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THE EFFECT OF GREEN ADVERTISING AND GREEN PRODUCT ON GREEN PURCHASE INTENTION WITH GREEN TRUST AS MEDIATION VARIABLE ON CONSUMERS OF WATER PACKAGING "ADES" IN SURABAYA

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ABSTRACT

Ades is one of the products launched by Coca Cola Amatil Indonesia (CCAI) which implements Green Advertising. This study aimed to determine the influence of Green Advertising and Green Product towards Green Purchase Intention with Green Trust as mediation variable on consumers of water packaging Ades in Surabaya. This research use explanatory research with a quantitative approach, and instrument of this research is using questionnaire. The sample used is 130 respondents who are minimum 17 years old, domiciled in Rungkut District Surabaya, and are consumers of water packaging by ades brand.instrument validity test using Product Momment Pearson, and the realibility test using Alpha Cronbach. Partial Least Square analysis is used to test the hypothesis of this research. The results show that (1) Green Advertising do not have a strong influence to Green Trust on ADES consumers, (2) Green Products have a strong influence to Green Trust on ADES consumers, (3) Green Advertising do not have a strong influence to Green Purchase Intention on ADES consumers, (4) Green Products do not have a strong influence to Green Purchase Intention on ADES consumers, and (5) Green Trust have a strong influence to Green Purchase Intention on ADES consumers.

1. Introduction

In the current era, environmental issues have become a topic of discussion and have received a lot of attention from all walks of life. One of the environmental problems faced by almost all countries in the world is the problem of environmental pollution. Environmental pollution is caused by many things, one of which is about plastic waste. In Indonesia, the problem of waste, especially plastic waste, is still not well coordinated, the culture of littering and waste processing and management is still lacking and not optimal (Pawitaningtias, et al., 2015). The Ministry of Environment and Forestry of the Republic of Indonesia stated that the amount of waste heaped per day is estimated at 175,000-176,000 tons/day or 64 million tons/year. This number will continue to increase in line with the increasing years due to population growth which continues to increase every year. The composition of waste by 14% is plastic waste which reaches 9 tons per year.

Environmental conditions are increasingly unfriendly, making people more aware of the importance of caring for the environment and having a big responsibility in environmental conservation efforts. Based on the various environmental problems that occurred, the community realized that they should be more concerned and maintain the cleanliness and health of the surrounding environment in order to save the earth. People's view of consumption is no longer as people with mere tastes for material goods, but as humans who care about the condition of the world around them (Singh and Pandey, 2012). Improving the quality of life encourages the growth of knowledge and public awareness of the environment in many aspects, which ultimately determines the products that are selected and used, as well as the consequences of these

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consumption patterns through the green consumerism movement, namely the consumer movement where awareness of their right to obtain products is getting stronger. feasible, safe, and environmentally friendly (Shaputra, 2013). Increased public awareness about the importance of preserving the environment has made many producers of various products begin to switch to using materials that do not damage the environment and also require producers to apply aspects related to the environment in each of their business activities such as green environment / environmentally friendly, green products / environmentally friendly products, green branding / environmentally friendly brands, green labels / environmentally friendly labels, green packaging / environmentally friendly packaging, green advertising / environmentally friendly advertising and so on, known as green marketing / environmentally friendly marketing (Ratnawati, 2016).

One company that implements green advertising is Ades Bottled Drinking Water (AMDK). Ades is one of the products launched by Coca Cola Amatil Indonesia (CCAI) which is environmentally friendly. In 2012, the conventional Ades packaging changed to environmentally friendly packaging. The ades change started from a 600 mL bottle using less plastic so that the former drinking water bottle was easy to crush. The go green campaign was implemented by the Ades company as a strategy to introduce the company's jargon, namely "Choose, Drink, and Crush". Although Ades mineral water packaging still uses plastic bottles, it uses environmentally friendly packaging materials, making it easier to crush the bottle after consumption. With this, the volume of the empty bottles will be smaller and save space in the trash, where the waste to be transported can minimize the resulting carbon footprint (Anonimb, 2020). Through this movement, companies not only participate in protecting the environment, but can also be one of the marketing strategies for consumers to consider before deciding to buy bottled mineral water. This is expected to increase product sales so that it can achieve one of the company's goals.

