnyadewi and Warmika (2019), Aditi et al. (2020), and Rakhmawati et al. (2019), where the research that has been conducted shows that there is a positive influence between green perceived value and green purchase intention.

The Perceived Value of Green Trust

The t-statistic value is 2.553 > 1.96 at the significance level α = 0.05, with the resulting p-value being 0.011 < 0.05. The perception of environmentally friendly value, which is formed from the best assessment of environmentally friendly products that customers can evaluate, can have an influence on increasing consumers' environmentally friendly beliefs. The results of this research show that there is a relationship felt by consumers who are research respondents towards trust in environmentally friendly products (green trust). The perception of environmentally friendly value, which is formed from the best assessment of environmentally friendly products that customers can evaluate, can have an influence on increasing consumers' environmentally friendly beliefs. Companies operating in the FMCG sector need to pay attention to several values contained in green perceived value, including functional, social, emotional, conditional, and epistemic values. Previous research that also supports the results of this research is shown in research conducted by Wahyumar et al. (2023), Kresno and Wahyono (2019), Keni et al. (2020), Aditi et al. (2020), Rakhmawati et al. (2019), and Pradnyadewi and Warmika (2020), which shows that there is a significant influence between green perceived value and green trust.

Green Trust towards Green Purchase Intention

The t-statistic value is 5.606 > 1.96 at a significance level of α = 0.05, with a resulting p-value of 0.000 < 0.05. The relationship that is formed significantly and positively shows the attention of consumers who are research respondents between environmentally friendly beliefs and interest in purchasing environmentally friendly products. This explains that the environmental reputation of the FMCG product brand, the performance of the FMCG brand in relation to the environment, environmental claims on the FMCG product brand can be trusted, and the brand has a commitment to protecting the environment. This explanation reflects that the formation of a good company image, demonstrated through real actions towards the environment, also increases consumer buying interest in environmentally friendly FMCG products. Previous research that also supports the results of this research is shown in research conducted by Wahyumar et al. (2023), Yahya (2022), Kresno and Wahyono (2019), Almoussawi et al. (2022), Keni et al. (2020), Pradnyadewi and Warmika (2019), Aditi et al. (2020), and Rakhmawati et al.

(2019), who explain that green trust has an influence on green purchase intention. This means that if green trust increases, green purchase intention will increase, and vice versa.

Specific Indirect Effect Test

The specific indirect effect test is carried out to show the indirect effect of the independent variable on the dependent variable through the intervening variable. The research hypothesis can be declared accepted if the specific indirect effect test shows a t-statistic value > t-table (1.96) and a significance level (5%), namely a p-value of less than 0.05 (<0.05). The results of the specific indirect effect test of this research are shown in Table 9 below:

Table 9. Specific Indirect Effect Test

	T _Statistics_	**P** _Values_	**Information**
GBP → GT → GPI	2.961	0.003	effect
GM → GT → GPI	4.664	0	effect
GPV → GT → GPI	2.324	0.02	effect

Green Brand Positioning Towards Green Purchase Intention Through Green Trust

This is shown by the t-statistic value of 2.961 > 1.96 at a significance level of α = 0.05, with the resulting p-value of 0.003 < 0.05, and the original sample value of 0.062. These results explain that respondents in this study are also aware of the importance of green trust, which can influence consumers' views of green brand positioning and green purchase intention. Consumers are also aware of the importance of green trust, which can influence consumers' views of green brand positioning and green purchase intention. This research is also supported by research conducted by Almoussawi et al. (2022), where the research shows the influence of green brand positioning on green purchase intention through green trust.

Green Marketing Towards Green Purchase Intention Through Green Trust

The t-statistic value is 4.664 > 1.96 at a significance level of α = 0.05, with the resulting p-value being 0.000 < 0.05, and the original sample value is positive 0.206. These results represent that consumers also feel the role of green marketing in influencing green purchase intention through green trust in FMCG products. According to research conducted by Yahya (2022) and Almoussawi et al. (2022), it is known that green marketing has a positive and significant effect on green purchasing services through green trust.

Green Marketing Towards Green Purchase Intention Through Green Trust

The t-statistic value is 4.664 > 1.96 at a significance level of α = 0.05, with the resulting p-value being 0.000 < 0.05, and the original sample value is positive 0.206. These results represent that consumers also feel the role of green marketing in influencing green purchase intention through green trust in FMCG products. According to research conducted by Yahya (2022) and Almoussawi et al. (2022), it is known that green marketing has a positive and significant effect on green purchasing services through green trust.

Predictive Relevance Test (Q²)

Predictive relevance testing uses data from R-square testing. Based on the predictive relevance test (Q^2), it can be obtained using the following formula:

$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$

$Q^2 = 1 - (1 - 0{,}600^2)(1 - 0{,}603^2)$

$Q^2 = 0{,}593$

The predictive relevance (Q^2) value of 0.593, or 59.3%, shows the large diversity of data that can be explained by this research model, while the remaining 0.407, or 40.7%, is explained by other variables outside the variables studied in this research model, such as green brand knowledge, green satisfaction, green perceived risk, green innovation, and green advertising, including errors.

Dominant Variables

Dominant variables are carried out with the aim of finding out what exogenous variables have an influence on endogenous variables when compared with other exogenous variables. The dominant variables in this study are shown in Table 10.

Tabel 10. Dominant Variables

Variabel	Original Sample
Green Marketing → Green Trust	0.545
Green Trust → Green Purchase Intention	0.378

Based on Table 10, it can be seen that the exogenous variable, which is the dominant variable in this research, consists of the green marketing variable, which influences green trust, with a resulting original sample value of 0.545. The green trust variable influences green purchase intention, with an original sample value of 0.378.

CONCLUSION AND SUGGESTION

Based on the results of the analysis and discussion presented in the previous chapter, the following conclusions can be drawn: green brand positioning, green perceived value, and green marketing simultaneously influence green trust. The diversity of green purchase intentions can be explained by the three exogenous variables together. Partially, green brand positioning, green perceived value, and green marketing influence green trust. Each increase in individual exogenous variables will also increase the value of green trust. Green brand positioning, green perceived value, green marketing, and green trust simultaneously influence green purchase intention. This explains that the four exogenous variables are simultaneously able to explain the diversity of green purchase intentions. Partially, green brand positioning, green perceived value, green marketing, and green trust influence green purchase intention. Exogenous variables that experience an increase will also increase the value of green purchase intention. Green marketing is the dominant variable that influences the creation of green consumer trust in FMCG products. Meanwhile, green trust is the dominant variable that influences green purchase intention for consumers to purchase FMCG products.

Researchers are also aware of the limited research time, which results in a limited number of samples and research objects, so it is hoped that future research can better represent the results with a larger number of samples and a wider area outside

Jabodetabek. Companies can consider and develop good marketing strategies by paying attention to green brand positioning, green perceived value, green marketing, and green trust through activities that build close relationships between the company and consumers. Close relationships between companies and consumers are very important in increasing green purchase intention. Changes in the characteristics of environmentally friendly consumers (green consumers) that occur continuously will be easy for companies to reach through marketing that is able to create close relationships between companies and consumers.

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