

(Research/Article)

Influence *Green Perceived Risk, Green Perceived Value, Green Word of Mouth* to *Green Purchase Intention* in Consumers Indomaret in Joglo, West Jakarta

Miracle Clementine Chrysaberyl Kapatow ^{1*}, Dewi Murtiningsih ²

¹ Affiliation 1: Management Study Program, Universitas Mercu Buana;
email : 43122010209@student.mercubuana.ac.id

² Affiliation 2; Management Study Program, Universitas Mercu Buana;
email : dewi.murtiningsih@mercubuana.ac.id

* Corresponding Author : miracle.work20@gmail.com

Abstract: This study investigate the influence of green perceived risk, green perceived value, and green word of mouth on green purchase intention. This research employed a causal associative approach. The population of this study consisted of all consumers of Indomaret Point SPBU BP AKR in Joglo, West Jakarta. A total of 165 respondents were selected as the sample through the distribution of a google form questionnaire using a purposive sampling technique. Data analysis was conducted using the structural equation modeling (SEM) approach based of on partial least square (PLS) with SmartPLS 4.1 as the tools. The results of this study indicate that green perceived risk, green perceived value, and green word of mouth have significant effect on green purchase intention.

Keywords: Eco-bag; Green Perceived Risk; Green Perceived Value; Green Purchase Intention; Minimarket.

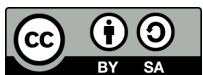
1. Introduction

Since 2019, DKI Jakarta has officially banned the use of single-use plastics through Governor Regulation Number 142 of 2019 concerning the Obligation to Use Environmentally Friendly Shopping Bags (Benedicta *et al.*, 2023). The existence of this regulation prohibiting the use of single-use plastics is based on awareness to protect the environment. Excessive use of plastic bags can lead to an increase in plastic waste, which results in soil and water pollution that can spread diseases to humans (Sari, 2023). Furthermore, plastic waste is considered to be non-biodegradable in nature for a long time (Wang *et al.*, 2020). In order to support this regulation, *minimarkets* and *supermarkets* have implemented a ban on the use of plastic, and instead, they offer environmentally friendly shopping bags, which can be called *eco bags*, for sale (Sari & Karsono, 2023).

Eco bag be one of solution For reduce problem waste . Besides from functions and benefits to environment , presence *eco bag* give opportunity For increase income through sales (Sari, 2023). According to research by Chana *et al.*, (2021) quoted by Nugraha & Soelasih (2023), when consumer feel worry to consequence from habit consumption they to environment life , organization or company can get profit competitive with offer *green product* to consumers .

The phenomenon that occurred in this study was *green purchase intention*. *Eco bags* at Indomaret *Point Gas Station BP AKR Joglo* fluctuate every month, which can be seen based on monthly sales frequency data from February 2025 to February 2026. The data on the sales frequency of *eco bags* at Indomaret *Point Gas Station BP AKR Joglo* can be presented as follows:

Received: March 30, 2026
Revised: May 25, 2026
Accepted: July 20, 2026
Published: September 2, 2026
Curr . Ver.: September 23 2026



Copyright: © 2026 by the authors.
Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>)

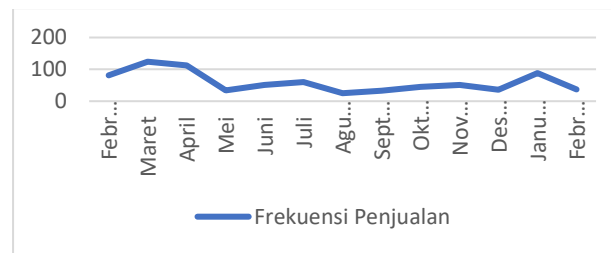


Figure 1. Sales of *Eco-bags* at Indomaret *Point* BP AKR gas station

Source: Indomaret *Point* SPBU BP AKR Joglo, 2026.

The graph shows that the lowest sales point occurred in August 2025. Although there was an increase in early 2026, sales declined again in February 2026, so it is necessary to identify what factors influence *green purchase intention for eco bag* products at Indomaret *Point* SPBU BP AKR Joglo.

Green perceived risk, as a subjective estimate by consumers related to the potential consequences of a wrong purchasing decision, can influence a decrease in purchase intention, especially for *green products* (Wicaksono & Darpito, 2023). Meilisa (2020) states in his research that *green perceived risk* has an effect significant to *green purchase intention*. In contrast, a study by Kusumawati & Tiarawati (2022) shows that *green perceived risk* no influential significant to *green purchase intention*.

