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Application of Shopping Bag to Consumer Green Purchase Behavior Through Green Trust, and Green Perceived Value

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Abstract

The success of government policies in inviting the public and industry to be environmentally conscious at the level of use and produce very high environmentally friendly plastic bags in their daily lives needs to be studied further in a study on Green Purchase Behavior. This study aims to determine the effect of green perceived value on consumers' eco-friendly buying behavior using shopping bags, and the effect of green trust on green purchase behavior of consumers to use eco-friendly shopping bags in modern markets and traditional markets in the city of Jakarta. The research was conducted at modern and traditional markets in the city of Jakarta using 240 respondents who shopped at modern and traditional markets. A model to measure eco-friendly purchasing behavior with reusable shopping bags using two interrelated variables, namely: Green Perceived Value and Green Trust. Data analysis using Structural Equation Modeling (SEM). The results of the analysis and discussion show that green perceived value has a positive and significant effect on green purchase behavior, while green trust has a positive and significant effect on green purchase behavior.

Keywords: Green Perceived Value, Green Trust, Green Purchase Behavior, Structural Equation Model (SEM)

1. Introduction

The use of shopping bags adds to the complexity of the waste problem, especially plastic shopping bags because they are difficult to decompose. Plastic is estimated to take 100 to 500 years to decompose completely. Eco-friendly shopping bags are prepared in accordance with all aspects of the entire product life cycle, hoping to reduce the impact of these products on the environment, and aiming to define the environmental requirements that must be met as environmentally friendly products, as well as use of time.

The Indonesian people's growing awareness of an environmentally friendly lifestyle has encouraged various industries to innovate their products and services to adapt to the changing lifestyles of the Indonesian people. Various studies that examine the buying behavior of environmentally friendly products have been carried out by many companies in various industries. However, studies on the effects of using biodegradable plastic shopping bags and bioplastics have not been widely carried out. This study seeks to understand the impact of the adoption of green products by many companies in various industries, as well as the general trend in buying behavior of green products or services offered by these industries. This research also tries to find out the impact of marketing of eco-friendly products on Indonesian consumers which can be applied in various industries. It would be very useful to be able to study the buying behavior of eco-friendly products across Indonesia, because Indonesia has a very broad market segment. This research also helps create a perspective on the impact of marketing environmentally friendly products that can be applied by various industries that sell or plan to market environmentally friendly products in Indonesia. In addition, it can help the government to formulate policies and regulations to reduce plastic waste generated from using these products, thereby reducing the negative impact on environmental damage.

The success of government policies in inviting people to use plastic bags in large quantities in their lives to increase environmental awareness needs to be studied further in the study of green buying behavior, namely consumer considerations of product attributes or characteristics related to the environment. in the buying process, mainly refers to purchasing behavior related to environmentally friendly products or organic products [1]–[4]. Green buying behavior is a continuation of the global consumerist movement, which began with growing consumer awareness of their right to appropriate, safe and environmentally friendly products. At the same time, consumers who are environmentally conscious are often referred to as green oriented. Consumer awareness is related to the quality

