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The Role of Green Trust as an Intervening Variable in the Relationship Between Green Brand Image and Green Perceived Value Towards Purchase Intention in Indonesian Local Fashion Products

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Abstract
The issue of environmental damage caused by fashion industry continues to increasing every year accompanied by real conditions that accur, either damage on humans, animals, plants, and the environment. Nowadays people are increasingly aware of the importance of preserving the environment more selectively in the selection of products used. This resesrch was conducted to determine the effect of Green Perceived Value and Green Brand Image on Green Purchase Intentionwith Green Trust as an Intervening variable in the case study on fashion product Sejauh Mata Memandang. The number of samples study werw 170 respondent from consumers Sejauh Mata Memandang and also green consumerism. The technique used in this research is purposive sampling. In this study, it shows that the Green Perceived Value and Green Brand Image variables have a significant effect on Green Trust and also Green Purchase Intention. Green Trust does not have a greater influence on each independent variable and also the dependent variable.
Keywords: Green Marketing, Green Perceived Value, Green Brand Image, Green Trust, Green Purchase Intention.

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INTRODUCTION

Many economists mention that the new trend of the world economy will lead to a creative economy, it is evident that at this time many countries have already begun to develop it. In Indonesia, the creative economy has a very high contribution to the country's economy as can be seen from the Gross Domestic Product (GDP) which continues to increase every year. The Creative Industry is part of the Creative economy which has long been one of the government's focuses, starting with the formation of the "Indonesian Creative Economy Development Plan for 2025". This has been echoed by the Head of the Creative Economy Agency (Bekraf) during Triawan Munaf's tenure and delivered a presentation at the press conference of the Joko Widodo Administration's 4-Year Work Report which then continues to be developed until now. Triawan munaf stated that in terms of value, the Gross Domestic Product (GDP) of the Creative Economy in 2017 has reached 922.59 trillion, which is projected to exceed 1,000 trillion in the next 3 years. This statement has been proven based on data from the Focus Economy Outlook 2020, the creative economy has succeeded in contributing IDR 1,100 trillion to Indonesia's Gross Domestic Product (GDP) throughout 2020.

Not only in the production process that produces waste but also in the process of using products after finished, clothes that are no longer used can also become biodegradable waste such as clothes derived from polyester plastic fiber materials which take up to 200 years to decompose. A new report from the UN Enviroment Programme (UNEP) Study shows that the average person in the world buys 60% more clothes than 15 years ago, and the garment was

worn only not less than half of it so that it became clothing waste and wasted about 12 to 14 tons of textile waste that could not be decomposed every second.

This is a threat and anxiety from the world towards the fashion industry. In fact, researchers are already able to say that the negative impact of the textile industry is certain to worsen drastically by 2050. This environmental and natural condition has made environmental organizations demand industry players, especially in the fashion industry, to find breakthroughs on these problems and change the mindset of business people and consumers to contribute good changes to the natural environment and the social environment. "Green is Mainstream now" ottman gives a sentence that has described the conditions that must be understood by all business people and of course also consumers.

One way that business people can do this is by implementing the "Green Marketing Strategy" as one of the marketing strategies that are considered to be a solution from marketing management to environmental issues and sustainable development. "Green Marketing Strategy" consists of a variety of activities consisting of: changes in the production process, the use of tools and materials and their final disposal, where each process does not cause harmful impacts on the environment, it can also be activities in the form of changes in advertising and marketing by providing education to become wise consumers in choosing a product, as well as developing and innovating products by providing added value that produces an impact positive for the environment and also the last where the proceeds from the sale of such products can be used for the benefit of organizations or events related to the environment.

In Indonesia itself, the concept has also begun to be voiced specifically, one of which can be seen through the Indonesia Fashion Week (IFW) show in 2019, although not 100 percent of designers have applied the concept to the clothes on display, at least there are most brands and designers who have focused on applying the concept such as Humbang Kriya, Thinkerlust and also As Far as the Eye Can See.

RESEARCH METHODS

In this study, the conceptual framework consists of five hypotheses that refer to two independent or free variables and one dependent or bound variable and also one intervening variable. Based on the conceptual framework of this study, we can conclude that each dimension in the variables Green Perceived Value and Green Brand Image has an influence on Green Purchase Intention which is directly influenced by Green Trust as an intervening variable for fashion brand comments as far as the eye can see.

RESULTS OF RESEARCH AND DISCUSSION

Research Results

Analysis of Pre-test Results

Validity tests are carried out to find out whether the questionnaire statement is considered valid and feasible and reliability tests are carried out to measure the level of reliability of the answers from the questionnaires that have been distributed, as well as normality tests to see if the data is distributed normally. The pre-test was carried out by distributing a research questionnaire to 30 respondents. Testing the 30 respondents was then processed by researchers to provide an assessment of whether the data obtained from the questionnaire was feasible for further processing.