Research by Zhuang *et al.* (2021) suggests that a high *perceived green value for a product's environmental and social benefits can strengthen green purchase intentions*. When consumers perceive a product as not only safe and effective but also positively contributing to the environment, their likelihood of purchasing increases. This finding is also supported by research by Sari, S (2024), which states that *green perceived value* significantly influences *green purchase intentions*. However, Alvin's (2021) findings show that *green perceived value* no influential significant to *green purchase intention*.

Furthermore, the role of *green word of mouth*, or the dissemination of information among consumers, is highly influential in shaping the image and trust of *green products* (Ahmed & Zhang, Guerreiro & Pacheco, 2021). Research by Azizah and Dwita (2024) shows that *green word of mouth* significantly influences *green purchase intention*. Information from those closest to you is often more trusted than direct promotions from the company. Products with good *green word of mouth ratings and trusted by consumers will influence the choices of other consumers. Consumers who are skeptical about green products* are more likely to trust and purchase products with better *green word of mouth* (Rahmawati *et al.*, 2024). Conversely, Putri & Hayu (2024) stated that that *green word of mouth* No influential significant to *green purchase intention*.

Based on the background above, the researcher is interested in conducting research with the title "The Influence of *Green Perceived Risk*, *Green Perceived Value*, and *Green Word of Mouth* on *Green Purchase Intention of Eco Bag Products* (Study on Indomaret Consumers)" *Point* BP AKR gas station in Joglo, West Jakarta)".

2. Preliminaries or Related Work or Literature Review

The Influence of *Green Perceived Risk* on *Green Purchase Intention*

Green perceived risk which includes impact negative and uncertainty influence *green purchase intention*, because consumer consider suitability between accepted and actual risks experienced (Kusumawati, 2022). Relationship This explained in a number of study Previous studies. Meilisa (2020), Tarabieh (2021), Wasaya *et al.*, (2021), Wicaksono *et al.*, (2023), and Fayad and Hairudinor (2024) presented in their research that *green perceived risk* has a significant influence on *green purchase intention*. Based on the empirical results of these five studies, the following hypotheses can be used:

H₁: *Green perceived risk* has a significant influence on *green purchase intention*.

The Influence of *Green Perceived Value* on *Green Purchase Intention*

Consumers tend to consider the environmental, social, and functional value of a product when making purchasing decisions. Research by Meilisa (2020), Wicaksono *et al.* (2023), Wijaya and Waskito (2023), and Sari, S. (2024) shows that *green perceived value* has a significant influence on *green purchase intention*. Based on these findings, the researchers established the following hypothesis:

H₂: *Green perceived value* has a significant influence on *green purchase intention*.

The Influence of *Green Word of Mouth* on *Green Purchase Intention*

Positive information about green products from social circles, such as friends, family, or communities, can increase *green purchase intentions*. Research by Saraya (2022), Augusto *et al.* (2022), Azizah and Dwita (2024), and Rahmawati *et al.* (2024) shows that *green word of mouth* has a significant influence on *green purchase intentions*. Therefore, based on these research results, the following hypothesis is formulated:

H₃: *Green word of mouth* has a significant influence on *green purchase intention*.

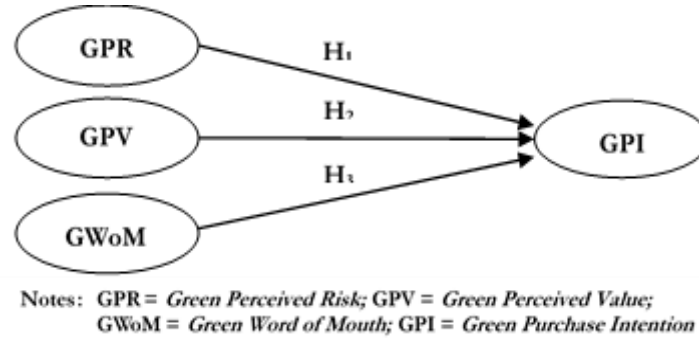


Figure 2 Conceptual Framework

Source: Data Processed by Researchers, 2025.

3. Proposed Method

Research Design

This research uses a causal associative research design with a quantitative approach where this type of research tests the relationship of one variable to another variable, and can be used to determine how much the relative contribution of exogenous variables is to endogenous variables.

Operational Variables

Operational variables that is explanation about How something variables will measured in A study through indicators . Variables used in study This that is variables exogenous consists of from variables *green perceived risk*, *green perceived value* and *green word of mouth* as well endogenous variables , namely variables *green purchase intention*.

