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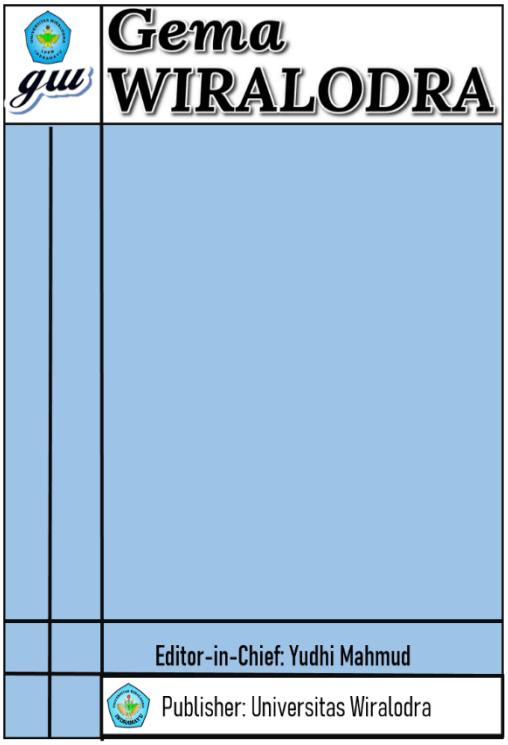

The influence of green perceived value and green awareness on purchasing decisions through purchase interest

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Abstract
Awareness of sustainable purchasing decisions. This study uses quantitative methods with an associative descriptive approach and data processing using the PLS-SEM 4 application. The research population includes consumers of Alfamart customers in Bengkulu who have purchased environmentally friendly shopping bags. The questionnaire was distributed to 100 respondents. The results showed a significant influence between Green Perceived Value and Green Awareness on purchasing decisions for environmentally friendly shopping bags through purchase interest based on simultaneous and partial hypothesis testing. The study concludes that Green Perceived Value and Green Awareness significantly influence Purchase Interest and Purchasing Decisions related to environmentally friendly shopping bags. The findings emphasize the importance of incorporating environmental values, increasing consumer awareness, and generating buying interest in marketing strategies. Future research should expand sample coverage and consider additional factors like socio-economic variables, consumer preferences, and specific marketing strategies influencing purchase decisions for such products. These findings have practical implications for manufacturers and marketers, suggesting the importance of integrating environmental values into marketing strategies to increase consumer awareness and foster buying interest in eco-friendly products. The results offer valuable guidance for designing effective strategies that align with consumer preferences for sustainability. Future research should expand sample coverage and consider additional factors, such as socio-economic variables, to refine marketing approaches for environmentally friendly products further.
Keywords: Green Awareness, Green Perceived Value, Purchase Decision, Purchase Interest

1. Introduction

Global warming is a world issue that has yet to find a solution. Plastic waste is one of the causes of global warming, so public awareness about the importance of protecting the environment is starting to increase. The community's mindset is starting to change, which can be seen from efforts to save the environment such as separating plastic waste from recycled ones, intensifying tree planting, reducing plastic bags when shopping, and switching to environmentally friendly products (Martusa, 2009). Currently, to minimize the amount of plastic waste in Indonesia and the world, many stores have begun limiting plastic shopping bags. This policy is enforced in various stores in Indonesia, including Alfamart, some of which currently no longer provide plastic shopping bags. Also mentioned Pertiwi (2018) that companies are currently protecting the environment, which is a form of corporate social responsibility, one of which is done by reducing plastic bags. This requires customers who want to shop to bring their shopping bags that are more environmentally friendly. Consumers today consider various aspects in purchasing products such as paying attention to environmental conditions, sustainability, green needs, and the usefulness of products that are expected not to cause environmental problems. This consideration is based on the state of the environment, which is currently concerning, so it is hoped that the whole community will begin to realize the importance of protecting the environment, primarily supporting the realization of a green environment.

