Green Trust Mediates The Effect Of Green Perceived Value And Green Perceived Risk Against Green Repurchase Intention

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Abstract

The research is aimed at analyzing green trust in mediating the effect of green perceived value and green perceived risk on green repurchase intention. The questionnaire was distributed to 190 Panasonic air conditioner (AC) consumers in Medan City. Analysis of the data used is path analysis with the Structural Equation Model, Amos 20.0 analysis tool. It was found that green perceived value and green perceived risk significantly influence green trust, green perceived value and green perceived risk have a significant effect on repurchase intention, green trust has a significant effect on repurchase intention, and green trust mediates partially mediation of the influence of green perceived value and green perceived risk to purchase intention.

Keywords: Green Perceived Value, Perceived Risk, and Green Trust, Repurchase Intention.

A. Introduction

The presence of technology aims to make life better, faster and easier and makes people more active at work to improve their quality of life. Also, the emergence of technology encourages globalization, which at this time globalization has entered almost all aspects of people's lives in the world including in industrial competition. The increasingly rapid development of the industrial world has brought social and environmental problems.

The rapidly growing and sophisticated technological development challenges business people and encourages businesses to be able to create environmentally friendly products, care for the preservation of nature and respect the other existence on Earth. This issue becomes so important. In addition to the business people who have to be noticed at this time is the tendency of consumers who prefer environmentally friendly products. Consumers are now aware of the use of environmentally friendly products will have a good impact on the surrounding environment, so that consumers will be careful in buying products. Consumers assess that environmentally friendly products are considered to be able to create a balance with nature and have a higher value perception than products that are not environmentally friendly, low risk, more trusted consumers that give rise to purchase intent in the consumer's mind.

Smart companies will look at environmental issues as opportunities to satisfy consumers ' needs and desires. Companies can apply environmental issues in marketing activities, giving rise to a new phenomenon in the marketing world in the form of a green marketing concept or known as green marketing. According to Bhatnagar & Himani (2012), Green Marketing is all activities that will be done by a company

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to minimize the existence of environmental damage. Green Marketing is a process of planning a marketing mix that utilizes the changing of consumer awareness to products or services that are more environmentally friendly (Stevanie, 2016).

Green repurchase intention is a green buying behavior where consumers respond positively to the quality of environmentally friendly products and intend to re-visit or consume environmentally friendly products in the company (Lam et al., 2016). The intention of re-buying is influenced by the perception of value and belief (Lam et al., 2016). According to Cho et al. (2014), The intention of the buyback is also influenced by the perception of perceived consumer risks to a product or service.

Some research gaps in the research include: the research of Chen and Chang (2012) found green perceived value, green perceived risk, and green trust positive effect on green purchase intention. Later Chen and Chang (2013) Green consumer confusion, green perceived risk and greenwash showed a negative influence on green trust. Antonius (2018) found that green perceived value and green perceived risk have a significant effect on green trust. Furthermore, Green Trust has no significant effect on green purchase intention. The results of the research found by Halim and Kempa (2016) stated that green perceived value is positive and significant to the green purchase intention, while the green perceived risk variable and perceived price variable give negative and insignificant influence to the green purchase variable intention. Also, green trust variables have a positive and significant effect on the green purchase intention variable. Giffar (2016) states that the perceived value positively affects the repurchase intention.

There is a reduction in risk perception can increase the behavior of purchasing green products (Waskito, 2015). Based on research conducted by An et al. (2010) expressed the perception of risk negatively affects the intention of re-purchase. However, the results of this study correspond to the research conducted by Kleshami and Monsef (2015) stating that the green perceived risk variable has no direct impact on the green purchase intention, but green perceived risk negatively impacts the green purchase intention through the Green trust variable. The green perceived value and green perceived risk variables can affect the green purchase intention indirectly, which is through the green trust variables. The difference from the research results underlying researchers for conducting research related to this research variable.