Green Perceived Risk

Green perceived risk defined as perception consumer to possible risks arise from use *green product* , good from side performance , impact , and reputation (Fayad *et al.* , 2024) . Wahyuningsih *et al.*, (2020) explains indicator *green perceived risk* is divided into 4, namely : Risk finance ; risk functional ; Risk physical ; risk social .

Green Perceived Value

Green perceived value is evaluation overall consumer to benefit clean from something product or service , based on passion consumer to environment , hope sustainable , and needs will *green products* (Fayad *et al.* , 2024) . Indicator *Green perceived value* according to Chen & Chang, (2012) quoted by Sari, (2024), namely : Benefits for Consumers ; Concern environment ; Ful-fill hope consumers ; Standards quality and price .

Green Word of Mouth

Green word of mouth is a process where consumer get information from other people about friendly products environment (Ahmed & Zhang, 2020). Indicator *Green word of mouth* by Zhang *et al.* , (2018) includes : Environmental image ; Function ; Environmental friendliness ; Environmental performance .

Green Purchase Intention

Green purchase intention refers to the possibility that a consumer will buy product certain as consequence from concern environment them and represent to what extent consumers willing buy products and services friendly environment (Alvin, 2021). According to Ferdinand (2002) which is explained back by Sari (2024), *green purchase intention* can measured through

four indicator as following : Interest transactional ; Interest referential ; Interest preferential ; Interest exploratory .

Population Study

Population in study This that is all over consumer Indomaret BP AKR gas station *point* in Joglo, West Jakarta.

Sample Study

Taking technique samples used in study This that is *purposive* sampling where sample taken with use a number of criteria to fit with objective research . Criteria First is minimum age of 17 years . Criteria second is Once shopping at Indomaret BP AKR Joglo West Jakarta Gas Station *Point* . Criteria third that is Once buy or consider For buy product *eco bags* at Indomaret BP AKR Joglo West Jakarta Gas Station *Point* . Criteria fourth is know or own information about *green products* , especially *eco bag* . Finally , respondents must willing fill in questionnaire in a way voluntary and honest.

Determination amount samples in research This refers to the method *Maximum Likelihood Estimation* (MLE) in Hair *et al.*, (2021) with formula amount indicator multiplied by 5 to with multiplied by 10. Hair *et al.*, (2021) stated that good sample size ranging from 100 to 200 respondents . Based on criteria This researchers use $n \times 10$ formula *observed variable* (indicator). Indicator in study This consists of of 3 variables exogenous and 1 endogenous variable . Total indicators in study This are 16 indicators , so size sample study This is $16 \times 10 = 160$. So the total samples taken in study This is 160 respondents .

Method Data collection

In study Here , data collection is divided become two namely primary data and secondary data . Primary data is obtained with technique survey For get opinion data individual , with use instrument study in the form of questionnaire . Questionnaire study This give statement to respondents For he answered . The spread questionnaire done through shared google *form* past *QR code* at Indomaret BP AKR Joglo gas station *point* , West Jakarta and surrounding areas . While secondary data obtained from journal scientific , books , articles . Research previously , and various related literature title research . This data used as runway theory and references in compilation study .

Data analysis

Study This using *the Partial Least Square* (PLS) model for calculate the data that has been analyzed . PLS is method analysis *component or variance based structural equation modeling* Where in processing the data using *the partial least squares* (*SmartPLS*) program version 4.1.

4. Results and Discussion

Convergent Validity

Convergent validity was tested for each construct indicator. According to Ghazali *et al.* (2023), an indicator is considered valid if its value is >0.70 and *a factor loading* between 0.50 and 0.60 is sufficient. In this study, the validity test was conducted once to obtain valid indicators. The following are the results of the *convergent validity test* on this research instrument:

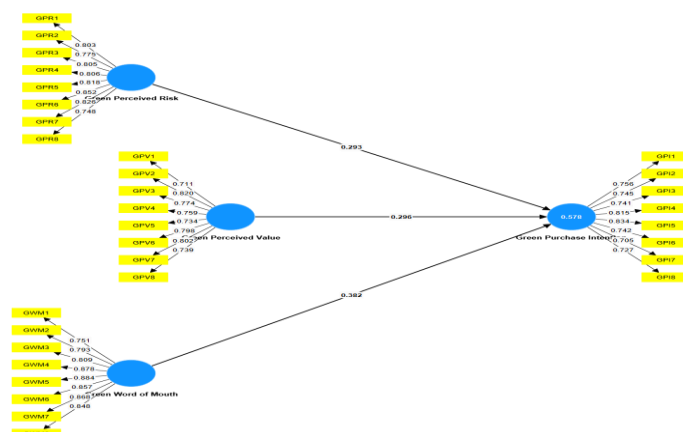


Figure 3. Results of the First Testing of the PLS Algorithm

Source: Data Processed by Researchers Using PLS 4.1, Year 2026.