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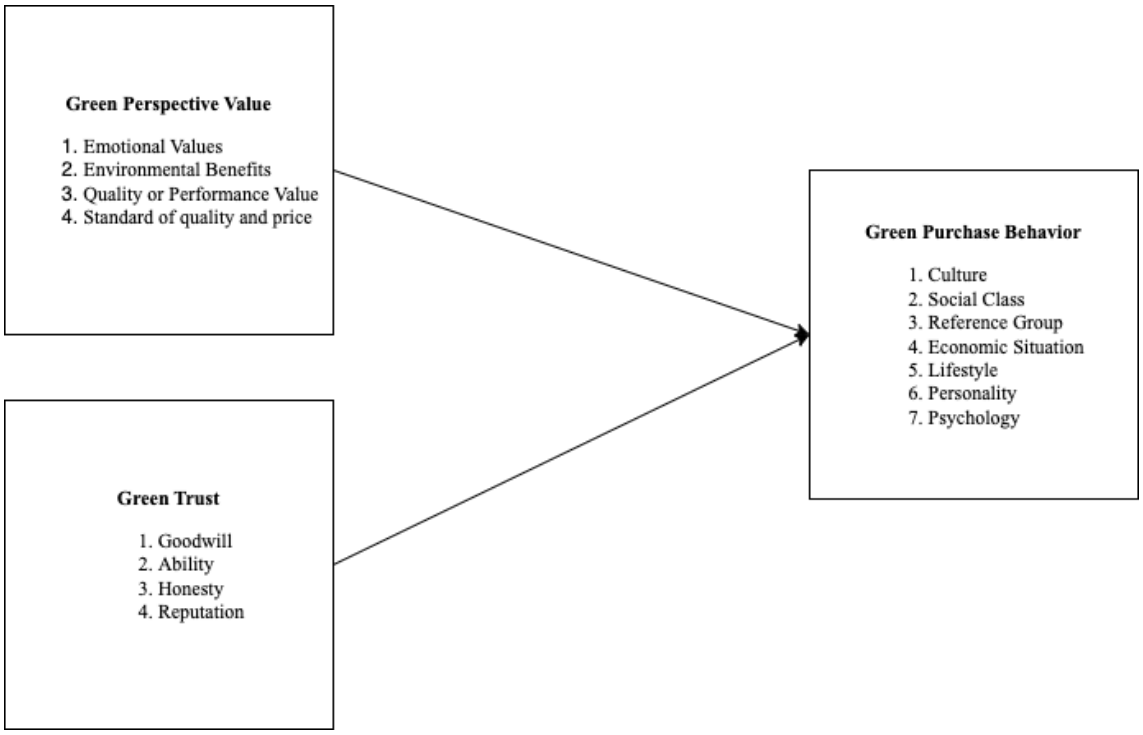

Figure 1 Research Framework

of the environment and the maintenance of natural resources in living conditions can guarantee the balance, sustainability and sustainability of nature and its environment.

Based on the background above, the researcher wants to conduct research on the Effect of Implementing Shopping Bags on Green Purchase Behavior through Green Trust and Green Perceived Value. This research is important to do because it aims to determine the effect of environmentally friendly products on changes in consumer buying behavior that are oriented towards environmental sustainability.

The scope of the discussion on green purchase behavior is wide, so it is necessary to limit this research so that it does not extend to things that are not supposed to be. This study only discusses the scope of shopping bags on green purchase behavior through green perceived value and green trust.

2. Research Methods

Research using quantitative research techniques with hypothesis testing and followed by analytical descriptive, See Figure 1.

Trust as a cognitive act (for example, a form of opinion or prediction that something will happen or according to someone will behave in a certain way), affective (for example a feeling problem) or conative (for example a choice or desire problem). Trust is the strength that a product has certain attributes. Green trust is the will to depend on a product, service or brand on the basis of beliefs or expectations resulting from credibility, good deeds, and skills regarding environmental performance.

Based on the above understanding, it can be concluded that green trust is the willingness of certain parties to rely on products, services or brands in transactional relationships based on ability or trust in the environment to fulfill all as expected. Green trust dimensions: Benevolence (Good Intentions), Competence, Integrity, Reputation.

According to Bolton and Drew [5]–[7], it is said that green perceived value is represented as the net gain of the overall consumer assessment through product or service evaluation. Perceived value or perceived value, that is, the emotional bond that exists between customers and producers after customers use products and services from companies and find that these products or services provide added value [8]. Perceived value as a thorough evaluation of the usefulness of a product based on customer perceptions of the number of benefits to be received compared to the sacrifices to be made [9], [10].

The definition of green perceived value is the perceived value of both positive and negative benefits to the environment obtained through a product or service that is used or purchased. The dimensions of green perceived value, namely, Emotional Value, environmental benefits, quality / performance value, price / value of money [11]–[15].