Lately, many products promote the concept of Go Green or environmentally friendly in marketing its products. Green Marketing is the concept of the product marketing strategy by manufacturers for the needs of consumers who care about the environment. Green Marketing has started a lot done by companies in Indonesia. Green-Input, Green-Process, and Green-output as well as everything related to the environment done by the company. One of the steps of producers in implementing green marketing is not marketing products containing the type of Freon Chloro Fluoro Carbon (CFC) that can damage the ozone.

Furthermore, some manufacturers and green products that market in Indonesia are as follows:

Table 1. Green Product in Indonesia

No	Company Name	Product Description
1	PT. Philips Indonesia	Light bulb Compact Fluorescent Light (CFL)
2	PT. Monica Hijau Lestari (The Body Shop)	Products with organic materials and recyclable packaging
3	PT. Panasonic Gobel Indonesia	Air conditioning with non-CFC Freon and Inverter technology
4	PT. Sharp Electronics Indonesia	Fridge with non-CFC Freon

5	PT. Internasional Chemical Industry	Lead-free battery and mercury
6	Toyota Astra Motor	The appliable cars with Hybrid technology
7	Asus Indonesia	Lead-and halogen-free motherboards, halogen-free Full High Definition (HD) Monitor

Source: techno.okezone.com (2013)

Table 1 shows that Panasonic is included in the green product in Indonesia that is in the product of AC with Freon non-CFC and inverter technology. Panasonic is one of the companies that Getol manufactures environmentally friendly goods. From electronic devices to food equipment are many made from materials that are friendly with nature. Panasonic is one of the companies that Getol manufactures the Go Green concept electronic appliance. Quoted from the official website, Panasonic has Econavi technology in the air conditioning, refrigerator, and washing machine. Also, there is the Smart Home Energy Management System HEMS technology capable to conserve energy by up to 16%. Smart HEMS is also a system developed to avoid excessive use of electricity that can cause power outages, which are the current problem in Indonesia's electrical industry. By using Panasonic Electronics, it can maintain the environment by saving power consumption.

However, based on the sales results of Panasonic air conditioning is known that there is a decline in a consumer purchase. The following data is presented:

Table 2. Panasonic Air Conditioning Sales Year 2015-2017

Years	**2015**	**2016**	**2017**
Market Leader	LG 21.1%	**PANASONIC 23,9%**	LG 39%
	SHARP 19.7%	LG 18%	SHARP 16%
	PANASONIC 19,2%	SHARP 15,8%	**PANASONIC 15%**

Source : (di-onlinesurvey.com, 2019)

According to table 2 above, it is known that in 2017 there was a decline in the sales level of Panasonic air conditioning products with a percentage of 15%. When compared with the year 2015, although also in the third position after the AC product LG and Sharp, but the sales percentage of Panasonic air conditioning product reaches 19.2%, there is a decrease in sales percentage by 4.2%. However, compared to the percentage of sales in the year 2016 the difference in sales decreased by 8.3%. This indicates that there are approximately 8.3% of Panasonic air-conditioned consumers who do not re-purchase in the year 2017. If AC Panasonic does not immediately turn over then the percentage of sales will continue to decline year after year. So it is necessary to do a study on green perceived value, green perceived risk to green purchase intention mediated by Green trust.

B. Studi Literature
1. Green Perceived Value

According to Patterson and Spreng (1997), green perceived value is an overall consumer assessment of the benefits of the product between what is given based on the wishes, expectations, and needs of consumers related to environmental aspects. So green perceived value obtained by consumers who are or already feel the benefits and impacts of the product. Consumers who do not feel the impact and benefit of the product will certainly not have a green perceived value (Chen and Chang, 2012). According to Chen & Chang (2012), Green perceived value is one of the important indicators for researching consumer green buying behavior. The company can provide the value of a product that is perceived and accepted by

consumers and encourages consumers to become long-term consumers so that consumers have an interest in re-purchase on a product.