Table 3 shows that results *outer loading* from all over variables in study This has fulfil criteria *convergent validity* , namely own value > 0.70 so that all over indicator declared valid and not something is needed eliminated from the model.

Average Variance Extracted (AVE)

Validity testing can not only be measured through *loading factors* , but also through AVE values, with the condition that the model is good if the AVE value of each construct is > 0.50 (Ghozali *et al.*, 2023).

Table 1. *Average Variance Extracted*

Variables	Average Variance Extracted (AVE)	Information
<i>Green Perceived Risk</i>	0.647	Valid
<i>Green Perceived Value</i>	0.590	Valid
<i>Green Word of Mouth</i>	0.576	Valid
<i>Green Purchase Intention</i>	0.701	Valid

Source: Data Processed by Researchers Using PLS 4.1, Year 2026.

Table 1 shows that *the average variance extracted* (AVE) value of all variables is greater than 0.50, so it can be concluded that all variables in this study are valid and suitable for use for further analysis.

Discriminant Validity

An indicator is considered valid if it has the highest *loading factor* on the intended construct, compared to other constructs (Ghozali *et al.*, 2023).

Table 2. Results of *Discriminant Validity Testing*

	<i>Green Perceived Risk</i>	<i>Green Perceived Value</i>	<i>Green Purchase Intention</i>	<i>Green Word of Mouth</i>
GPR 1.1.1	0.803	0.358	0.509	0.352
GPR 1.1.2	0.775	0.457	0.433	0.218
GPR 1.2.1	0.805	0.355	0.476	0.290
GPR 1.2.2	0.806	0.339	0.442	0.280
GPR 1.3.1	0.818	0.441	0.451	0.269
GPR 1.3.2	0.852	0.452	0.516	0.340
GPR 1.4.1	0.826	0.447	0.458	0.273
GPR 1.4.2	0.748	0.432	0.425	0.233
GPV 2.1.1	0.406	0.711	0.396	0.336
GPV 2.1.2	0.485	0.820	0.561	0.365
GPV 2.2.1	0.265	0.774	0.395	0.192
GPV 2.2.2	0.381	0.759	0.523	0.327
GPV 2.3.1	0.346	0.734	0.465	0.304
GPV 2.3.2	0.426	0.798	0.432	0.287
GPV 2.4.1	0.433	0.802	0.460	0.346
GPV 2.4.2	0.350	0.739	0.404	0.308
GWoM 3.1.1	0.278	0.311	0.751	0.401
GWoM 3.1.2	0.214	0.274	0.793	0.407
GWoM 3.2.1	0.255	0.367	0.809	0.490
GWoM 3.2.2	0.274	0.310	0.878	0.514
GWoM 3.3.1	0.344	0.307	0.884	0.497
GWoM 3.3.2	0.303	0.285	0.857	0.496
GWoM 3.4.1	0.327	0.366	0.868	0.603
GWoM 3.4.2	0.347	0.460	0.587	0.848
GPI 4.1.1	0.403	0.396	0.514	0.756
GPI 4.1.2	0.419	0.401	0.413	0.745
GPI 4.2.1	0.492	0.370	0.327	0.741
GPI 4.2.2	0.440	0.461	0.476	0.815
GPI 4.3.1	0.509	0.548	0.515	0.834
GPI 4.3.2	0.439	0.479	0.491	0.742
GPI 4.4.1	0.443	0.495	0.420	0.705
GPI 4.4.2	0.367	0.464	0.492	0.727

Source: Data Processed by Researchers Using PLS 4.1, Year 2026.

Based on Table 2, the PLS *output results* show that each indicator that has passed *the discriminant validity test results* has valid results because the value of each indicator in each variable is higher when compared to *the cross loading* on the other constructs.

Composite Reliability and Chronbrach's Alpha

The commonly used *rule of thumb* is when the *Cronbach's alpha* and *composite reliability* values are > 0.7 , which means they indicate an acceptable level of reliability (Ghozali *et al.*, 2023).

