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THE INFLUENCE OF GREEN PERCEIVED VALUE, GREEN PERCEIVED QUALITY, AND GREEN PERCEIVED RISK ON GREEN REPURCHASE INTENTION WITH GREEN TRUST AS INTERVENING VARIABLE

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Abstract

The purpose of this study is to develop previous research, that is to explore the effect of green perceived risk, green perceived quality, and green perceived risk on green repurchase intention, and to determine the effect of green trust mediation. This study applies five concepts – green perceived value, green perceived quality, green perceived risk, green trust, and green repurchase intention – to develop an integrated model for increasing green repurchase intention. In addition, this study uses an empirical study with a questionnaire survey method to verify the hypothesis and to explore its managerial implications. Structural equation modeling (SEM) was applied to verify the research framework. Empirical results show that green perceived value affects green trust, and green repurchase intention, then green perceived quality affects green trust, and green repurchase intention and green perceived risk, it also affects green trust and green repurchase intention and green trust affects green repurchase intention. Originality in this study is adding one indicator to the green trust variable which is environmental recognition (certification & awards) and it also adds two indicators to the green repurchase intention variable, which are green satisfaction and environmentally friendly. The three indicators that are added, have never existed in a similar study using these three indicators on the green trust variable and the green repurchase intention variable. Therefore, this paper develops a green repurchase intention research framework to fill the research gap.

Keywords: Green Perceived Value, Green Perceived Quality, Green Perceived Risk, Green Trust, Green Repurchase Intention, Green Accounting, Environmental Friendly.

1. INTRODUCTION

People are increasingly paying attention to environmental problems with the reason that environmental pollution has brought disaster due to the activities

of the manufacturing industry in the world (Chen, 2013). According to one Greenpeace activist, Grant Rosiman, the forest paradise that stretches from Southeast Asia is experiencing the fastest destruction in the world, with around 72 percent of it occurring in Indonesia (Dewi, 2011, p.159). Grant Rosiman, a Greenpeace activist, said that the rate of extinction of plant, and animal species, is currently a thousand times faster than before the earth was inhabited by humans and in 2050, it is estimated that will reach ten thousand times faster. The cause of environmental damage, it is, of course does not only come from the activities of business actors but also from the use of products by consumers and consumer waste products.

In 2020, the Court granted a civil lawsuit against the Ministry of Environment and Forestry against companies polluting the environment in the Citarum River Basin. The Bale Bandung District Court found PT Kamarga Kurnia Textile Industry (KKTI) guilty and sentenced the North Jakarta District Court to PT How Are You Indonesia (HAYI). This textile company was proven to have polluted the Citarum watershed environment and was sentenced to pay material compensation of 16,263 billion Rupiah.

The world population in 2020 could reach 9.3 billion, and from the results of the Population Census (SP2020), it was recorded that 270.20 million people, where the rate of consumption growth can threaten biodiversity. Indonesia can experience scarcity of natural resources and environmental degradation, without the desire to reduce natural resource exploitation and overconsumption. Consumers gradually begin to change attitudes and behavior in terms of consumption, because of the environmental damage that has occurred (Biswas & Roy, 2015).

Kotler (2009, p. 235) states that there are five stages that consumers go through in the buying process, namely the introduction of the problem, the search for information, alternative assessments, decisions related to purchases, and behavior that occurs after purchase. According to Kotler (2009, p. 205) during the buying process, the consumer's purchase intention is closely related to the motive for using or buying a product. Buying motives can vary, the tendency of consumers to choose products that contain attributes that are believed to suit their needs. Based on this situation, it is certainly very profitable for the company to apply an environmentally friendly strategy to ready-to-eat products. Buyers who have a motive of caring for the environment, will intend to buy a fast food product and have royal behavior, and they are satisfied with a product, as stated by Mowen and Minor (2002, p.22) in the definition of

brand loyalty, they are consumers who have positive behavior towards a brand and are committed to repeat purchases. The positive behavior that customers have started from beliefs about taste, practicality, and environmental friendliness that satisfy consumers so that they do not only intend to buy but also want to repurchase in accordance quoted from Hendarsono and Sugiharto (2013), a behavior where a customer has a positive response to the company's offer and they intend to visit or consume the company's products again, it is called repurchase interest.

The long-term purchase relationship of customers towards environmentally friendly products has a very strong influence on the green repurchase intention as stated by Zhuang et al. (2010), and this also affects the existence of these environmentally friendly products on the market, it is still lacking and many producers have not realized the positive impact of producing environmentally friendly products for environmental, social and economic aspects, so the producers argue that as long as the product is still selling well in the market, there is no need to make changes to the products produced (Mankiw et al., 2013).