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Consumer behavior as the study of purchasing units and exchange processes involving acquisition, consumption, goods, services, experiences and ideas [16], [17]. Consumer behavior is all activities, actions, and psychological processes that encourage these actions at the time before buying, when buying, using, consuming products and services after doing the things mentioned above or evaluating activities [18], [19].

Green purchase behavior is an attitude of consumers towards decision-making behavior for a product or service that has value for environmental sustainability. Other eco-friendly bags are bags that are made of plastic or do not contain plastic and are made of easily biodegradable organic materials, and/or permanent bags that can be used repeatedly.

Strategy is the company's implementation plan to achieve its goals [20], [21]. Business strategy is a set of integrated actions aimed at achieving long-term goals and the strength of the company to face competitors.

Research Hypothesis

H1: Green perceived value is felt positively and significantly influences green purchase behavior of consumers to use shopping bags.

H2: Consumer green trust has a positive and significant influence on green purchase behavior by consumers to use shopping bags.

H3: green perceived value and green trust have a positive and significant influence on the green purchase behavior of consumers to use shopping bags.

Through the study of concepts, theories and views of experts regarding these variables, a construct and questions have been built that were adopted and developed by previous researchers, which were then formulated into a questionnaire (question). Where, the questionnaire uses measurements with 4 Likert scales, namely "strongly agree" to "disagree".

The population in this study are people who shop at several markets managed by Perumda Pasar Jaya in 5 areas of the city of Jakarta with a total of 153 units. Therefore researchers only use a portion of the population (Table 1), namely a sample that is considered representative of that population. Sampling in several representative markets representing this research, as many as 8 market locations.

The sampling technique in this study was the Simple Random Sampling Technique, this random sampling aims to shorten the time and range of existing locations, in addition to determining locations based on locations that are considered to have the same operational area, characteristics and types of existing stalls.

Decision making on the proposed hypothesis is accepted or rejected, based on the following hypotheses:

a. Overall Model Fit Test
   Absolute Match Size :
   Ho : GFI = 0, un-good fit, and rejected if GFI ≥ 0.90
   H1 : GFI ≠ 0, good fit

   Incremental Match Size:
   Ho : CFI = 0, un-good fit, and rejected if CFI ≥ 0.90
   H1 : CFI ≠ 0, good fit
   Parsimony Match Size:
   Ho : X2 = 0, un-good fit, and rejected if 1.00 < X2 /df < 3.00
   H1 : X2 ≠ 0, good fit

Table 1 Data Pasar Sampling

Market Name	Number of TU	Number of Active TU	Effective area (m2)	Number of Floors
Tanah Abang Blok B	5.241	5.078	163.167	18
Induk Kramat Jati	4.520	4.428	83.605	6 Unit
Mayestik	2.203	1.582	50.100	8
Grogol	1.609	1.591	11.925	2
Koja Baru	1.125	978	21.692	2
Pasar Ciplak	733	720	6.892	2
Pasar Rawasari	353	331	3.317	2
Pasar Shanta	877	967	11.925	2

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b. Measurement Model Fit Test
Factor Validity :
Ho : λ = 0, invalid, and rejected if t factor > 1.6503 H1 : λ ≠ 0, valid

Factor Reliability:
Ho : R2 = 0, not reliable, and rejected if R2 factor ≥ 0.50 H1 : R2 ≠ 0, reliable

c. Structural Model Fit Test
Ho : b = 0, not significant, and rejected if t factor > 1.6503
H1 : b ≠ 0, means (significant)

3. Results and Discussions

That the respondents who shop at the Perumda Pasar Jaya market are dominated by elementary school education as many as 90 people or around 38% of the total 240 respondents.

1. OVERALL MODEL FIT TESTING

Based on the results of processing the absolute fit size data, the parameter Goodness of Fit Index (GFl) = 0.90 is obtained. Based on the hypothesis above, the GFI (= 0.90) is more unequal to 0 (zero), so the null hypothesis (Ho) is rejected and the alternative hypothesis (H1) is accepted. Then it can be stated that the overall model fit is suitable or Good Fit.

