

Toward Green Purchase Intention in Eco-Friendly Product: The Role of Green Advertising Effectiveness, Green Perceived Value and Green Trust.

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- **Abstract:** Nowadays, the declining quality of natural resources due to producing goods that pollute the environment with liquid waste, pollution, and materials that cannot be recycled are crucial for the government, firms, and society to pay attention to this issue. Although many companies care about green products, they have not been given much attention and interest by the public compared to non-ecofriendly products. The purpose of this study is to determine the factors that can increase Green Trust and its impact on Green Purchase Intentions on eco-friendly products, such as the role of Green Advertising and Green Perceived Value. Questionnaires were distributed to 295 online respondents using a nonprobability sampling technique. Data were analyzed using Structural Equation Modeling (SEM). SEM analysis in this study was processed using IBM SPSS AMOS ver. 20.0 as SEM software. The results show that Green Advertising and Green Perceived Value have a positive effect on Green Trust. Furthermore, Green Trust has a positive and significant effect on Green Purchase Intention. Then Green Perceived Value is more dominant in influencing Green Trust when compared to Green Advertising.
- **Keywords:** Green Advertising, Green Perceived Value, Green Trust, Green Purchase Intention