The important role shown by consumers' perceptions of a product, especially in influencing consumers' purchase intentions for environmentally friendly products, increases consumer confidence. Furthermore, green consumers are getting increasing attention, it is due to the increasing consumer awareness of environmentally friendly products. So, in this case, a manager must be able to produce high quality products, improve product features, make products that are preferred, make products comfortable and affordable for most consumers.

Basically, purchase intention is not significantly influenced by environmentally friendly packaging (Kong et al., 2014), it is also according to research by Putranti and Suparmi (2016) that environmentally friendly packaging and repurchase intention have no significant effect. Beverage packaging cannot be separated from today's modern society where technology and information on environmental sustainability are daily news. Manufacturers only need to keep their promises to produce products that really pay attention to environmental sustainability to retain customers.

Environmental organizations such as the World Wildlife Fund (WWF) are scrutinizing paper and wood products and the form of packaging business offered to consumers. Company surveys by WWF and other organizations show

that products and packaging labeled FSC (Forest Stewardship Council) are particularly sought after by consumers, and offering products labeled FSC is one of the company's business criteria that consumers assess (www.wwf.or.id). The carton packaging used by one of the fast food beverage manufacturers, namely Ultrajaya, is under the supervision of FSC, where FSC guarantees that Ultrajaya's packaging can be renewed. Nearly 75% of Ultrajaya's cardboard packaging is renewable with the aim of creating a better life with concern for environmental sustainability. Ultrajaya packaging that is no longer used can also be recycled, besides being environmentally friendly, Ultrajaya packaging also provides the best protection while maintaining the freshness of the product and the taste of the drink.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Repurchase intention is the intention of a customer for buying a product that has been purchased in the past. Repurchase intention is an action from consumers to want to buy or not to a product (Kotler, 2015). According to (Kotler, 2015), in the buying process, this purchase intention or repurchase intention is closely related to the motives it has to use or buy certain products. The motive for this purchase is different for each customer. The customers will choose products that contain attributes that they believe are relevant to their needs. Based on the above understanding, green repurchase intention is the buyer's action to repurchase goods that contain green elements.

Keller (2012) concludes that repurchase intention is measured through the following indicators:

1) Transactional intention: The intention of someone who always wants to repurchase a product that he or she has consumed.
2) Referential intention: The Intention that describes a person who tends to recommend the product he has bought to others.
3) Preferential intentions: The intentions that describe the behavior of a person who always has the main choice on the product, he has consumed.
4) Exploratory intentions: The intentions that describe the behavior of someone who will seek information from a product that he intends to support product trust from the product he has subscribed to.

2.1. Conceptual framework

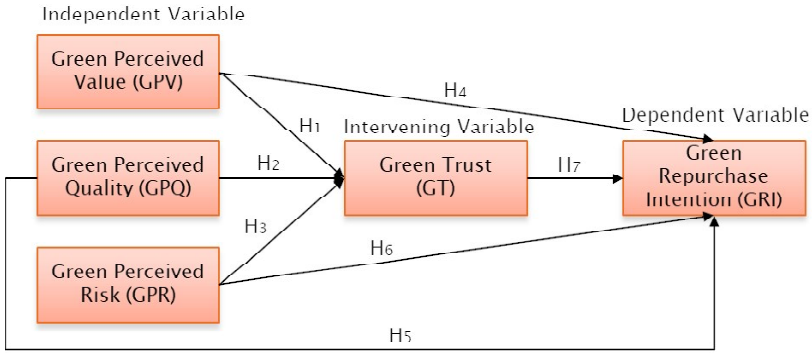


Figure 1: Conceptual Framework

2.2. Hypothesis development

The value of an environmentally friendly product is one of the important factors to make customers trust environmentally friendly products produced by the company. Therefore, if the customer's perception of value for a product is high, it will increase trust in the product and vice versa if the customer's perceived value is low then trust in the product will be low. So this is in line with previous research, which is also described in the following first hypothesis:

H1: Positive and significant is the effect that arises from the perceived value of green on green trust.

The quality of a product, in general, will be the most important factor for customers in terms of trusting a product. If the customer feels that the environmentally friendly product or the green product produced by the company has good quality, it will increase customer confidence in the product. And this means that green trust is positively and significantly influenced by perceptions of environmentally friendly quality (Chen & Chan, 2013), so the second hypothesis is as follows:

H2: Positive and significant effect is arising on the perceived quality of green on green trust.

