

**THE EFFECT OF GREEN PERCEIVED VALUE AND GREEN PERCEIVED RISK TOWARD GREEN PURCHASE INTENTION THROUGH GREEN TRUST**

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**Abstrak** – Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *green perceived value* dan *green perceived risk* terhadap *green purchase intention* melalui mediasi *green trust* AC low watt di Surabaya. Hasil penelitian ini menunjukkan adanya pengaruh *green perceived value* terhadap *green trust*, *green trust* terhadap *green purchase intention*, dan *green perceived value* terhadap *green purchase intention*. Sedangkan, pengaruh *green perceived risk* terhadap *green trust* dan *green perceived risk* terhadap *green purchase intention* AC low watt di Surabaya tidak terbukti.

**Kata Kunci:** *Green Perceived Value, Green Perceived Risk, Green Trust, Green Purchase Intention*

**Abstract** – *This study aims to know and analyze the influence of green perceived value and green perceived risk on green purchase intention from mediation effect of green trust AC low watt in Surabaya. The results of this study shows the influence of green perceived value on green trust, green trust on green purchase intention, and green perceived value on green purchase intention. While the influence of green perceived risk on green trust and green perceived risk on green purchase intention rejected.*

**Key Words:** *Green Perceived Value, Green Perceived Risk, Green Trust, Green Purchase Intention*

## **INTRODUCTION**

Environmental damage has become a global problem, and Indonesia is also one of the countries that suffered from it. This damage in Indonesia has reached 40-50% of the total area. (<http://news.okezone.com/read/2012/09/06/340/685946/kerusakan-lingkungan-di-indonesia-capai-50> downloaded on 21 May 2013). One of the environmental damage that is being discussed is global warming or global warming. Global warming is increasing the average temperature at the earth's surface.

One of the main causes of global warming comes from the excessive use of electrical energy ([http://www.wwf.or.id/berita\\_fakta/blog/?uNewsID=24700](http://www.wwf.or.id/berita_fakta/blog/?uNewsID=24700) downloaded on May 22, 2013). Electricity becomes the main source to support all human activities, especially in the household, where many electronic device used. As tropical country one electronic device that need large power is air conditioner (AC). The use of AC contributed by 70% in households that can contribute to global warming (<http://techno.okezone.com/read/2011/01/01/324/409424/large>

downloaded on May 21, 2013). Excessive use of air conditioning electricity usage which results in more and more and result in global warming.

Energy-saving movement has been announced by the government and some non-governmental organizations, in addition to the subsidized electricity rates slowly begin to be eliminated. As a result, people are looking for and buying energy-efficient air conditioner to still be able to use the air conditioner. AC energy-saving society is conditioned been low wattage. The use of low wattage air conditioning can help reduce global warming. Low watt AC can save electricity  $\pm$  20% compared with the use of standard AC (<http://cvastro.com/ac-konvensional-vs-ac-low-wattage-vs-ac-inverter.html> downloaded on May 21, 2013).

According to Chen and Chang (2012), there is influence of green perceived value and green perceived risk to green purchase the intention through the mediation of green trust. To know the symptoms of a description of this relationship, then conducted a preliminary study to the low 40 watt AC users in Surabaya. Characteristics of the population is determined, ie respondents who buy and use low watt air conditioner in the past year, respondents who know the benefits of a low-watt AC compared to other air conditioning, respondents who live in Surabaya, and respondents were educated past high school.

The result shows that there is a tendency that inntensi formed through the green green perceived value and perceived risk. Mediating role of perceived trust green also showed positive

### **Influence of *Green Perceived Value To Green Trust***

According to Patterson and Spreng (1997) and Chen and Chang (2012) Green Perceived Value is the overall assessment of the net benefits of consumer products or services between what is received and what is given based on the desire of consumers to environmental concerns, continuously expectations, and green need. According to Patterson and Spreng (1997) in Chen and Chang (2012), green perceived value can be measured by five indicators as follows:

(1) this product's environmental fuctions provide very good value for you; (2) this product's environmental performance meets your expectations; (3) you purchase this product because it has more environmental concern than other products; (4) you purchase this product because it is environmental friendly; (5) you purchase this product because it has more environmental benefit than other products.