The green perceived value variable can be measured using the following 5 indicators:

a) Environmentally friendly functions of Panasonic air conditioning products provide good value to consumers
b) Panasonic air conditioning performance of environmentally friendly products has been by consumer expectations
c) Consumers buy Panasonic air conditioning products because it is more environmentally friendly than other products
d) The consumer bought AC Panasonic because its function is environmentally friendly
e) Consumers buy Panasonic air conditioning products because it provides more benefits than other products.

2. Green Perceived Risk

Perceived risk is considered subjective evaluation by consumers relating to the possible consequences of false decisions (Chen and Chang, 2012). The perceived risk theory states that consumers are keen to minimize the risks they feel and not to maximize their utilities (Mitchell, 2000). Information asymmetry makes it harder for buyers to identify the actual product value before making a purchase (Chen and Chang, 2012). This condition provides incentives for sellers to act honestly. Eventually, the buyers did not want to buy the product because of their unbelief from the seller caused by the asymmetry of information between the buyer and the seller (Rizwan et al., 2013).

The perceived green risk variables are measured using the following 5 indicators:
a) There will be a lack of good performance of Panasonic air conditioning products
b) Product performance of Panasonic air conditioning may not correspond to the environment-friendly design
c) using Panasonic air conditioning products allows you to obtain losses
d) using the Panasonic air conditioning products may negatively impact the environment
e) using Panasonic air conditioning products will provide a negative reputation to its users

3. Green Trust

Chen (2010) defines Green trust as a desire to rely on objects based on the belief or expectation of credibility and performance related to environmental aspects (Chen and Chang, 2012). So Green Trust is a positive attitude that believes that a product is environmentally friendly. Green Trust is very important for companies operating in certain jurisdictions. Violations of regulation will not only add to the company's bad image in the minds of consumers but will also get the punishment of the government authorities. So it can cause financial losses (Chen and Chang, 2013). The green trust variables are measured using the following 5 indicators:
a) consumers feel the product of Panasonic air Conditioning has a trusted environmental reputation
b) Consumers feel the product AC Panasonic has reliable performance
c) Consumers feel Panasonic air conditioning products are reliable
d) The concern of Panasonic air conditioning products on the environment according to consumer expectations
e) Panasonic Air conditioning products provide performance following the promise given.

4. Green Purchase Intention

Green repurchase intention is a purchase interest-based on the purchasing experience that has been made in the past and reflects a high level of satisfaction by consumers when deciding to reuse environmentally friendly products. According to Kabadayi, et.al. (2015) Green Purchase Intention is a possibility for consumers to buy an environmentally friendly product according to their needs.

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The green repurchase intention variable measured using the following 4 indicators:

a) Consumers are interested in buying Panasonic AC products because the products care about the environment
b) In the future consumers are interested in buying Panasonic AC products and referring them to others
c) Consumers like to buy Panasonic AC products because they are environmentally friendly products.
d) Consumers seek information about the friendliness of Panasonic AC products before buying.
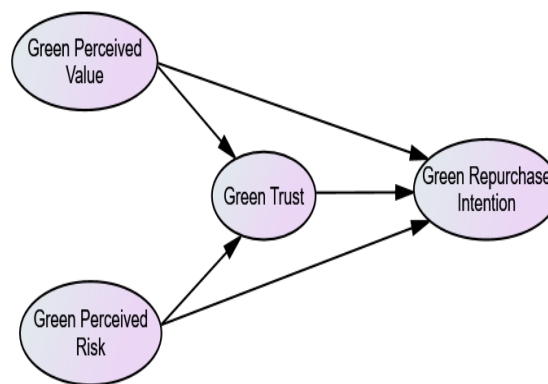
5. Conceptual Framework

Trust has an important role in the consumer's decision on re-purchase (Kaveh et al., 2012). Trust is a person's level of confidence that the other party will behave as expected. Customer trust is a fundamental determinant of long-term consumer behavior (Lee et al., 2011). Green trusts are a willingness to use some of the specific trusted services or brands that are believed to have a positive impact on the environment.