Validity Test

The validity test in the pre-test aims to find out whether the statements in the questionnaire are considered valid and worthy of further processing. In this study, the researcher used an error rate of 5%, so that the significance level became 0.5 and with a sample

of 30 respondents, so that a statement was declared valid if the correlation value between the statements reached 0.361.

Discussion

The following is a discussion of the results of the main test that has been carried out:

1. Before testing the main test, the researcher conducts a pre-test first which aims to ensure that the questions that have been asked in the research questionnaire are feasible and reliable.
2. The results of the validity test, when compared the calculated r value with the table value on each variable, then all the questionnaire questions used in this study were declared valid. It can be seen that each of the variables of the Green Perceived Value, Green Brand Image and Green Purchase Intention variables has valid results due to the pearson correlation value which is greater than the N 170 value of 0.150.
3. Based on the reliability test results, Cronbach's Alpha value is 0.70 for the Green Perceived Value variable of 0.802, the Green Brand Image variable is 0.734, the Green Trust variable is 0.823 and the Green Purchase Intention variable is 0.775. It can be concluded that the value is reported to be reliable because it is greater than 0.70.Uji asumsi klasik
   a. Normality test, the normality value of the entire variable is 0.200. It can be concluded that the data is normally distributed if it shows that all variables from the questionnaire data have a probability value (Sig. (2- tailed)) of >0.05.
   b. Heteroskedasticity test, Green Perceived Value variable 0.279, Green Brand Image variable 0.162, Green Trust variable 0.232 and Green Purchase Intention variable 0.157. This shows that the significant values for Green Perceived Value, Green Brand Image, Green Trust and Green Purchase Intention indicate that there is no heterochedasticity problem because the significance values of the four independent variables > 0.05.
   c. Multicholinearity test, tolerance value of each variable, namely Green Perceived Value 0.344 and e-customer satsifaction 0.344 and VIF value of Green Perceived Value variable 2.910, Green Brand Image 2.910. It can be concluded that there is no multicholinearity between free variables because the entire VIF value is less than 10 and the tolerance is greater than 0.1.
4. The Path Analysis Test gets the following conclusions:
   a. Green Perceived Value (X1) has a direct effect on Green Trust (Z) because of its magnitude of 0.810 with a sig value. 0.00 and shows a significant influence of the Green Perceived Value (X) variable on Green Trust (Z) because 0.00 < 0.05 is a significant level.
   b. Green Brand Image (X2) has a direct effect on Green Trust (Z) because of its magnitude of 0.742 with a sig value. 0.00 and shows a significant influence of the Green Brand Image (X2) variable on Green Trust (Z) because 0.00 < 0.05 is a significant level.
   c. Green Trust (Z) has a direct effect on Green Purchase Intention (Y) because of its magnitude of 0.476 with a sig value. 0.00 and shows a significant influence of the Green Trust variable on the Green Purchase Intention (Y) because 0.00 < 0.05 is a significant level.
   d. Green Perceived Value (X1) and Green Brand Image (X2) have a direct effect on Green Purchase Intention (Y) because of the magnitude of the influence of 0.395 and 0.430 respectively with a sig value. 0.000 and shows a significant influence of the variables Green Perceived Value (X1) and Green Brand Image (X2) on Green Purchase Intention (Y).Koefisien setiap jalur
5. The coefficient of the Green Perceived Value (X1) to Green Trust (Z) path is 0.810
   a. The coefficient of the Green Brand Image (X2) path to Green Trust (Z) is 0.742
   b. The coefficient of the path of Green Trust (Z) to Green Purchase Intention is 0.476
   c. The coefficient of the Green Perceived Value (X1) to Green Purchase Intention (Y) path is 0.396

d. The coefficient of the Green Brand Image (X2) path to the Green Purchase Intention (Y) is 0.430
e. It can be stated that the variable Z is not an intervrning variable because the indirect influence is smaller than the direct influence (0.385 < 0.396) and ((0.352 < 0.430).

Path Analysis Discussion

A varaibel is said to be an Intervening Variable , if the indirect relationship is greater than the direct relationship. If an indirect influence > from a direct influence, it can be said that varaibel Z is an intervening variable. In this study, the result was obtained, that the relationship of independent variables directly to dependent variables is greater than indirect influences. It can be concluded that indirect influences are smaller than direct influences, meaning that the Green Trust (Z) variable is not an intervening variable in this study.

CONCLUSION

Based on research that has been conducted by researchers regarding the influence of Green Perceived Value, Green Brand Image, on Green Purchase Intention with Green Trust as an intermediate variable, researchers can conclude the results of the study as follows: Green Perceived Value has a significant effect on Green Trust, Green Brand Image has a significant effect on Green Trust**,** Green Perceived Value has a significant effect on Green Purchase Intention, Green Brand Image has a significant effect on Green Purchase Intention, Green Trust has a significant effect on Green Purchase Intention. Based on the path analysis made that the intervening variable, namely Green Trust, does not have a greater influence in terms of the beta coefficient value of each independent variable on the dependent variable.

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