According to Chen (2010) in Chen and Chang (2012), green trust is a willingness to rely on an object based on beliefs or expectations as a result of the credibility, benevolence, and ability related to the environmental performance of products. According to Chen (2010) in Chen and Chang (2012) green trust can be measured by the following five indicators: (1) *you feel that this product's environmental reputation is generally reliable*; (2) *you feel that this product's environmental performance is generally dependable*; (3) *you feel that this product's environmnetal claims are generally thrustworthy*; (4) *this product's environmental concern meets your expectations*; (5) *this product keeps promises and commitments for environmental protection*.

Based on previous research there is a positive relationship between perceived value with customer trust, perceived value can increase confidence high

after the purchase of the product (Sweeney et al., 1999; Eid, 2011; Sirdeshmukh et al., 2002 in Chen and Chang, 2012). In the conditions of environmental concern, Chen and Chang (2012) stated that green perceived value significantly positive effect on green trust. According to Rizwan *et al.* (2013), perceived value is a set of characteristics that are linked to observe the value of the product, so as to build a positive result and increase green trust. Based on those argumentation we proposed hypotheses:

H1. Green perceived value will have positive impact to green trust of low watt AC in Surabaya.

### ***Influence of Green Perceived Risk to Green Trust of Low Watt AC in Surabaya***

According to Peter and Ryan (1976) in Chen and Chang (2012), green perceived risk is the expectation of the negative environmental consequences associated with the purchase behavior. According to Jacoby and Kaplan (1972), Murphy and Enis (1986), and Sweeny et al. (1999) in Chen and Chang (2012), green perceived risk can be measured by five indicators as follows: (1) *there is a chance that there will be something wrong with environmental performance of this product*; (2) *there is a chance that this product will not work properly with respect to its environmental design*; (3) *there is a chance that you would get environmental penalty or loss if you use this product*; (4) *there is a chance that using this product will negatively affect the environment*; (5) *using this product would damage your green reputation or image*.

Some previous studies argue that perceived risk negatively affect customer trust (Koehn, 2003; Eid 2011 in Chen and Chang, 2012). If the perceived risk of the product increases, consumers will be reluctant to believe in the product (Mitchell, 1999, in Chen and Chang, 2012). Reduction of perceived risk for eco-friendly products can boost customer confidence (Chen and Chang, 2012). In the conditions of environmental concern, Chen and Chang (2012) stated that green perceived risk significantly negative effect on the green trust. Based on that, we proposed:

H2. Green perceived risk will have negative impact to green trust of low watt AC in Surabaya.

### ***Impact of Green Trust to Green Purchase Intention of Low Watt AC in Surabaya***

According to Netemeyer et al. (2005) and Morrison (1979) in Chen and Chang (2012), Green Purchase Intention is a likelihood that consumers will purchase specific products as a result of the need to care for the environment. According to Pavlou (2003) and Chang and Chen (2008) in Chen and Chang (2012), green purchase intention can be measured by three indicators as follows: (1) *you intend to purchase this product because of its environmental concern*; (2) *you expect to purchase this product in the future because of its environmental performance*; (3) *overall, you are glad to purchase this product because it is environmental friendly*.

According to Lee et al. (2011) in Chen and Chang (2012), customer trust is a foundation of consumer behavior in the long term. Thus, the consumer's purchase intention will be influenced by consumer confidence (Harris and Goode,

2010 in Chen and Chang, 2012). Lu et al. (2010) in Chen and Chang (2012) indicated that customer trust positively influence consumer purchase intentions. In an environmental concern, Chen and Chang (2012) stated that green trusts significantly positive effect on green purchase intention. We proposed that:

H3. *green trust* will have positive influence to *green purchase intention* for *low watt AC* in Surabaya.

#### **Influence of *Green Perceived Value* to *Green Purchase Intention***

According to Zeithaml (1988) in Chen and Chang (2012), perceived value is one of the many factors that influence purchase intention. Previous research indicates that perceived value is positively associated with purchase intentions of consumers (Gounaris et al., 2007 in Chen and Chang, 2012). Cronin et al. (1997), Patterson and Spreng (1997), Brady and Robertson (1999), Eggert and Ulaga (2002), and Tam (2004) in Chen and Chang (2012) also showed that the perceived value positively impacts the customer purchase intention. In today's increasing environmental awareness, green perceived value is very important for green purchase intentions (Chen and Chang, 2012). We proposed that

H4. Green perceived value will have positive influence to green purchase intention of low watt AC in Surabaya.