Table 3. Reliability Test Results

Construct	Cronbach's Alpha	Composite Reliability	Information
Green Perceived Risk	0.922	0.924	Reliable
Green Perceived Value	0.900	0.906	Reliable
Green Word of Mouth	0.939	0.947	Reliable
Green Purchase Intention	0.894	0.897	Reliable

Source: Data Processed by Researchers Using PLS 4.1, Year 2026 .

Table 3 shows that all variable test values were above 0.7. Therefore, it can be concluded that all variables in this study were reliable, indicating that the instruments used were consistent and suitable for use in this study .

R-Square (R^2)

R-Square values of 0.75, 0.50, and 0.25 indicate that the model can be categorized as strong, moderate, and weak.

Table 4. *R-Square* Test Results (R^2)

Variables	<i>R-Square</i>	Adjusted <i>R-Square</i>
Green Purchase Intention	0.578	0.570

Source: Data Processed by Researchers Using PLS 4.1, Year 2026.

Based on Table 4, the *R-square* value shows that the variables *green perceived risk*, *green perceived value*, and *green word of mouth* can explain *green purchase intention* by 57.8%, which is in the moderate category. The remaining 42.2% is explained by other variables not included in this study.

F-Square (f^2)

The f^2 values are 0.02, 0.15 and 0.35. interpreted that predictor latent variables have influence small , moderate and large .

Table 5. *F-Square* Test Results (f^2)

Variables	<i>F-Square</i>	Information
Green Perceived Risk	0.146	Currently
Green Perceived Value	0.142	Currently
Green Word of Mouth	0.278	Currently

Source: Data Processed by Researchers Using PLS 4.1, Year 2026.

Based on Table 5 results testing mark *F-Square* (f^2) can concluded that variables *green perceived risk* , *green perceived value* , and *green word of mouth* give contribution influence moderate in explain variables *green purchase intention* in study This .

Q-Square (Q^2)

The results of the *Q-Square* test are seen from the predictive relevance value (Q^2) . A *Q-Square* value > 0 indicates that the model has *predictive relevance* . The Q^2 value *Relevance* of 0.02, 0.15 and 0.35 indicates that the model is weak, moderate and strong (Ghozali *et al.* , 2023).

Table 6. Test Results *Q-Square* (Q^2)

Variables	<i>Q-Square</i>
Green Purchase Intention	0.317

Source: Data Processed by Researchers Using PLS 4.1, Year 2026.

The results of the *Q-Square* test are seen from the *predictive relevance* value (Q^2) . A *Q-Square* value > 0 indicates that the model has *predictive relevance* . The Q^2 value *Relevance* of 0.02, 0.15 and 0.35 indicates that the model is weak, moderate and strong (Ghozali *et al.* , 2023).

Hypothesis Testing Results

Hypothesis testing is used to examine the causal relationship developed in the model, namely the influence of exogenous variables on endogenous variables. If the t-statistic value is greater than the t-table (1.96) and the *p-value* is less than 0.05, then the hypothesis can be accepted. The following are the results of the hypothesis test in this study:

Table 7. Bootstrapping Test Results

Variables	Original Sample (O)	t-statistic (O/STDEV)	P-Values	Information
<i>Green Perceived Risk</i> → <i>Green Purchase Intention</i>	0.293	3,634	0,000	Significant
<i>Green Perceived Value</i> → <i>Green Purchase Intention</i>	0.296	3,973	0,000	Significant
<i>Green Word of Mouth</i> → <i>Green Purchase Intention</i>	0.382	5,704	0,000	Significant

Source: Data Processed by Researchers Using PLS 4.1, Year 2026.

Based on the results of the hypothesis test above, it can be explained as follows:

- Hypothesis 1: results of hypothesis testing variables *green perceived risk* own mark *t-statistic* namely $3.634 > t$ -table 1.96 with mark *p-value* by 0.000 which is less from 0.05. *Original sample value* that is positive of 0.293. Therefore that , can concluded that hypothesis First accepted . This means that in the research This variables *green perceived risk* influential and significant to variables *green purchase intention* .
- Hypothesis 2: results of hypothesis testing variables *green perceived value* own mark *t-statistic* namely $3.973 > t$ -table 1.96 with mark *p-value* by 0.000 which is less from 0.05. *Original sample value* that is positive of 0.296. Therefore that , can concluded that hypothesis second accepted . This means that in the research This variables *green perceived value* influential and significant to variables *green purchase intention* .
- Hypothesis 3: results of hypothesis testing variables *green word of mouth* own mark *t-statistic* namely $5.704 > t$ -table 1.96 with mark *p-value* by 0.000 which is less from 0.05. *Original sample value* that is positive of 0.382. Therefore that , can concluded that hypothesis third accepted . This means that in the research This variables *green word of mouth* influential and significant to variables *green purchase intention* .