The existence of Ades from 2015 to 2018 experienced a significant increase, namely 2.60%; 3.40%; 4.10%; and 7.60%. This shows that Ades' Top of Mind, Top of Market Share, and Top of Commitment Share have been successfully implemented and have received special attention in the hearts of consumers. Through his advertisement, Ades campaigned for three steps in consuming bottled drinking water to care for the environment, namely "Choose, Drink, and Crush". These are the things that make consumers interested in continuing to buy and consume Ades so that there is a significant increase in the value of TBI Ades from 2015 - 2018.

Ades hopes that sales will increase every year, but in fact in 2019 it has decreased to 6.0%. This indicates that there is a problem that Ades must solve in order to compete with other brands of bottled water and win the competition. This decline could be due to the increasing number of competitors in the bottled drinking water industry and consumers preferring other brands. Therefore, in 2019, as reported by kompas.com, Ades re-launched a new and sustainable business strategy, namely the #NIATMURNI campaign in collaboration with Gojek and Waste4Change as partners in providing positive benefits to the environment by collecting used plastic bottles. Ades understands that this process will certainly take time and require separate efforts for his customers. Therefore, Ades gives more appreciation to consumers who run this #NiatMurni and get points that can be collected and exchanged for PLN electricity tokens, pulses, or GoPay balances. Not only that, in the future consumers will get special vouchers from Ades which can be exchanged for exclusive merchandise (Anonimb, 2020). In 2020, TBI Ades again increased to 7.8% which indicates that the Green Advertising and Green Product Ades strategies in 2019 were quite successful so that TBI increased again. But in 2021 it will decrease to 7.5%. Based on the description above, it supports the author to appoint Ades as an object in the study with the aim of analyzing the influence of Green Advertising and Green Products on Green Purchase Intentions with Green Trust as a mediating variable (on Ades branded bottled drinking water consumers) in the Rungkut District, Surabaya.

2. Methods

According to Sugiyono (2015) research variables are everything in any form determined by the researcher to be studied so that information is obtained about it. The operational definitions of research variables are as follows:

a. Green Advertising (X1)
   Green advertising is a form of advertising that promotes a company's products, services, ideas, or abilities to reduce environmental damage. In this study, advertisements for drinking water products

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under the Ades brand carry the #NIATMURNI program in collaboration with Gojek and Waste4Change by collecting used plastic bottles.

b. Green Products (X2)
Green products are industrial products that are produced through environmentally friendly technology and do not cause harm to the environment. The green product in this study is drinking water in the Ades brand packaging.

c. Green Trust (X3)
Green trust is consumer confidence in the performance that will be produced by environmentally friendly products.

d. Green Purchase Intention (Y)
Green purchase intention in this study is an interest in buying environmentally friendly products.

2.1. Conceptual Model

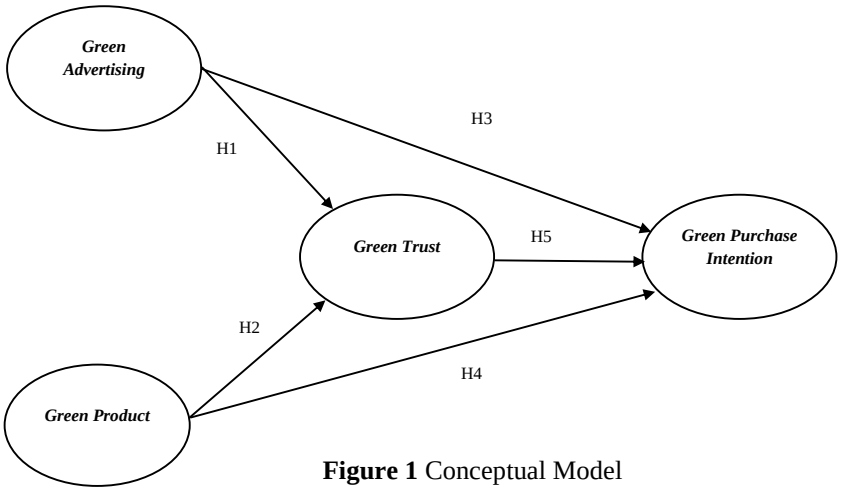

Figure 1 Conceptual Model

The population in this study are consumers of bottled drinking water in the Rungkut District, Surabaya. The method of determining the number of samples uses a formula in accordance with the theory of Hair et al (2010), which says that the number of samples as respondents must be adjusted to the number of question indicators used in the questionnaire, assuming n x 5 observed variables (indicators) up to n x 10 observed variables (indicator). In this study there are 13 indicators, so the number of respondents is taken within the maximum limit of 13 x 10 = 130 respondents which is considered sufficient to represent the population.