The behavior of the purchase will result in consequences, which can not be anticipated with definite estimates so that consumers will see risks in the purchasing process. Perceived risk is a subjective assessment by consumers relating to the negative consequences and uncertainty that can occur due to incorrect decisions (Rahardjo, 2015). Green perceived risk is defined as a barrier in entrusting a green product that is due to past event factors, negative word of mouth information that will cause mistrust on a green product (Rizwan et al., 2014). People are willing to conduct green purchase behavior if the product provides a reliable benefit and information of the product (Wulansari, 2015).

The perceived value of consumers can also address the negative effects of the risks perceived by consumers so that if the perceived high value and risk is low, it will increase consumer confidence in the purchase of a product (Kwok et al., 2015). Value perception is the overall assessment of consumers of a product based on what perception is received and rendered. Green perceived value can be interpreted as the net advantage of the overall assessment of consumers through the evaluation of a product and service. The greater the consumer confidence of the perceived benefits of a product and the smaller the risk that the product purchases, the greater the chances that the consumer will be doing a purchase behavior in the product.

With the guidelines on the above description, the conceptual framework in the study is described as follows:

Fig 1. Conceptual Framework

C. Method

The population in this study is all consumers of Panasonic air conditioning products in Medan city. In SEM the ideal number of samples between 100-200 (Hair et al, 2009). Hair et al (2009) further say for the determination of the number of samples can amount to 5-10 from the number of indicators. In this study, there were 19 indicators so that the number of samples could range from 95-190 respondents. The sample count is determined by multiplying the number of indicators by 10, resulting in a total sample of 19 x 10 = 190 respondents.

In this study, the survey method was conducted using questionnaires that were directly disseminated to Panasonic air conditioning consumers in Medan city. Data collection techniques using a Likert 5-1 scale. Sampling techniques are conducted using probability sampling with an accidental sampling approach.

Subsequent full models in this study can be described as follows:

There are two equations in this study:

$$GT = \beta_1 PV + \beta_2 PR + Z_1 \quad .... 1)$$

$$RI = \beta_1 PV + \beta_2 PR + \beta_3 GT + Z_2 \quad .... 2)$$

Description:

RI = Green Repurchase Intention

GT = Green Trust

PV = Green Perceived Value

PR = Green Perceived Risk

β = Koefisien Estimasi

$Z_5 Z_6$ = *Error term* (residual)

The relationship between variables is said to be significant if the C. R (Critical Ratio) value is greater than 2.58 and the value P is smaller than 0.05 (Ferdinand, 2014). The mediation test used the Sobel Test theory from Baron and Kenny (1986).
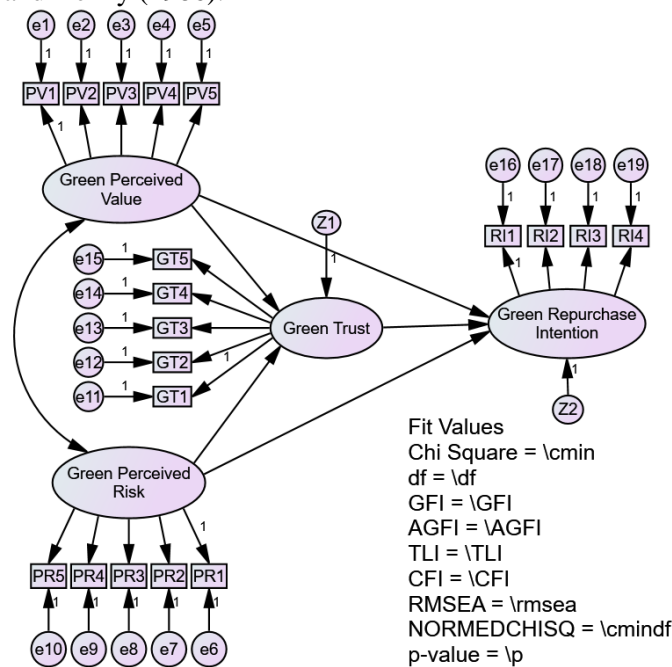