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As an effort to support the reduction of plastic waste, Alfamart has limited the use of plastic shopping bags in several regions. Instead, Alfamart issued Alfamart shopping bag products that are more environmentally friendly and sold at a price that is still reasonably cheap. In order to attract consumers to switch from plastic bags to using Alfamart's more environmentally friendly shopping bags, various efforts must be made by Alfamart so that they can lead to consumer purchasing decisions. (Nihlah et al., 2018) state that a purchase decision is defined as a person's decision to choose one of several available alternatives. To realize purchasing decisions related to environmentally friendly products, there are several influential factors, such as perceived value and awareness. This purchase decision is also strongly influenced by customer purchase interest in a product (Nihlah et al., 2018). Purchase interest itself is the desire of individuals make purchases of products and services, so they decide to make purchase transactions (Nuraminah et al., 2022). In environmentally friendly products, green perceived value and green awareness factors can also influence purchase interst. According to kontan.co.id until June 2023 the total number of alfamart outlets is 18,435 outlets spread throughout Indonesia understanding how the role of green perceived value and green awareness This case study will take a case study of alfamart customers in Bengkulu city. Alfamart is a minimarket chain that is widespread in Indonesia, AMRT corporate secretary Nur Rahman said influencing consumer buying interest in environmentally friendly shopping bags, and ultimately, how this affects purchasing decisions, will provide valuable insights for alfamart and strengthen sustainability practices in their minimarket environment.

Previous research (Apriliani & Aqmala, 2021) has consistently shown that Green Perceived Value and Green Awareness positively influence Purchasing Decisions. However, in the context of the evolution of consumer behavior theory and market research, there is a need to investigate further the factors that can strengthen the relationship between green value and purchase decisions. Therefore, this study introduces an innovative approach by including Purchase Interest as a mediating variable. Using Purchase interest as a mediating variable is a departure from previous research as it can provide deeper insights into the psychological and behavioral mechanisms underlying how consumers respond to green values and green awareness. By considering the mediating role of Purchase Interest, this research will make a valuable contribution to the understanding of the dynamics of sustainability-oriented purchasing decisions. The focus of the research is to find the effect of green perceived value and green awareness on product purchasing decisions in the form of environmentally friendly shopping bags through consumer buying interest who shop at Alfamart Bengkulu City.

2. Method

Type of Research

This study uses a type of quantitative research. (Sugiyono, 2017) states that quantitative research is "a method based on the philosophy of positivism, useful for researching on certain populations and samples, collecting data using research tools, analyzing quantitative and statistical data with the aim of testing predetermined hypotheses".

Population and Sample

The population in this study were consumers who purchased environmentally friendly shopping bag products at the Alfamart minimarket in Bengkulu City. Sampling was done using a non-probability method, meaning that elements in the population do not have a known or predetermined opportunity to be taken as a sample (Sekaran, 2006). The sampling method is purposive, which means selecting samples based on certain types or characteristics (Sekaran, 2006). The criteria chosen are customers who have bought environmentally friendly shopping bag products at Alfamart in bengkulu city at least once and who love

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environmentally friendly products. Determining the number of samples is based on the criteria set, which states that the sample size must be used at least 5 times for each parameter estimate and a maximum of 10 times for each parameter estimate (Jr. et al., 2021). Because there are 17 indicators in this study, the number of samples required for this study is 85-170. Then the sample used was 17 x 5 = 85 and rounded to 100.

Data Collection Methods

The data collection method used in this study is primary data, while the data collection method is carried out by questionnaires given to respondents directly. According to (Sugiyono, 2017), a questionnaire is a data collection technique that gives respondents a set of questions or written statements to answer. The scale used in this study is a Likert scale. The Likert scale is designed to examine how much the subject agrees or disagrees with the statements on a scale of 5. Responses to items related to specific concepts or variables are then presented to each respondent (Sekaran, 2006).