The analytical technique used in this research is Partial Least Square (PLS). PLS is a powerful analytical method because it does not assume data with small-scale measurements and samples. The PLS approach is distribution free or in other words, it does not assume a certain distribution of data, it can be in the form of nominal, category, ordinal, interval, and ratio (Ghozali, 2006:18). The use of the PLS method is suitable in this study. PLS is suitable because it does not require data with a certain distribution and is very flexible for this study because it does not require too many samples. The model in the PLS is divided into two measurement models or outer models. The outer model is divided into a reflexive indicator method used because it removes one indicator that will not change the meaning of the construct. The reflexive model requires covariation (relationship) between indicators and indicators must have the same or similar content (Ghozali, 2006).

3. Results and Discussion

3.1 *Partial Least Square* (PLS) Analysis

a. Measurement Model

Convergent Validity measurement model with items that have a value based on the correlation between item scores and construct values. Convergent Validity Index is measured by the AVE factor, composite reliability, R square, Cronbach's alpha. Individual reflective measure is said to be high if the correlation is

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more than 0.70 with the construct to be measured. However, for research in the early stages of developing a measurement scale, a loading value of 0.5 to 0.6 is considered sufficient.

Discriminant validity is carried out to ensure that each concept of each latent variable is different from other variables. The model has good discriminant validity if each loading value of each indicator of a latent variable has the largest loading value with other loading values on other latent variables. The results of the discriminant validity test were obtained. If the square root value of AVE in each construct is greater than the correlation value between constructs in a model, it can be concluded that the model has a good discriminant validity value (Ghozali, 2015).

b. Indicator Validity

The loading factor value shows the weight of each indicator or item as a measure of each variable. An indicator with a large loading factor indicates that the indicator is the strongest (dominant) variable measuring. If the factor loading value is greater than 0.5 and or the t_statistic value 1.645 (Z value = 0.05) then the indicator will be declared significant.

TABLE 1

Outer Loading (Measurement Model of Reflective Variables)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1.1 <- GREEN ADVERTISING (X1)	0.819	0.822	0.036	23.002	0.000
X1.2 <- GREEN ADVERTISING (X1)	0.776	0.768	0.059	13.131	0.000
X1.3 <- GREEN ADVERTISING (X1)	0.845	0.834	0.056	15.145	0.000
X2.1 <- GREEN PRODUCT (X2)	0.841	0.835	0.037	22.440	0.000
X2.2 <- GREEN PRODUCT (X2)	0.860	0.855	0.035	24.660	0.000
X2.3 <- GREEN PRODUCT (X2)	0.781	0.785	0.026	30.055	0.000
X3.1 <- GREEN TRUST (X3)	0.703	0.698	0.043	16.405	0.000
X3.2 <- GREEN TRUST (X3)	0.816	0.812	0.035	23.594	0.000
X3.3 <- GREEN TRUST (X3)	0.790	0.788	0.037	21.064	0.000
X3.4 <- GREEN TRUST (X3)	0.705	0.707	0.054	13.065	0.000
Y1 <- GREEN PURCHASE INTENTION (Y)	0.896	0.898	0.021	43.543	0.000
Y2 <- GREEN PURCHASE INTENTION (Y)	0.785	0.774	0.073	10.727	0.000
Y3 <- GREEN PURCHASE INTENTION (Y)	0.782	0.777	0.040	19.725	0.000

Source: primary data, 2022

Based on the outer loading table above, all outer loading values are >0.5. Factor loading is a correlation between indicators and variables. For example in green product , where the value is X2.1 = 0.841; X2.2 = 0.860; and X2.3 = 0.781 is declared to meet convergent validity because the value is >0.5. The results of the analysis from Table 2 which shows the value of outer loading in this research model indicate that all indicators in the research variables have a factor loading > 0.5 so that it can be concluded that these indicators meet convergent validity.