Fig 2. Full Model

D. Research Result and Discussion

1. Research Result

a. Model Conformance test

The model conformance test is done through a flowchart in the full model equation, which is the test carried out against the entire variable of both exogenous and endogenous variables that have been combined into a single diagram (path) intact through variant or covariant matrix and the full model was referred to as the research model. A full model test is done to see how far the initial model is formed in

fulfilling the Goodness Of Fit (GOF) criteria. The following images will be presented the full model of this research:

For more information about the Goodness of Fit value shown in Figure 3 can be seen in the following table 3:

Table 3 Criteria Goodness of Fit Full Model

GOF Index	Expected value	Result value	Conclusion
Chi Square	Expected small	139,499	Good
GFI	≥0,90	0,888	Marginal
AGFI	≥0,90	0,855	Marginal
TLI	≥0,95	0,988	Good
CFI	≥0,95	0,990	Good
RMSEA	≤0,08	0,033	Good
CMIN/DF	≤2,00	1,148	Good
P-Value	≥0,05	0,107	Good

According to table 3, it is clear that all the construction used to form this research model has fulfilled the required GOF criteria. Only the GFI and AGFI values are still marginal but already closer to good. The formed Model has also been very significant with a P-value value of 0.107 which is greater than 0.05.
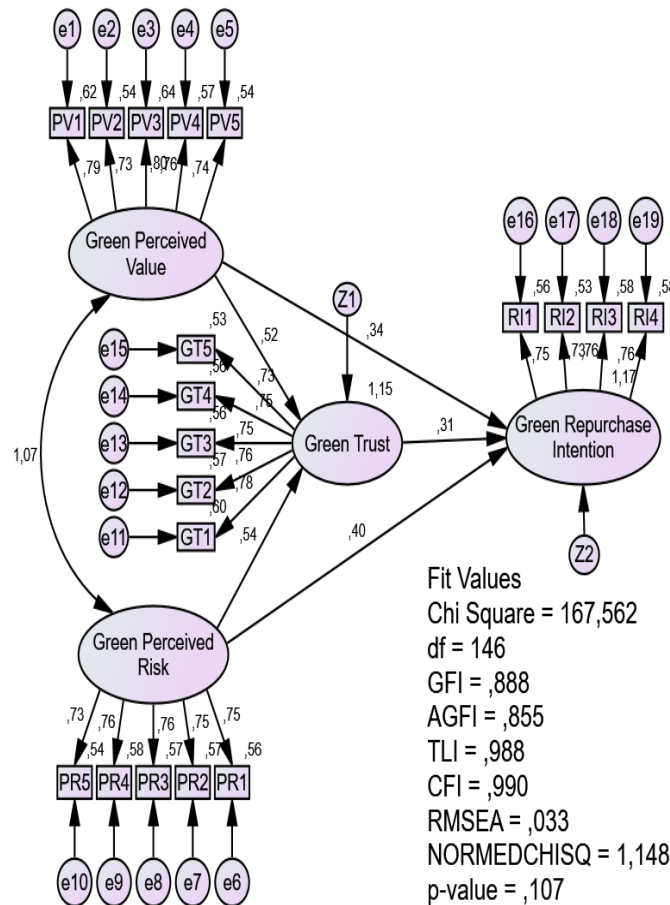
Fig 3. Test Full Model Research

2.   Discussion

The following will display the results of the calculation of influence between variables:

Table 2. Results of Calculation of Influence of Variables

Influence Between Variables			Std.Estimate	Estimate	S.E.	C.R.	P
GreenTrust	<---	GreenPerceivedRisk	,537	,597	,103	5,788	***
GreenTrust	<---	GreenPerceivedValue	,517	,511	,090	5,665	***
GreenRepurchaseIntention	<---	GreenTrust	,311	,274	,053	5,209	***
GreenRepurchaseIntention	<---	GreenPerceivedValue	,344	,301	,070	4,268	***
GreenRepurchaseIntention	<---	GreenPerceivedRisk	,395	,388	,086	4,494	***

Based on the data analysis results as shown in table 3, the structural equation can be described as follows:

Structural equations I : $GT = \beta_1 PV + \beta_2 PR + Z_1$
$GT = 0.517 PV + 0.537 PR$

Structural equations II : $RI = \beta_1 PV + \beta_2 PR + \beta_3 GT + Z_2$
$RI\ 0.344 PV + 0.395 PR + 0.311 GT$

Based on Table 3 will be described in detail to be able to more clearly answer the research hypothesis as follows:

1. The Effect of green perceived value on green trust

Based on the results of the analysis found that the green perceived value significantly influences the green trust with an influence of 0.517 (51.7%), a CR value of 5.665 and a probability value of 0.0001. It was concluded that the green perceived value significantly influenced the green trust of consumers AC Panasonic in Medan.

The perceived value is important in influencing customer trust because environmental awareness is more prominent nowadays, many values have been explored because it has a positive effect on marketing performance. The value perceived and received by consumers in a product or service is high, then consumer confidence will increase in a product or service and vice versa.

Based on the research results, it is known that the green perceived value variable influences the green trust variable. These results indicate that if the green perceived value of consumers for low wattage AC (Air Conditioner) products increases, it will increase consumer confidence in these products. These findings are consistent with research conducted by Chen and Chang (2012) which states that green perceived value has a positive effect on green trust.

2. The Effect of green perceived risk on green trust

Based on the results of the analysis found that the green perceived risk significantly influences the green trust with an influence of 0.537 (53.7%), a CR value of 5.788 and a probability value of 0.0001. It was concluded that green perceived risk significantly influenced the green trust of consumers AC Panasonic in Medan.

The reduction of risk perception leads to an increase in purchase probability so that a reduction in green risk perception is useful to increase customer confidence. Consumers feel a high risk to the product, they are reluctant to trust the product (Rahardjo, 2015). Companies can reduce some of the risks felt by consumers to increase consumer confidence.

This study also showed that the perceived green risk variables hurt the green trust variables. Consumers with a high risk considered green will hurt green trust because consumers avoid the risk of using a low watt AC (air conditioner) product so that consumers decide not to buy the product. Due to the risk, consumer confidence in the low watt AC (air conditioner) products will be reduced.

3. The Effect of green perceived value on green repurchase intention

Based on the results of the analysis found that the green perceived value significantly influences the green repurchase intention with an influence of 0.344 (34.4%), CR value 4.268 and a probability value of 0.0001. It was concluded that the green perceived value significantly influenced the green repurchase intention consumers AC Panasonic in Medan.

Belief occurs when one party believes in the actions of the other party. The belief in this green product affects green purchasing behavior (Chen, 2013). Consumer confidence is a fundamental determinant of long-term consumer behavior. Zboja & Voorhees (2006) finds the result that the belief directly and positively affect the re-purchase intention of a retail company.

When a consumer has a good value perception towards a low watt air conditioning product, the consumer will be willing and willing to buy the product, because consumers have a positive impact from using the product. Just as the results of the research conducted by Chen and Chang (2012), stating that green perceived value positively affects the green purchase intention.

4. The Effect of green perceived risk on green repurchase intention

Based on the results of the analysis found that the green perceived risk significantly influences the green repurchase intention with an influence of 0.395 (39.5%), CR value of 4.494 and a probability value of 0.0001. It was concluded that the green perceived risk significantly influenced the green repurchase intention of Panasonic AC consumers in Medan.