Data Testing Method

Validity Test

The validity test is a method for determining the extent to which a questionnaire is reliable. An instrument is considered valid if it can measure the desired objectives and accurately reveal the variable data being studied. The level of instrument validity reflects the extent to which the data collected is by the intended validity concept (Ghozali, 2008). The criteria for determining whether the data under study is valid or not are as follows:

a) If r count> r table then the questionnaire items used are valid.
b) If r count < r table then the questionnaire items used are invalid.

Reliability Test

According to (Sugiyono, 2017), the reliability test is the extent to which the measurement results using the same object will produce the same data. A questionnaire is said to be reliable or reliable if someone's answer to a question is consistent or stable over time. Respondents' answers to this statement are said to be reliable if each question wants to measure the same thing. if the answer to the indicator is random, it can be said to be unreliable (Ghozali, 2016). The tool for measuring reliability is Cronbach Alpha. The results of measuring reliability using Cronbach Alpha are reliable if the reliability coefficient r (11) > 0.60. However, if the coefficient of reliability r (11) > 0.60 is not reliable, then the reliability coefficient is said to be reliable.

Hypothesis Testing

T-test

The T-test is a statistical test used to test the truth or falsity of the null hypothesis. To test using the significance value or by comparing the calculated t value with the t-table as a basis. Based on the significance value in hypothesis testing, it can be said to be significant when the T-statistic value is less than 1.64. It is considered insignificant. Comparing the t value with the t table with the following criteria:

a) If t count> t table, then the hypothesis is accepted, meaning there is a significant influence between the independent and dependent variables.
b) If t count < t table, then the hypothesis is rejected, meaning there is no significant influence between the independent and dependent variables.

F-test

The F test, or the simultaneous test, is used to evaluate the joint impact of all independent variables on the dependent variable. In addition, this test is also used to determine the significance of the regression model that has been created. The purpose of the F test is to determine whether the independent variables jointly affect the dependent variable. According to (Ghozali, 2016), the simultaneous effect test determines whether the independent variables

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jointly influence the dependent variable. The conditions of the F test are as follows: if the significant value of F < 0.05, then the hypothesis can be accepted. This means that all independent variables significantly influence the dependent variable.

Analysis Method

The primary data of this study obtained from research respondents will be processed using SEM (Structural Equation Modeling) to find the relationship between Inten variables using the SmartPLS application. Structural Equation Modeling (SEM) is a multivariate analysis method useful for describing linear relationships between indicator variables and latent variables (Sholiha & Salamah, 2016). The SEM-PLS (Partial Least Square) method was used to analyze the data. PLS is a variant-based structural equation analysis that can test measurement and structural models. In SEM- PLS, two aspects need to be considered, namely the measurement model assessment (outer model) and the structural model assessment (inner model).