After testing the loading factor , then testing the measurement model by looking at the value of the AVE quadra by comparing the correlation values between variables. Overall, it shows that all of the variables in this study have a square root value of AVE that is greater than the correlation value with other variables, so the discriminant validity is fulfilled.

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TABLE 2.
Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
GREEN ADVERTISING (X1)	0.663
GREEN PRODUCT (X2)	0.686
GREEN PURCHASE INTENTION (Y)	0.677
GREEN TRUST (X3)	0.570

Source: primary data processed, 2022

Avarage Variance Extracted (AVE) value, which is a value that shows the magnitude of the indicator variance contained by the latent variable. Convergent AVE value must be greater than 0.5 to indicate adequacy of good validity for latent variables. The reflective indicator variable can be seen from the Avarage *variance extracted (AVE) value* for each construct (variable). The model will be declared good if the AVE value of each construct is greater than 0.5. The test results show that the AVE value for all constructs (variables) has a value greater than 0.5, so it can be declared valid.

c. Reliability

Construct reliability can be measured by looking at the *composite reliability value* , the construct is declared reliable if the *composite reliability value* is more than 0.70 so it can be concluded that the indicator is said to be consistent in measuring the latent variable.

TABLE 3.
Composite Reliability Value

	Cronbach's Alpha	rho_A	Composite Reliability
GREEN ADVERTISING (X1)	0.748	0.755	0.855
GREEN PRODUCT (X2)	0.771	0.771	0.867
GREEN PURCHASE INTENTION (Y)	0.760	0.777	0.862
GREEN TRUST (X3)	0.748	0.754	0.841

Source: primary data processed, 2022

The measurement of construct reliability can be done by looking at the *composite reliability value. The* construct is declared reliable if the *composite reliability value* is more than 0.70 and it is stated that the indicator is said to be consistent in measuring the latent variable. The test results show that all constructs (variables) in this study have a *composite reliability value* greater than 0.7. So that it is said to be reliable.

3.2 Structural Model

a. Model Goodness of Fit

Testing of the structural model is done by looking at the *R-Square value* which is the *goodness-fit test of the model* . The *inner model* test can be seen from the *R-square value* in the equations between latent variables. The value of R^2 explains how much the independent variable in the model is able to explain the dependent variable.

TABLE 4.
R-Square

	R Square	R Square Adjusted
GREEN PURCHASE INTENTION (Y)	0.723	0.717
GREEN TRUST (X3)	0.500	0.492

Source: primary data processed, 2022

In table 6 it can be seen that the value of R2 = $^{0.723}$ This can be interpreted that the model is able to explain the phenomenon/problem of *green purchase intention* of 72.30%. While the rest (27.70%) is explained by other variables (besides *green trust*) that have not been included in the model and *errors* . This means that *green purchase intention* is influenced by *green trust* by 72.30% while 27.70% is influenced by other variables that are not measured in this *study* . The largest *loading factor value* can explain that the indicator is said to be a measure of the variable that is considered dominant.

b. Causality Test (Inner Model)

Testing on the structural model is done by looking at the *R-Square value* which is the *goodness-fit test of the model* . The inner model test can be seen from the *R-square value* in the equations between latent variables. The value of R2 explains how much the independent variable in the model is able to explain the dependent endogenous variable.