#### **Influence of *Green Perceived Risk* To *Green Purchase Intention***

Perceived risk has a negative impact on customer purchasing decisions (Murphy and Enis, 1986; Harridge-March 2006, in Chen and Chang, 2012). Reduction of perceived risk increases the likelihood of purchase and improve customer purchase intention, so the perceived risk has a relationship with purchase intention negatively (Wood and Scheer, 1996; Mitchell, 1999; Chang and Chen, 2008 in Chen and Chang, 2012). Thus, previous studies indicates that perceived risk reduction can improve customer purchase intention (Wood and Scheer, 1999 in Chen and Chang, 2012). Chen and Chang (2012) stated that green perceived risk significantly negative effect on the green purchase intention.

H5. *green perceived risk* will have negative influence to *green purchase intention* of *low watt AC* in Surabaya.

#### **RESEARCH METHOD**

Source of data used is primary data is data obtained directly from respondents who meet the characteristics specified population. The target population in this study were respondents who buy and use a low-watt AC in Surabaya. Characteristics of the population is defined respondents who buy and use low watt air conditioner in the past year, respondents who use a low-watt AC at least five hours in a day, the respondents know the benefits of a low-watt AC other than air conditioning, respondents who live in Surabaya, and respondents were minimum of high school education.

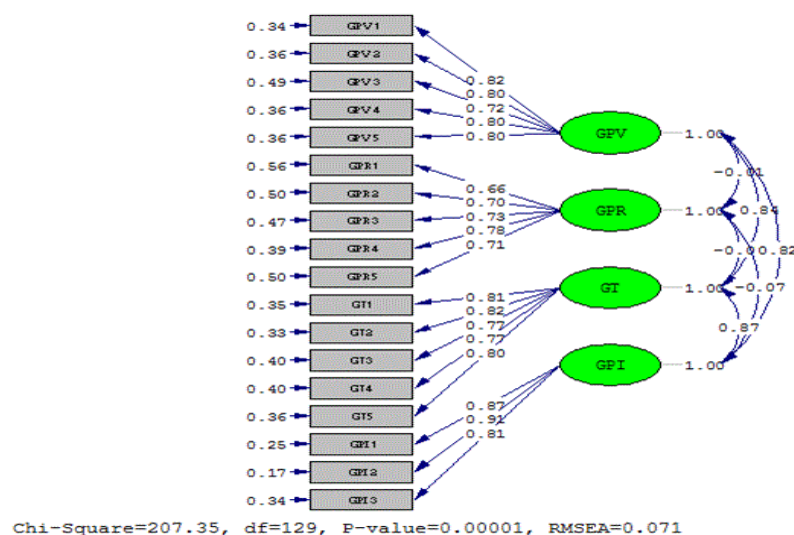
The sampling technique used was non-probability sampling by convenience sampling type. Processing of the data in this study using SEM (Structural Equation Model). According to Ferdinand (2005) sample size depends on the number of indicators that disetimasi. The guiding principle is 5-10 times the estimated number of indicators. In this study the number of samples is 120.

## RESULT AND DISCUSSION

Most respondents were male as many as 64 people, or 53.33%, while the female respondents as many as 56 people, or 46.67%. The age range was 17-25 years most respondents (40 respondents, 33.33%), the second largest number of respondents who had an age range 26-35 years (36 respondents, 30%), is the third most respondents who have a range of 36-45 uisa years (32 respondents, 26.67%), and the last is an age range > 45 years as many as 12 people, or 10%.

Most purchased brand by the respondent is LG as many as 34 pieces or 28.33%, is Panasonic's second highest total of 27 pieces or 22.5%, the third highest is Sharp as many as 23 units or 19.17%, is the fourth most Samsung as many as 21 pieces or 17.5%, and is the fifth most other brands such as Haier 6 units or 5%, Changhong 4 pieces, or 3.33%, Daikin 2 pieces or 1.67%, Mitsubishi 2 pieces or 1.67%, and Toshiba 1 fruit, or 0.83%.

### Measurement Model



**Table 1**  
**Fitness Result**

No	Fitness Test	Result	Note
1	Statistik Chi-Square	Chi-square = 207.35 p = 0.00001	<i>Not fit</i>
2	RMSEA	0,071	<i>Good fit</i>
3	GFI	0,84	<i>Marginal fit</i>
4	AGFI	0,78	<i>Not fit</i>
5	CMIN/DF	1,61	<i>Good fit</i>

6	TLI/NNFI	0,97	Good fit
7	CFI	0,97	Good fit

Source: Result of LISREL

Measurement model test results show that this model has good suitability models. All indicators meet the criteria loading factor of 0.5. Thus, all of the indicators can be used in the research model.