5. Comparison

The Influence of Green Perceived Risk on Green Purchase Intention

The first hypothesis suggests that *green perceived risk* has a significant influence on *green purchase intention* . The better a consumer's perception of perceived risk, the higher their interest in purchasing *eco bags* .

The results of this study are in line with research conducted by Meilisa (2020); Wicaksono *et al.* , (2023); Tarabieh (2021), Wasaya *et al.* , (2021); and Fayad and Hairudinor (2024) which stated that *green perceived risk* has a significant effect on *green purchase intention* . In addition, Kusumawati (2022) explained that *green perceived risk* , which includes negative impacts and uncertainty, can influence consumer decisions because consumers will consider the suitability between the risks accepted and the benefits obtained. However, this study is not in line with research conducted by Kusumawati & Tiarawati (2022) which stated that *green perceived risk* no significant influence *green purchase intention* .

The results of this study are supported by the highest *mean value for the green perceived risk* variable found in the social risk indicator, which states that the use of Indomaret *Point eco bags* is well-received in the respondents' environment. This indicates that respondents feel that the use of *eco bags* does not pose a social risk in the form of community rejection, but can be accepted and viewed positively by the surrounding community. This good acceptance by the community makes consumers feel comfortable and more interested in purchasing and using *eco bags* .

The Influence of Green Perceived Value on Green Purchase Intention

Hypothesis second show that variables *green perceived value* influential and significant to variables *Green purchase intention* . Research results This show that the more tall perceived value consumer to aspect environmental , social , and functional something product , then the more big intentions too consumer For do purchase *eco bag*. In other words, perception positive values to *eco bag* capable push formation intention more purchases strong on consumers .

Study This in line with research conducted by Meilisa (2020) ; Wicaksono *et al.* , (2023); Wijaya and Waskito (2023); and Sari (2024) who stated that that *green perceived value* influential and significant to *green purchase intention* . Findings the show that consumer tend consider benefits and values sustainability offered product in determine decision purchase , so that the more tall perceived value , the more high interest buy to *eco bag* . However Thus , research

This No in line with research conducted by Alvin (2021) which states that *green perceived value* No influential significant to *green purchase intention*.

Research result This supported by values *mean* highest on the variable *green perceived value* contained in the indicator standard quality and price stated that quality *eco bag* Indomaret Comparable *points* with the price offered. This is show that respondents evaluate *eco bag* Indomaret *Point* own appropriate quality with the price paid, so that consumer feel get good grades from product the.

The Influence of Green Word of Mouth on Green Purchase Intention

Hypothesis third state that variables *green word of mouth* influential and significant to variables *green purchase intention*. This indicates that consumers who obtain information positive about *eco bag* from environment social, such as friends, family, and community, tends to own more interest tall For do purchase product the.

Research result This in line with research conducted by Saraya (2022) which found that *green word of mouth* influential and significant to *green purchase intention*. Then reinforced by research by Augusto *et al.*, (2022) which states that *green word of mouth* give influence positive to *green purchase intention*. Furthermore, research Azizah and Dwita (2024) also showed that *green word of mouth* influential significant to *green purchase intention*. Rahmawati *et al.*, (2024) also support results the with state that *green word of mouth* capable influence *green purchase intention*. However Thus, the results study This No in line with research conducted by Putri and Hayu (2024) which stated that *green word of mouth* No influential significant to *green purchase intention*. Difference results This can caused by differences characteristics respondents, objects research, as well as context research used.

The results of this study are supported by the highest *mean value on the green word of mouth* variable found in its environmental performance indicator with the statement that Indomaret *Point eco bags* can be recycled. This indicates that respondents have a positive view of the ability of Indomaret *Point eco bags* to support environmental sustainability through reuse and recycling processes. This positive view is supported by the dissemination of positive information from the social environment so that consumers are increasingly confident and interested in purchasing and using Indomaret *Point eco bags*.

6. Conclusions

Conclusion

This study concludes that *green perceived risk*, *green perceived value*, and *green word of mouth* have a significant effect on *green purchase intention for eco bag* products at Indomaret *Point* Gas Station BP AKR in Joglo, West Jakarta. Consumers consider *eco bags* to pose no social risks and be environmentally acceptable, to have quality comparable to the price, thus providing good value, and to be supported by positive information and recommendations from the social environment that increase trust and purchase interest in eco-friendly *eco bag products*.