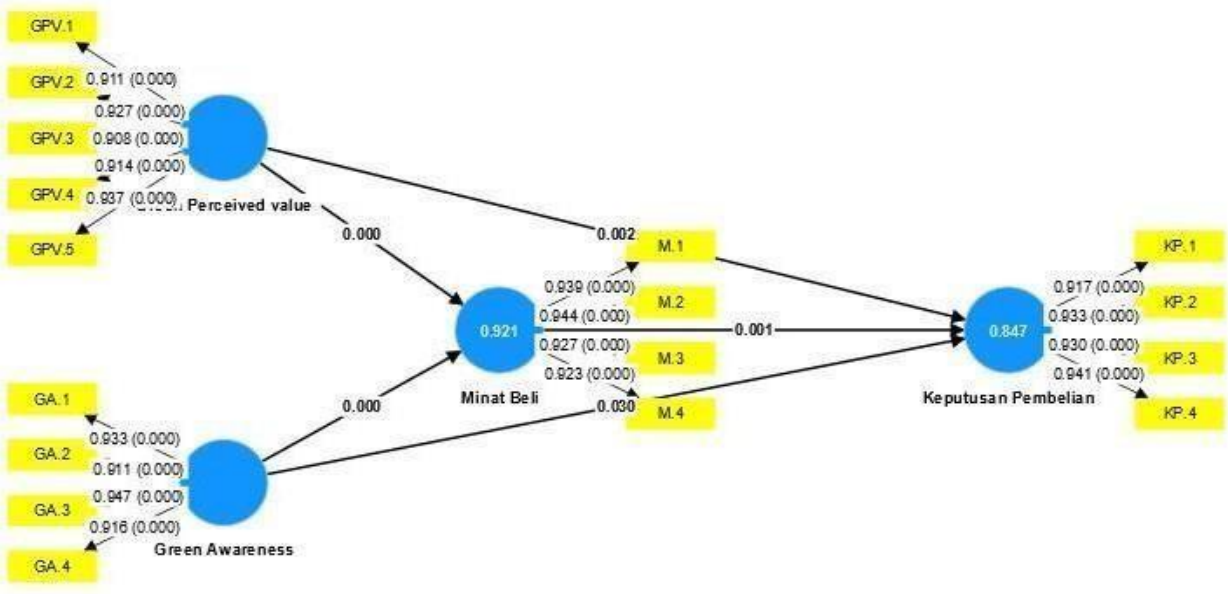
3. Results and Discussion

Outer Model Results

The Outer Model Results provide a comprehensive analysis of the measurement model, evaluating the reliability and validity of the observed variables. This examination is essential for ensuring the robustness of the model's outer structure, assessing the quality of the indicators employed to measure the latent constructs. The outcomes of this assessment shed light on the accuracy and effectiveness of the measurement instruments, serving as a foundational step in the validation process. This figure 1 illustrates the outcomes of the outer model analysis, offering a comprehensive view of the measurement model's performance.

Figure 1

Outer Model



Source: Primary Data Output Processed (2023)

Validity Test

Validity testing is a critical phase in the evaluation of any research instrument, aiming to establish the degree to which a tool accurately measures the intended constructs. Ensuring the validity of measurements is paramount for drawing meaningful conclusions and making informed decisions based on research outcomes. In this context, validity is a key indicator of how much an assessment tool truly reflects the theoretical concepts it is designed to measure.

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The following sections delve into the methodologies employed to assess the validity of the research instrument, shedding light on the robustness of the measurements and their alignment with the underlying theoretical framework

Table 1
Validity Test

Indicator Item	Convergent Validity		Validity Discriminant	Status
	Loading Factor	AVE	Cross Loading	
X1. 1	0,907	0.845	0.907	Valid
X1. 2	0,854		0.854	Valid
X1. 3	0.919		0.919	Valid
X1. 4	0.906		0.906	Valid
X1. 5	0.892		0.892	Valid
X2. 1	0.855	0.859	0.855	Valid
X2. 2	0.859		0.859	Valid
X2. 3	0.885		0.885	Valid
X2. 4	0.888		0.888	Valid
Z. 1	0.911	0.871	0.911	Valid
Z. 2	0.891		0.891	Valid
Z. 3	0.927		0.927	Valid
Z. 4	0.932		0.932	Valid
Y.1	0.876	0.866	0.876	Valid
Y. 2	0.920		0.920	Valid
Y. 3	0.894		0.894	Valid
Y.4	0.804		0.804	Valid

Source: Primary Data Output Processed (2023)

The results of testing convergent validity on outer loadings are seen in the table above, which uses all variables, including Green Perceived Value (X1), Green Awareness (X2), Purchase Interest (Z), and Purchase Decision (Y). According to (Jr. et al., 2021), the size of individual reflections is high when correlated more than 0.7. Each variable has a loading factor value> 0.70, so it can be interpreted that all constructs are valid. The average value of Average Variance Extracted (AVE) is at least 0.5. If the AVE value is>0.50 then the construct is considered valid. In testing discriminant validity, the AVE value is greater than 0.50. So, it can be said that the items used in the construct are valid and have met the requirements of good convergent validity.