The risk of an environmentally friendly product is a serious concern from both national and international institutions. In terms of producing a product, the company is required to be able to manage its environment, so the resulting product does not damage the environment. If a product is produced that is able to manage its risk well, it will increase green trust and vice versa if the risk cannot be managed properly then the green trust will be low. So, in conclusion, the risk perception of friendly products affects green trust (Chen & Chang, 2012), so the third hypothesis is as follows.

H3: A significant positive influence is shown green perceived risk on green trust.

A product's value becomes important if it is useful to its customers. The higher the value of a product perceived by customers, the higher the tendency to repurchase the product. If an environmentally friendly product is designed attractively but does not provide benefits to customers, then the customer's intention to buy the product will decrease. As (Chen & Chang, 2012) state that long-term consumers will emerge when the value of a product from a company is received. So that the positive effect of repurchase intention is influenced by perceived value, and the fourth hypothesis is presented as follows:

H4: A significant positive effect arises in green perceived value on green repurchase intention.

A product offered quality will make a person's behaviour tend to buy back a product. So that good quality will bring up customer intentions to repurchase a product and vice versa. Based on previous research conducted by Alah Wasayah (2021) using a sample of 306 consumers, consisting of various energy-saving consumers in southern Punjab, Pakistan, showed that green trust, green perceived risk, and green perceived quality had a significant effect on predicting green purchase intention. Therefore, the fifth hypothesis is as follows:

H5: A significant positive effect arises from green quality perception on green repurchase intentions.

Many companies are not able to manage the environment properly, so there is a risk of environmental pollution which has an impact on the sustainability of the ecosystem and also human health. Therefore, if the customer feels the product purchased has a low risk, it will create an intention to repurchase the product. The purchasing behaviour of environmentally friendly products will increase when there is a decrease in risk perception (Waskito, 2015), where the negative effect is shown by the perception of risk on repurchase intention. And according to these conditions, the following is the sixth hypothesis:

H6: A significant positive effect arises from green perceived risk on green repurchase intention.

Environmentally friendly products are produced by a company and they are used by customers will increase customer confidence in the product if the value, quality, and risk of the product are good. If customers feel the value, quality, and risk of a green product is good, it will increase trust in the product. If the customer has trusted the green products offered by the company, it will increase the customer's intention to repurchase the product.

Trust arises when the actions of one party trust the other. Where the behavior of green buyers will be influenced by beliefs about green products (Chen, 2013). In addition, the basic determinant of consumer behavior in the long term is consumer trust, it is suitable with previous research from Andhika Dewi and Ni Made Rastini (2016), as formulated in the following hypothesis:

H7: A significant and positive effect is arising by the green trust on green repurchase intention.

3. METHOD AND MEASURMENT

The consumer level is the unit of analysis that will be examined. Furthermore, verification was carried out by means of a survey questionnaire, which was carried out from June 1, 2021, to June 13, 2021. Regarding the object of research, only Indonesian consumers who have experience in buying information and primary products will be used in this study. Then for the technique of taking the questionnaire, this study was conducted randomly on the respondents. Furthermore, related to data collection, this uses a convenience sampling technique, namely a technique of collecting information from members of the population who agree to provide information by Uma Sekaran (2011).

Variable Measurement

Table 1
Determination of the type of variable indicator in this study using the operationalization of variables

Green Perceived Value (Chen, 2012)	*Green Perceived Quality (Chen, 2013)*	*Green Perceived Risk (Chen, 2013)*	*Green Trust (Chen & Chan, 2012)*	*Green Repurchase Intention (Hawkins, 2015)*
Good Value	Environmental Concern	Environmental Performance	Environmental Reputation	Purchase Frequency
Meet the Expectation	Environmental Consideration	Environmental Design	Environmental Performance	Costumer Commitment
Environmental Concern	Environmental Performance	Environmental Penalty	Environmental Claim	Positive Recommendation
Environmental Friendly	Environmental Image	Negative Effect	Environmental Concern	Green Satisfaction
Environmental Benefit	Environmental Reputation	Green Reputation or Image	Environmental Commitment	Environmental Friendly
			Environmental Recognition (Certification & Awards)	

3.1. Method of collecting data

There are two ways to collect the data that will be needed to do the analysis in this study, they are as follows:

1. Primary Data Collection.

   The questionnaire technique was chosen as a technique in primary data collection, namely by giving several questions or written statements, then respondents had to answer them.