Suggestion

Based on the research results, the suggestions that researchers can provide are divided into two, namely suggestions for the Indomaret *Point* SPBU BP AKR company in Joglo, West Jakarta. and suggestions for further research. In terms of suggestions for the company, Indomaret *Point* is advised to improve education regarding the benefits and safety of using *eco bags*, maintain product quality to match consumer perceived values, and strengthen *digital campaigns* that encourage the spread of positive consumer experiences. In addition, Indomaret *Point* needs to continue to innovate in the design and function of *eco bags* and increase environmental awareness campaigns to encourage purchasing interest. For future researchers, it is recommended to add other relevant variables, use different research objects such as *green brand image* or *trust*, and apply other analysis methods such as AMOS or SPSS to obtain more diverse and comprehensive results.

Author Contributions: Author first (Miracle Clementine Chrysaberyl Kapantow), contributed in conceptualization research, data collection and analysis, compilation script, as well as revision manuscript; lecturer mentor (Dewi) Murtiningsih contributed in guidance research, giving direction and input, supervision, and review and revision manuscript. Acknowledgments: The author would like to thank Mrs. Dewi Murtiningsih, as the thesis supervisor, for the guidance, direction, input, motivation, and knowledge that has been given during the thesis preparation process. The author also would like to thank fellow strugglers Putri, Dilla, Della, and Maura for their support and encouragement; all employees and staff of Indomaret *Point* SPBU AKR Joglo for their cooperation in data collection; and his beloved parents, Mrs.

Maulidya Kartika Sari and Mr. Rudi Kapantow, along with his brothers Nathanael Grady and Varian Elbert for their prayers, affection, support, and motivation so that this thesis can be completed well . Conflicts of Interest: Writer state that No there is conflict interest in study this is what can influence design , implementation , analysis , interpretation results , as well as preparation and publication article .