Reliability Test

Reliability testing stands as a cornerstone in the methodological rigor of research, ensuring the consistency and dependability of measurements over repeated use. A reliable research instrument produces consistent results under similar conditions, reinforcing the trustworthiness of collected data. In this pivotal phase of assessment, the focus is on the stability and coherence of the measurement tool, which is critical for drawing reliable inferences and conclusions. This exploration delves into the methodologies employed to ascertain the reliability of the research instrument, examining internal consistency and overall stability. By scrutinizing the robustness of the measurements, this reliability test aims to establish the instrument's ability to yield dependable results, enhancing the credibility and replicability of the study's outcomes.

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Table 2
Reliability Test

Variables	Cronbach'sAlpha	Composite Reliability	Status
Green PerceivedValue	0.954	0.955	*Reliable*
Green Awareness	0.945	0.946	*Reliable*
Purchase interest	0.951	0.951	*Reliable*
Purchasingdecisions	0.948	0.949	*Reliable*

Source: Primary Data Output Processed (2023)

A measure is considered reliable with a Composite Reliability value> 0.7 and Cronbach's alpha> 0.70 (Jr. et al., 2021). In the four variables above, Cronbach's alpha and composite reliability values are more significant than 0.70. So it can be concluded that the constructs in this study are reliable.

R-Square Test

R-squared, also known as the coefficient of determination, serves as a fundamental metric in regression analysis, shedding light on the proportion of variability in the dependent variable that the independent variables can elucidate. Represented as a value between 0 and 1, R-Square quantifies the goodness of fit, indicating the extent to which the model's predictions align with the observed outcomes. A high R-squared suggests that a large percentage of the variability in the dependent variable is accounted for by the independent variables, signifying a robust model. Conversely, a low R-Square implies that the model may not effectively capture the variance in the data, necessitating further exploration or refinement.

Table 3
R-Square Test

Variable	R-Square
Purchase interest (Z)	0.920
Purchasing descisions (Y)	0.843

Source: Primary Data Output Processed (2023)

R-Square is a way to assess how much the endogenous construct can be explained by the exogenous. The R-Square for the purchasing decision variable is 0.843. Based on the above results, it can be concluded that the percentage of purchasing decision variables can be explained by all exogenous constructs, namely green perceived value, and online green awareness by 84.3%.

Hypothesis Test (Significance) Direct Effect

In structural equation modeling, assessing the significance of direct effects is a pivotal step in scrutinizing the relationships posited by the model. This hypothesis test endeavors to ascertain whether the influence exerted by an independent variable on a dependent variable is statistically significant.

Table 4
Direct Effect Hypothesis Test Results (Direct Effect)

Variable	Original Sample	Sample Mean	Standard Deviation (STDEV)	T statistics (O/STDEV)	P Values	Conclusion
(X1) -> (Z)	O.646	0.646	0.090	7.184	0.000	Significance
(X2) -> (Z)	O,327	0.324	0.090	3.621	0.000	Significance
(Z) > (Y)	0.387	0.384	0.122	3.183	0.001	Significance
(X1) -> (Y)	0.347	0.343	0.120	2.881	0.002	Significance
(X2) -> (Y)	0.204	0.205	0.108	1.885	0.030	Significance

Source: Primary Data Output Processed (2023)

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Indirect Effect

Delving into the intricate dynamics of structural equation modeling, our focus now shifts to scrutinizing the significance of indirect effects within the proposed model. The indirect effect signifies the influence transmitted from an independent variable to a dependent variable through one or more intermediary variables. This hypothesis test seeks to unravel whether the observed indirect effects are statistically significant, adding depth to our understanding of the complex interplay among variables. At the crux of this analysis is the assessment of the null hypothesis, asserting the absence of a significant indirect effect against the alternative hypothesis, positing a noteworthy influence via the intermediary variable(s).