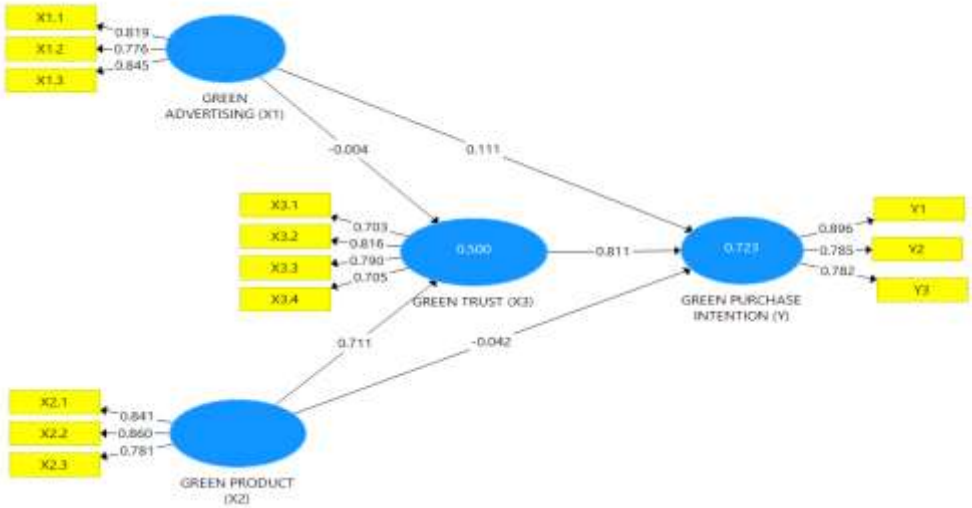

Figure 2. PLS Model Results

Source: primary data processed, 2022

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TABLE 4
Results For Inner Weights

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
GREEN ADVERTISING (X1) -> GREEN PURCHASE INTENTION (Y)	0.111	0.118	0.104	1.070	0.285
GREEN ADVERTISING (X1) -> GREEN TRUST (X3)	-0.004	0.007	0.125	0.034	0.973
GREEN PRODUCT (X2) -> GREEN PURCHASE INTENTION (Y)	-0.042	-0.041	0.137	0.305	0.760
GREEN PRODUCT (X2) -> GREEN TRUST (X3)	0.711	0.705	0.125	5.666	0.000
GREEN TRUST (X3) -> GREEN PURCHASE INTENTION (Y)	0.811	0.800	0.069	11.801	0.000

Source: primary data processed, 2022

c. Hypothesis test

After all the assumptions can be met, then the hypothesis testing will be carried out as proposed in the previous chapter. The last test is testing the research hypothesis based on the t_statistic values through the standard error bootstrap procedure and the path coefficient, from a causal relationship between these two values and the results of PLS processing as shown in the tables above, then the results of testing the research hypothesis are obtained.

1) Bottled Drinking Water (AMDK) ADES brand with a path coefficient of -0.004 where the p-values = 0.973 greater than the value of = 0.05 (5%). Thus, green advertising has no significant effect on green trust .
2) Green Product has a positive effect on Green Trust for ADES branded Bottled Drinking Water (AMDK) consumers with a path coefficient of 0.711 where the p-values = 0.000 is smaller than the value of = 0.05 (5%). Thus the green product has a significant effect on green trust .
3) Green Advertising has no positive effect on Green Purchase Intention of ADES branded bottled drinking water (AMDK) consumers with a path coefficient of 0.111 where p-values = 0.285 is greater than the value of = 0.05 (5%). Thus, green advertising has no significant effect on green purchase intention.
4) Green Product does not have a positive effect on Green Purchase Intention to ADES branded bottled drinking water (AMDK) consumers with a path coefficient of -0.42 where p-values = 0.760 greater than the value of = 0.05 (5%). Thus the green product does not have a significant effect on green purchase intention.
5) Green Trust has a positive effect on Green Purchase Intention to ADES branded Bottled Drinking Water (AMDK) consumers with a path coefficient of 0.811 where the p-values = 0.000 is smaller than the value of = 0.05 (5%). Thus, green trust has a significant effect on green purchase intention .

4. Conclusion

Conclusions that can be drawn based on the results of the tests of the hypotheses that have been proposed previously include the followingThe more information that consumers get through green advertising does not determine the emergence of green trust in the product. Green products are trusted by consumers to be products that are not harmful to animals and the environment. Consumers do not pay too much attention to advertising that cares about the environment (green advertising) to choose the products to be used (green purchase intention). Consumers do not show a positive attitude towards green products and will encourage their intention to make a purchase (green purchase intention). Green trust is the will to

depend on a brand, product or service on the basis of belief and can generate consumer interest to make purchases of environmentally friendly products (green purchase intention).

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