Risk perception is a negative benefit that is felt by consumers as a risk to be gained by consumers due to consuming or not consuming a product. Perception risk is a risk that influences consumer behavior. Risk perception will have an impact on green purchasing behavior, where some negative consequences and uncertainties will affect green buying behavior. Consumers feel high risk for a product, they are impossible to buy a product.

5. The Effect of green trust on green repurchase intention

Based on the results of the analysis found that the green trust significantly influences the green repurchase intention with an influence of 0.311 (31.1%), CR value of 5,209 and a probability value of 0.0001. It was concluded that the green trust significantly influenced the green repurchase intention of Panasonic AC consumers in Medan.

The effect of green trust on green purchase intention shows a positive relationship in this study. This means that consumer confidence affects consumer intentions to buy low wattage AC (Air Conditioner) products. In this study, the green trust variable is an intervening variable, which links the green perceived value and green perceived risk variables to the green purchase intention variable. If consumers have confidence in low wattage AC products, consumers will be sure to buy the product. However, if consumers feel less or do not believe in low wattage AC products, consumers will hesitate and do not even want to buy the product. Consumer trust is also caused by green perceived value and green perceived risk. This finding is following research conducted by Chen and Chang (2012) and Kleshami and Monsef (2015), which states that green trust positively influences green purchase intention.

6. Green Trust Mediates the Effect of Green Perceived Value on Green Repurchase Intention

Based on the calculation results, the significance of the path-a (0,0001) and path-b (0,0001), path-c (0,0001) and path-c' (0,00004). Then it can be concluded that the green trust mediates partially the effect of green perceived value on green repurchase intention. This means that green perceived value does not only affect directly but also indirectly has an effect on increasing the green repurchase intention of AC Panasonic consumers in Medan.

Values and benefits perceived by customers have an important role in long-term relationships and influence a customer's buying behavior. The perceived value of consumers influences consumer confidence, the high level of the perceived value of consumers can increase consumer confidence (Kim et al., 2008). Trust in green products will affect green buying behavior (Chen, 2013). Research conducted by Lee et al. (2011), Kaveh et al. (2012), and Giffar (2016) trust can mediate value perceptions of repurchase intentions.

7. Green Trust Mediating the Effect of Green Perceived Risk on Green Repurchase

Based on the calculation results, the significance of the -a (0,0001) and -b (0,0001) pathways, dan the -c (0,0001) and -c 'lines (0,000097). Then it can be concluded that the green trust partially mediates the effect of green perceived risk on green repurchase intention. This means that green perceived risk does not only affect directly but also indirectly has an effect on increasing the green repurchase intention of Panasonic AC consumers in Medan.

Green perceived risk is a negative expectation of environmental consequences associated with purchasing behavior (Chen & Chang, 2012). Every consumer when making a purchase must be based on the trust of the brand product or marketer, where a lot of research that states that trust can overcome the perception of risk possessed by every consumer (Martinayanti, 2016). If consumers feel a high risk of a product or service, then consumer confidence will decrease, consumers will not make buying behavior on a product or service and vice versa (Kwok et al., 2015). Murwatiningsih and Apriliani (2013) state that there is a risk effect on buying decisions indirectly through a trust.

E. Conclusion

The conclusions of the research obtained include: 1) Green perceived value significantly influences the green trust of Panasonic AC consumers in Medan City; 2) Green perceived risk significantly influences Panasonic AC AC consumers' trust in Medan City; 3) Green perceived value significantly influences the green repurchase intention of AC AC consumers in Medan; 4) Green perceived risk significantly influences the green repurchase intention of consumers of AC Panasonic in Medan City; 5) Green trust significantly influences the green repurchase intention of consumers of AC Panasonic in Medan City; 6) Green trust partially mediates the effect of green perceived value on Panasonic AC consumers' green repurchase intention in Medan City, and 7) Green trust partially mediates the effect of perceived green risk on the green repurchase intention of AC Panasonic consumers in Medan.

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