Table 5

Indirect Effect Hypothesis Test Results (Indirect Effect)

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P Values	Conclusion
(X1) > (Z) >(Y)	0.250	0.246	0.080	3.134	0.001	Significance
(X2) > (Z) >(Y)	0.127	0.127	0.058	2.171	0.015	Significance

Source: Primary Data Output Processed (2023)

When analyzing hypothesis testing, it can be seen that the T statistics value is 1.64 when the significant level is 5% or 0.05. If T statistics is more than 1.640 and P value <0.050, it has a significant effect.

The effect of green perceived value (X1) on purchase interest (Z)

Green Perceived Value positively and significantly affects buying interest in environmentally friendly shopping bags. The results obtained for Green Perceived Value (X1) on Purchase Interest (Z) are 7,184 with a P value of 0.000, so H1 has been accepted. Green Perceived Value can increase buying interest in environmentally friendly shopping bags. This study's results align with research (Sari et al., 2023), which shows that Green Perceived Value has a positive and significant effect on consumer buying interest.

The higher the Green Perceived Value or positive perception of environmentally friendly products in a person, the greater the person will want to use environmentally friendly products, which will lead to a person's interest in buying environmentally friendly products such as one of their environmentally friendly shopping bags at minimarket Alfamart Bengkulu city, Therefore, to increase consumer buying interest in environmentally friendly shopping bags, minimarket Alfamart must reduce the provision of plastic shopping bags, even if it is no longer necessary to provide plastic shopping bags and replace them with environmentally friendly shopping bags because according to the survey I conducted, there are still many minimarket Alfamart, especially in the city of Bengkulu, which still provides plastic shopping bags for consumers.

The Effect of Green Awareness (X2) on Purchase Interest (Z)

Green Awareness positively and significantly affects buying interest in environmentally friendly shopping bags. The results obtained for Green Awareness (X2) on Purchase Interest (Z) are 3.621 with a P value of 0.000, So, it can be said that H2 has been accepted. Green Awareness can increase buying interest in environmentally friendly shopping bags. This study's results align with (Meilisa, 2020), who shows that green awareness positively and significantly affects consumer buying interest. The higher the Green Awareness or understanding and individual concern for the environment, the more interest the person will have in buying environmentally friendly products, one of which is an environmentally friendly shopping bag in the minimarket Alfamart Bengkulu city, whereby buying these ecologically friendly products they have participated in protecting the environment.

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Therefore, the Alfamart minimarket must always support individuals who have an awareness of environmental awareness by giving a reward to one of the best customers who buy these environmentally friendly products so that later this can make many individuals to buy ecologically friendly products.

The effect of Purchase Interest (Z) on purchasing decisions (Y)

Purchase Interest has a positive and significant effect on purchasing decisions for environmentally friendly shopping bags. The result obtained for Purchase Interest (Z) on Purchasing Decisions (Y) is 3.183 with a P value of 0.001, so it can be said that H3 has been accepted, meaning that buying interest can increase the purchase of environmentally friendly shopping bags. This research aligns with Utomo & Dwiyanto (2022), who show that purchase interest positively and significantly affects purchasing decisions.

The increasing consumer buying interest in environmentally friendly products can increase purchasing decisions for ecologically friendly products such as environmentally friendly shopping bags because consumers with a high buying interest in environmentally friendly products are more likely to choose shopping bags that are environmentally friendly than those that are not. This can increase demand for these environmentally friendly shopping bags. Therefore, Alfamart minimarket must provide a variety of environmentally friendly shopping bags, including various sizes and designs to suit consumer needs. This will allow consumers to choose the option that best suits their needs.

Green perceived value positively and significantly affects purchasing decisions for environmentally friendly shopping bags. The results obtained for Green Perceived Value (X1) on Purchasing Decisions (Z) are 2.881 with a P value of 0.002, so it can be said that H4 has been accepted. Green Perceived Value can increase purchasing decisions for environmentally friendly shopping bags. This study's results align with research that shows that Green Perceived Value has a significant effect on purchasing decisions (Apriliani & Aqmala, 2021).