References

- Ahmad, W., & Zhang, Q. (2020). Green Purchase Intention: Effects of Electronic Service Quality and Customer Green Psychology. *Journal of Cleaner Production*, 267, 122053. <https://doi.org/10.1016/j.jclepro.2020.122053>
- Alvin, A. (2021). The Influence of Green Perceived Value, Green Product Innovation, Green Self-Identity, and Brand Credibility on Green Purchase Intention Through Green Brand Equity on Korean Skincare Products in Indonesia. *Journal Management Business and Entrepreneurship*, 2 (6). <https://doi.org/10.24912/jmbk.v2i6.4906>
- Augusto, J. A., et al. (2022). Green Marketing: Drivers in The Process of Buying Green Products-The Role of Green Satisfaction, Green Trust, Green WOM and Green Perceived Value. *Sustainability*, 14(17), 10580. <https://doi.org/10.3390/su141710580>
- Azizah, V. J., & Dwita, V. (2024). The Impact of Environmental Knowledge, Green Word of Mouth, and Green Marketing on Green Purchase Intention with Environmental Attitude as a Mediating Variable. *Marketing Management Studies*, 4(2), 170-183. <https://doi.org/10.24036/mms.v4i2.508>
- Benedicta, NO, et al. (2023). Preferences and Willingness Pay Consumer to Pocket Eco- Friendly Shopping in Jakarta Province . *Journal Knowledge Environment*, 22 (1), 155-162. <https://doi.org/10.14710/jil.22.1.155-162>
- Fayad , M., & Hairudinor . (2025). The influence of Green Packaging on Green Perceived Value and Green Perceived Risk as well Its Impact on Green Purchase Intention. *Journal Business and Development*, 13 (2). <https://doi.org/10.20527/mj59ht03>
- Ghozali , I., & Kusumadewi , KA (2023). *Partial Least Squares Concepts , Techniques and Applications Using SmartPLS 4.0 Program For Study Empirical* . Diponegoro University Publishing Agency . ISBN 978-602-0896-80-9
- Guerreiro, J., & Pacheco, M. (2021). How Green Trust, Consumer Brand Engagement and Green Word of Mouth Mediate Purchasing Intentions. *Sustainability*, 13(14), 7877. <https://doi.org/10.3390/su13147877>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. Springer Nature.
- Kusumawati , A., & Tiarawati , M. (2022). The Effect of Green Perceived Risk and Green Packaging on Green Purchase Intention for Avoskin Skincare Products . *SIBATIK Journal*, 1 (10), 2071-2084. <https://doi.org/10.54443/sibatik.v1i10.305>
- Meilisa , M. (2020). The Contribution of Green Perceived Value, Green Perceived Risk, Green Trust, and Green Awareness in Increasing Green Purchase Intention. *Journal Inspiration Business and Management*, 4 (1), 31-44. <https://doi.org/10.33603/jibm.v4i1.3354>
- Nugraha, T. A., & Soelasih, Y. (2023). The Factors that Shape Green Buying Behavior of Eco-Friendly Shopping Bags. *Jurnal Manajemen Maranatha*, 22(2), 121-132. <https://doi.org/10.28932/jmm.v22i2.5633>
- Putri, N., & Hayu, R. (2024). The Influence of Environmental Knowledge, Green Product Knowledge, Green Word of Mouth, Greenwashing, and Green Confusion as Mediator of Green Purchase Intention. *Ekombis Review: Jurnal Ilmiah Ekonomi dan Bisnis*, 12(1), 459. <https://doi.org/10.37676/ekombis.v12i1.4970>
- Rahmawati., Hidayati, N., & Taufiqurijal, A. (2024). Re-Examining The New "Greeneration" Behaviors: How Does The Sequential Mediation Role of Green Word of Mouth and Green Trust Affect Green Purchase Intention among Generation Z?. *Journal of Theory and Applied Management*, 17(3), 516-534. <https://doi.org/10.20473/jmtt.v17i3.64645>
- Sari, P. N. (2023). Factors Influencing The Purchasing Decision of Eco-Friendly Shopping Bags: Green Awareness as an Intervening Variable. *Journal of Applied Business Administration*, 7(2), 255-266. <https://doi.org/10.30871/jaba.v7i2.6395>
- Sari, P. N., & Karsono, L. D. P. (2023). Antecedents of Purchasing Eco-Friendly Shopping Bags: The Mediation Role of Green Awareness. *Journal of Finance, Economics, and Business*, 1(2). <https://doi.org/10.59827/jfeb.v1i2.71>
- Sari, S. K. (2024). Peran Green Perceived Value, Green Perceived Quality terhadap Green Purchase Intention (Doctoral Dissertation). *Universitas Islam Sultan Agung*. Diunduh dari: <https://repository.unissula.ac.id/id/eprint/37113>
- Tarabieh, S. M. Z. (2021). The Impact of Greenwash Practices over Green Purchase Intention: The Mediating Effects of Green Confusion, Green Perceived Risk, and Green Trust. *Management Science Letters*, 11(2), 451-464. <https://doi.org/10.5267/j.msl.2020.9.022>
- Wang, S., Chen, H., Zhou, X., Tian, Y., Lin, C., Wang, W., & Lin, H. (2020). Microplastic Abundance, Distribution and Composition in The Mid-West Pacific Ocean. *Environmental Pollution*, 264, 114125. <https://doi.org/10.1016/j.envpol.2020.114125>
- Wasaya, A., Saleem, M. A., Ahmad, J., Nazam, M., Khan, M. M. A., & Ishfaq, M. (2021). Impact of Green Trust and Green Perceived Quality on Green Purchase Intentions: A Moderation Study. *Environment, Development and Sustainability*, 23(9), 13418-13435. <https://doi.org/10.1007/s10668-020-01219-6>
- Wicaksono , RA, & Darpito , SH (2023). The Influence of Green Perceived Value and Green Perceived Risk on Green Purchase Intention Mediated by Green Trust. *Journal Scientific Management Unity*, 11 (2), 221-232. <https://doi.org/10.37641/jimkes.v11i2.1775>
- Wijaya, A. (2023). *The Influence of Green Trust as a Mediation Variable Between Green WOM and Green Perceived Value on Green Purchase Intention on Wardah Products in Surakarta*. Doctoral Dissertasion, Universitas Muhammadiyah. Diunduh dari: <http://eprints.ums.ac.id/id/eprint/118686>

- Zhang, L., Li, D., Cao, C., & Huang, S. (2018). The Influence of Greenwashing Perception on Green Purchasing Intentions: The Mediating Role of Green Word-of-Mouth and Moderating Role of Green Concern. *Journal of cleaner production*, 187, 740-750. <https://doi.org/10.1016/j.jclepro.2018.03.201>
- Zhuang, W., Luo, X., & Riaz, M. U. (2021). On The Factors Influencing Green Purchase Intention: A Meta-Analysis Approach. *Frontiers in Psychology*, 12, 644020. <https://doi.org/10.3389/fpsyg.2021.644020>