2. Secondary Data Collection

   Secondary data is obtained from data provided by the company, such as organizational structure and company history by means of documentation.

This study uses a Likert scale, where Mayflor states the Likert scale level is 1-10, and the researcher uses a 6-level scale with the following choices:

1 = Strongly disagree

2 = Disagree

3 = Less agree

4 = Agree

5 = Strongly agree

6 = Totally agree

The reason for selecting the 6-level Likert scale of preference, is to avoid answer choices that are neutral, so the research results are not biased and show the actual situation.

The framework and hypotheses in this study were verified using the Structural Equation Model (SEM). AMOS 7.0 is applied in this study, as a result, will produce empirical results. Furthermore, the levels in this analysis are divided into 2, measurement models and structural models, as these results are presented below:

4. RESERCH RESULTS

Before analyzing the data, the data tabulation was carried out on all the collected questionnaires. Data tabulation is done by using all respondents' answers to each questionnaire statement.

Table 2
Descriptive Statistics of Respondents' Responses

Variable	*N*	*Min*	*Max*	*Mean*	*Std. Deviation*
Green Perceived Value	184	1	6	4.158	1.19660
Green Perceived Quality	184	1	6	4.217	1.11680
Green Perceived Risk	184	1	6	3.924	1.31783
Green Trust	184	1.2	6	4.290	1.06060
Green Repurchase Intention	184	1	6	4.263	1.14900

Source: Processed Data (Smart PLS)

Table 2 presents descriptive statistics on the variables under study. It is clear that 'Green Trust' has the highest mean value of 4.290 (SD= 1.06060), followed by 'Green Repurchase Intention' mean value of 4.263 (SD= 1.14900). While 'Green Perceived Risk'has the lowest mean value of 3.924 (SD=1.31783). Except 'Green Trust' (minimum score 1.2), other variables show a minimum score of 1 and a maximum score of 6 respectively.

Based on these numbers, it can be interpreted that respondents agree with the variables of green perceived value, green perceived quality, green perceived risk, green trust, and green repurchase intention used in this study.

4.1. Evaluation of measurement model (Outer model)

The assessment of validity and reliability of the construct model in the study is carried out by evaluating the measurement model or outer model. Convergent,

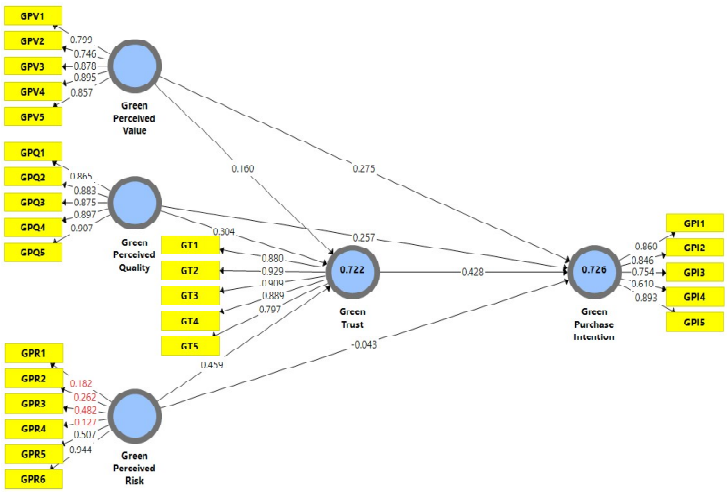
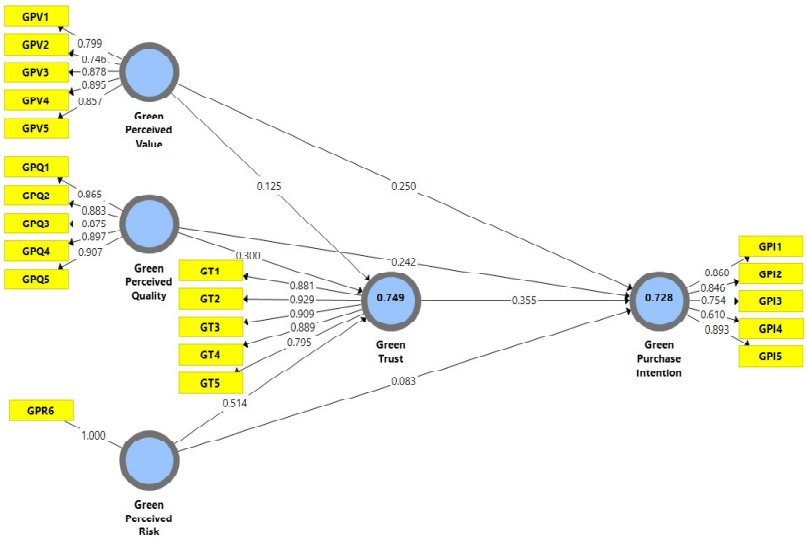