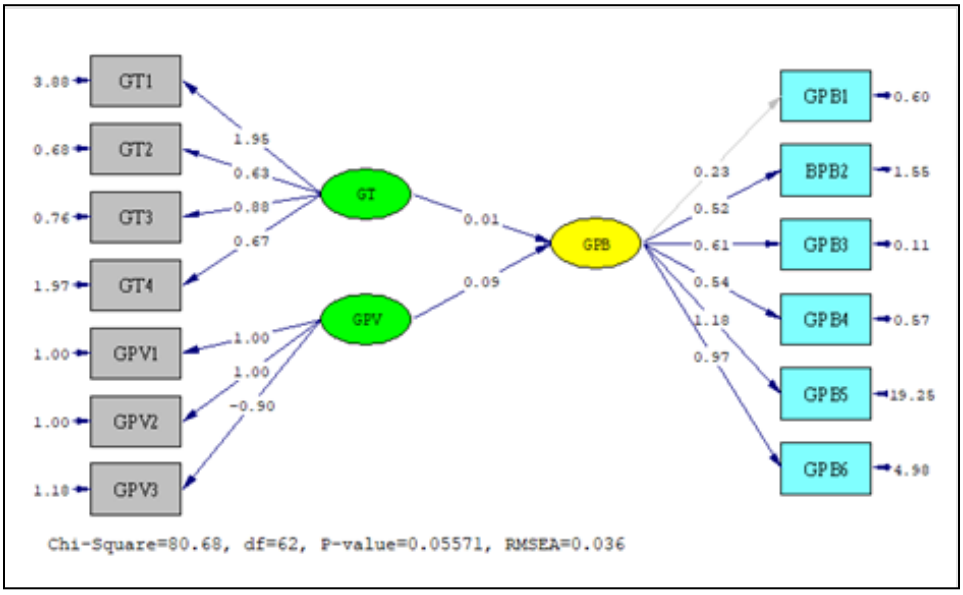

Figure 2 Struktur Model Estimate

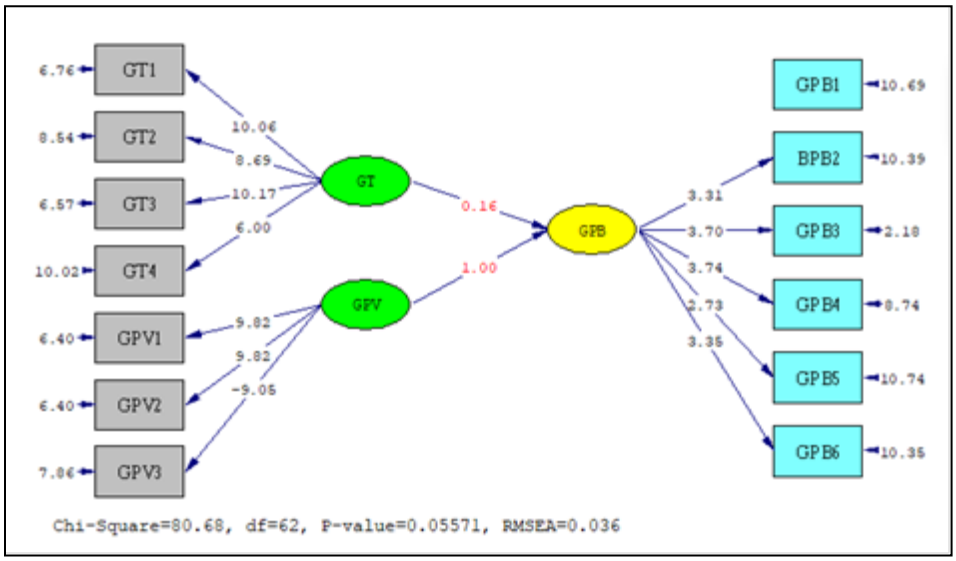

Figure 3 Struktur Model t-value

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Based on the results of processing the incremental fit size data, the parameter Comparative Fit Index (CFI) = 0.74 is obtained. Based on the hypothesis above, the CFI (= 0.74) is smaller than 0.90, so the null hypothesis (Ho) is rejected, and H1 is accepted. Then it can be stated that the overall model fit is suitable or Good Fit.