**Table 2**  
*Composite Reliability*

Variabel	(Σstd.loading)	(Σstd.loading) <sup>2</sup>	Σerror	Composite Reliability
GPV	3,92	15,5236	1,8892	0,8915
GPR	3,58	12,8164	2,429	0,8407
GT	3,97	15,7609	1,8457	0,8952
GPI	2,59	6,7081	0,7589	0,8984

Source: Excel 2007, processed.

Based on Table 2 all variables have a composite reliability values  $\geq 0.7$ . Thus, all variables used is reliable.

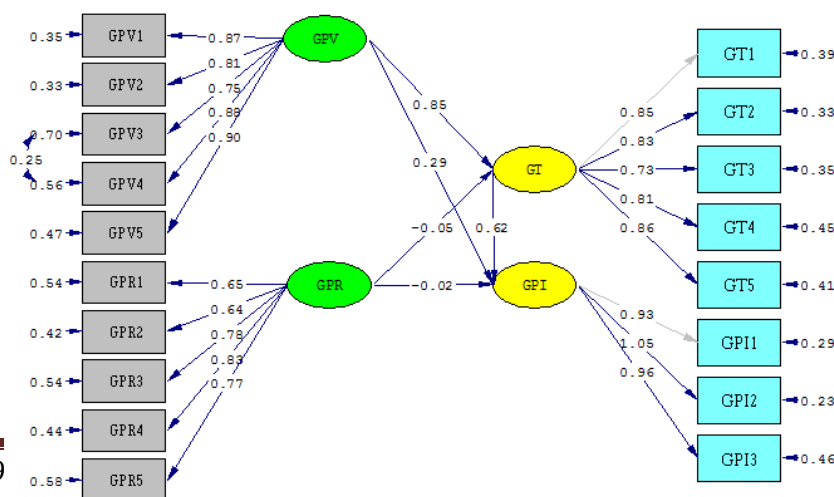
**Table 3**  
*Variance Extracted*

Variabel	(Σstd.loading)	Σstd.loading <sup>2</sup>	Σerror	Variance Extracted
GPV	3,92	3,1108	1,8892	0,6222
GPR	3,58	2,571	2,429	0,5142
GT	3,97	3,1543	1,8457	0,6309
GPI	2,59	2,2411	0,7589	0,747

Source: Excel 2007, processed.

Based on Table 3 all variables have a variance extracted values  $\geq 0.5$ . Thus, all variables used is valid

**Structural Model**



**Figure 2.**  
*Structural Model*

**Table 4**  
**Structural Model Fitness Test**

No	Fitness Test	Result	Note
1	Statistik Chi-Square	Chi-square = 186,73 p = 0,00055	<i>Not fit</i>
2	RMSEA	0,062	<i>Good fit</i>
3	GFI	0,85	<i>Marginal fit</i>
4	AGFI	0,80	<i>Not fit</i>
5	CMIN/DF	1,46	<i>Good fit</i>
6	TLI/NNFI	0,97	<i>Good fit</i>
7	CFI	0,98	<i>Good fit</i>

Although the chi-square value showed unfavorable results, but overall all the tests still eligible. The research model is quite good, considering that the CMIN / DF is still below 2. GFI values also still meet the specified requirements, at 0.85.

### Hypotheses Testing

**Table 5.**  
**Hypotheses Testing**

Hipoteses	Path	<i>T-value</i>	Note
H1	GPV → GT	8,66	Accepted
H2	GPR → GT	-0,65	Rejected
H3	GT → GPI	4,02	Accepted
H4	GPV → GPI	1,95	Accepted
H5	GPR → GPI	-0,27	Rejected



**Sumber: Hasil Pengolahan Lisrel 8.70, diolah.**

Green perceived value shown to affect the green purchase intention through two ways, ie the direct effects and mediation effects. Mediating effect is obtained through the green variable trusts. Green perceived value shown to affect green trusts with a value of 0.85, and green trust shown to affect green purchase intention with a value of 0.62. Thus, the effect of mediation of green trusts is  $0.85 * 0.62 = 0.527$ , while the direct effect of green perceived value to green purchased intention is 0.29.