The higher the Green Perceived value or positive consumer perceptions of environmentally friendly products, the more likely they will choose to buy products that are considered environmentally friendly, one of which is an environmentally friendly shopping bag in the minimarket Alfamart Bengkulu city. These findings indicate that Green Perceived Value has played a good role in making consumers decide to buy products that are considered environmentally friendly. Therefore, minimarket Alfamart must educate customers by providing information or making leaflets explaining the benefits and positive impacts of using environmentally friendly shopping bags. Educational campaigns can be carried out through store information boards, social media, and the Alfamart website.

Green Awareness positively and significantly affects purchasing decisions for environmentally friendly shopping bags. The results obtained for Green Awareness (X1) on purchasing decisions (X2) are 1.885, with a P value of 0.030, so it can be said that H5 has been accepted. Green Awareness can increase purchasing decisions for environmentally friendly shopping bags. The results of this study are in line with research by (Nuraminah et al., 2022), which shows that Green Awareness has a significant effect on purchasing decisions. The higher the Green Awareness or awareness of environmental issues, the more likely consumers will tend to make environmentally friendly purchasing decisions. Awareness of the importance of protecting the environment encourages consumers to choose products or services that positively impact the environment, one of which is by buying environmentally friendly shopping bag products, thereby increasing demand for these environmentally friendly products. To improve this, the Alfamart minimarket must offer customers special offers by providing special promotions or discounts for consumers who choose environmentally friendly shopping bags. This can be an additional incentive for consumers to choose more environmentally friendly options.

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The effect of Green Perceived value (X1) on Purchasing Decisions (Y) through Purchase Interest (Z)

Green Perceived Value positively and significantly affects purchasing decisions for environmentally friendly shopping bags through purchase interest. The results obtained for Green Perceived Value (X1) on Purchasing Decisions (X2) through Purchase Interest (Z) are 3.134, with a P value of 0.001, so it can be said that H6 is accepted. Green perceived value can increase purchasing decisions for environmentally friendly shopping bags through buying interest. The increasing green perceived value or positive perception of the environment will affect a person's interest in using environmentally friendly products so that someone can decide to buy ecologically friendly products such as environmentally friendly shopping bags in the Alfamart minimarket. Therefore, minimarket Alfamart, the effect of Green Awareness (X2) on Purchasing Decisions (Y) through Purchase Interest (Z).

Green awareness significantly affects purchasing decisions for environmentally friendly shopping bags through consumer buying interest. The results obtained for Green Awareness (X2) on Purchasing Decisions (Y) through Purchase Interest (Z) are 2.171, with a P value of 0.015, so it can be said that H7 is accepted. Green awareness can increase purchasing decisions for environmentally friendly shopping bags through buying interest. The more Green awareness grows or awareness of environmental issues in individuals, the more interested the person is in protecting the environment, one of which is by switching to using environmentally friendly products that will generate their interest in environmentally friendly products which will make them decide to buy ecologically friendly products such as environmentally friendly shopping bags.

4. Conclusion

this study concludes that there is a significant influence between green perceived value and purchase interest, there is a substantial influence between green awareness on purchase interest, there is a significant influence between purchase interest on purchasing decisions, there is a significant influence between green perceived value and purchasing decisions, there is a significant influence between green awareness on purchasing decisions, there is a significant influence between green perceived value on purchasing decisions through purchase interest, there is a substantial influence between green awareness on purchasing decisions through purchase interest. This study provides strong empirical evidence of the importance of green perceived value and green awareness in influencing buying decisions for environmentally friendly shopping bags through consumer buying interest. The implications of these findings provide valuable guidance for manufacturers and marketers in designing marketing strategies that focus on environmental values, increase consumer awareness, and generate buying interest in environmentally friendly products. For future research, expanding the sample coverage and considering other factors that may also influence the purchase decision of environmentally friendly shopping bags is recommended. for example, socio-economic variables, consumer preferences, and more specific marketing strategies.

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