Based on the results of parsimony fit measurement data processing, the parameter Chi Square (X2) = 181.12 is obtained at the degree of freedom (df) = 74, so the ratio between Chi Square (X2) = 181.12 divided by the degree of freedom (df) = 74 equals 2.4476(181.12/74 = 2.4476). Based on the hypothesis above, the ratio X2/df (= 2.4476) lies in the range 1 < X2/df < 3.00, so the null hypothesis (Ho) is rejected and the alternative hypothesis (H1) is accepted. So it can be stated that the overall model fit is not suitable or un Good Fit.

2. TESTING OF FITNESS MODEL MEASUREMENT (MEASUREMENT MODE / FIT)

First, for the representation of repurchase indicators, loyalty, lifestyle, economic conditions, reference groups and culture and social class on the Green Purchase Behavior (Y) variable shows that: the repurchase indicator is stated to be unreliable and invalid, the loyalty indicator is stated to be unreliable and valid, lifestyle indicators are declared reliable and valid, indicators of economic conditions are declared unreliable and valid, indicators of reference groups are declared unreliable and valid, indicators of culture and social class are declared unreliable and valid.

Second, for the representation of indicators of goodwill, ability, honesty and reputation on the Green Trust variable (ξ1) it shows that: indicators of good intentions are stated to be reliable and valid, indicators of ability are declared to be unreliable and valid, indicators of honesty are declared to be reliable and valid, indicators of reputation are declared not reliable and valid.

Third, for the representation of indicators of emotional value, environmental, quality or performance and standard quality and price for the Green perceived value variable (ξ2) shows that: emotional value indicators are stated to be reliable and valid, environmental indicators are stated to be reliable and valid, quality or performance indicators are declared not reliable and invalid, the standard quality and price indicators are declared unreliable and valid.

3. TESTING OF STRUCTURAL MODEL FITNESS

In this structural model, each observed variable is represented by only one statement. This is done by selecting the statement that has the greatest loading factor value. See Figure 1 and Figure 2.

Significant influence will be marked with a black t-value on the path diagram with a value of ≥ 1.96. While the insignificant effect is marked with a red t-value on the path diagram with a value below 1.96. The path diagram shown in the figure below provides an overview of the influence between the latent variables green purchase behavior, green trust and green perceived value.

The results of model testing show that the effect of the green trust variable on green purchase behavior shows a t-value of 0.16. This also shows that this effect does not meet the criteria because the t-value ≤ 1.96 is colored red. So it can be interpreted that there is no effect of green trust on green purchase behavior.

Likewise with the variable green perceived value on green purchase behavior t-value of 1.00 with red numbers, the value indicates that green perceived value has no effect on green purchase behavior because the t-value is ≤ 1.96.

The results of the structural model fit test in this study showed negative results. This means that the variables in this study have no influence.

4. Conclusion

Based on the research results, it can be concluded that it is empirically proven that there is an influence between green trust (X1) and green purchase behavior (Y), although the results in the data analysis of several indicators show that they are not reliable and valid and several other indicators show that they are reliable and valid. Indicators of goodwill and honesty have a positive and significant effect on green trust, meaning that the higher the consumer's trust in all the benefits received and what is sacrificed based on a desire for the environment, the consumer's trust in the importance of eco-friendly shopping bags for environmental sustainability will increase.

It has been proven empirically that there is an influence between green perceived value (X2) and green purchase behavior (Y), although the results in the data analysis show that some indicators are unreliable and valid and some other indicators show that they are reliable and valid. Environmental and emotional value indicators have a positive and significant effect on green perceived value, meaning that the importance of environmental sustainability and emotional value can increase consumer evaluation of all the benefits received. The results of the structural model fit test in this study showed negative results, meaning that the variables in this study had a negative influence.

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