Mediating the effects of " green trust" in the relationship between " green perceived value " and " green purchase intention " is strong enough , because consumers have the perception that " low watt AC " environmentally friendly will increase its reliance on " low watt AC " . Consumers who believe that " low watt AC " environmentally friendly will have a high purchasing intention towards a low -watt AC . These results , in line with the study of van der Heijden et al . ( 2003) in Chen and Chang ( 2012) which states if the buyer has a sense of trust in the seller , then the buyer will have a high purchase intent . Meanwhile , the direct influence of " green perceived value " to " green purchase intention " is small is because consumers who have considered that the low -watt AC environmentally friendly is not necessarily directly interested in buying a low -watt AC . This is because , the characteristics of Indonesian consumers are less concerned about the environment , so that , even if the consumer has the perception that low -watt AC environmentally friendly , they do not necessarily have the intention to buy the low -watt AC . *Green perceived risk* tidak berpengaruh terhadap *green trust*. Hasil penelitian ini berbeda dengan hasil penelitian Chen dan Chang (2012) yang menyatakan bahwa *green perceived risk* secara signifikan berpengaruh negatif terhadap *green trust*. Namun, hasil penelitian ini didukung oleh hasil penelitian Rizwan *et al.* (2013) yang dilakukan di Pakistan yang menunjukkan bahwa *green perceived risk* tidak berpengaruh terhadap *green trust*.

Green perceived risk has no effect on green purchase intention. These results differ from the results of Chen and Chang (2012) which states that the green perceived risk significantly negative effect on the green purchase intention. However, the results of this study are supported by the results of the study Rizwan et al. (2013) conducted in Pakistan showed that green perceived risk has no effect on green purchase intention.

This difference is due to the characteristics of Indonesian consumers are less concerned about the environment (<http://forum.kompas.com/urban-life/34622-10-perilaku-konsumen-indonesia.html> downloaded on 14 September 2013). In contrast to overseas consumers who care about the environment associated with environmental issues. Indonesian consumers are less caring environment. Thus, although the Indonesian consumers perceive that the use of low watt air conditioner has a low risk to the environment, consumers do not have the intention to buy the low-watt AC.

## **CONCLUSION**

The conclusion of this study is on the five hypotheses that have been developed, there are three hypotheses are proved and two hypotheses are not. The following is a specific description: (1) *green perceived value* has positive and



significant influence to *green trust*, (2) *green perceived risk* has no significant influence to *green trust*, (3) *Green trust* has positive influence to *green purchase intention*, (4) *Green perceived value* has positive influence to *green purchase intention*, (5) *Green perceived risk* has no significant influence to *green purchase intention*.

Although in this study only three hypotheses are proven, but the existing models have described the results of the existing data in the field. This is evident from the results of testing the goodness of fit which indicates that the degree of conformity of the model to the data can be said to be good.

Suggestions for future research is to expand the category of environmentally friendly products. This is due to the different characteristics of each product. Characteristics of consumers also need to be considered. Future studies should compare the results among consumers in the developed and developing countries.

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# SOCIAL RESPONSIBILITY AS COMPETITIVE ADVANTAGE IN GREEN BUSINESS

Proceeding 11th International Annual Symposium on Management  
Batu - East Java, Indonesia, 15th-16th March 2014



11<sup>th</sup> **INSYMA**  
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## FOREWORD

INSYMA has become a tradition of its own for the management department of Universitas Surabaya. For more than a decade this event has become a forum for academics and practitioners to share knowledge. Every year management department always brings the latest theme that becomes an important issue for the development of science.

This year, INSYMA raise the theme "***SOCIAL RESPONSIBILITIES AS A COMPETITIVE ADVANTAGE IN GREEN BUSINESS***". This theme interesting, considering that at this time all the business need to be more accountable to the public and the environment. Corporate social responsibility is not only an obligation, otherwise it would be a distinct competitive advantage for the company.

Hundreds of scientific papers are sent to a conference committee, and the results of a rigorous selection of more than 100 elected. This paper is derived from a variety of authors, both within and outside the country, academics and practitioners. All the articles are then presented at the symposium and documented in these proceedings.

We hope that these proceedings can contribute to the development of science and business practices. Hopefully you can enjoy and gain valuable lessons from this article collection. We look forward to your participation in next INSYMA.

Batu, East Java, Indonesia  
15th-16th March 2014

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