Figure 2: Outer Model PLS

Source: Processed data (Smart PLS)

discriminant, and composite reliability, also Cronbach alpha for indicator blocks were used to evaluate the external model with composite indicators (Ghozali & Latan, 2015). And the testing of the outer PLS model produces what is presented in Figure 1.

Based on the PLS model above, there are invalid indicators in measuring the construct because these indicators are indicators that already exist in theory (confirmatory) and have a loading factor < 0.7 (Gozhali, 2015: 76), they are indicators: environmental performance (GPR1); environmental design (GPR2); environmental penalty (GPR3); negative effect (GPR4) and green reputation and image (GRP5). Therefore, the five indicators are not valid in measuring the construct, then based on the procedure the indicators, it removed from the model. The estimation results of the model after the five indicators are removed from the model are presented in Figure 3 as follows:



Convergent Validity

Valid requirements: loading factor confirmatory indicator > 0.7, research development/ novelty indicator > 0.5 (Ghozali, 2015:76)

Based on table 3 convergent validity, the loading factor assessment for all confirmatory indicators is valid, they have a loading factor value > 0.7 and for research development/novelty indicators, namely green satisfaction (GPI4), environmentally friendly (GPI5), and environmental recognition (certification & awards) is also valid.

Table 3
Convergent Validity

	GPI	*GPQ*	*GPR*	*GPV*	*GT*
GPI1	0,860				
GPI2	0,846				
GPI3	0,754				
GPI4*	0,610				
GPI5	0,893				
GPQ1		0,865			
GPQ2		0,883			
GPQ3		0,875			
GPQ4		0,897			
GPQ5		0,907			
GPR6			1,000		
GPV1				0,799	
GPV2				0,746	
GPV3				0,878	
GPV4				0,895	
GPV5				0,857	
GT1					0,881
GT2					0,929
GT3					0,909
GT4					0,889
GT5					**0,795**

Source: Processed Data (Smart PLS)

Composite Reliability

Table 4
Composite Reliability

	Cronbach's Alpha	*Composite Reliability*
GPI	0,857	0,897
GPQ	0,931	0,948
GPR	1,000	1,000
GPV	0,891	0,921
GT	**0,928**	**0,946**

Source: Processed data (Smart PLS)

The value of Cronbach's alpha variable according to the table above is >0.7 and the composite reliability value to all variables, it's also > 0.7, so it can be concluded if the reliability of all variables is met.

4.2. Research Results Analysis

PLS Model Inner Test

- R-Square

  The value of R Square for each endogenous variable can be seen in the predictive power of the structural model. In addition, changes in the value of R square can be used as a reference in explaining changes that occur in exogenous variables to endogenous variables, whether there are changes or not. Then, the test results in the R Square value is 0.67, which is included in the strong model. While the value is 0.33, it interprets the medium model and the last is 0.19 which means the model is weak (Cin, 1998). And in full as presented in table 4 below:

Table 5
R-Square

	R Square	*R Square Adjusted*
GPI	0,728	0,722
GT	0,749	0,745

Source: Processed data (Smart PLS)

The goodness fit model indicated by the Adj. R-squared produces a value is 0.722 for the green repurchase intention variable and 0.745 for the green trust variable (table 5). Thus, it can be concluded that the model is strong.

- Q-Square

  According to Ghozali and Latan (2015, p. 81), there are 3 categories of Q square values, these are weak, moderate, and strong. It will be declared weak when the value of Q square is 0.02, 0.15 indicates that the value of Q square is moderate, then 0.35 indicates that the value of Q square is strong. And as table 5 below presents the Q-Square results, it is including:

The goodness of fit model shown by the Q-Square in the table above produces a value is 0.445 for the green repurchase intention variable and 0.572 for the green trust variable (table 6). Thus, it can be concluded that the predictive relevance is strong.

Table 6
Q-Square

	SSO	*SSE*	*Q^2 (=1-SSE/SSO)*
GPI	920,000	510,999	0,445
GPQ	920,000	920,000	
GPR	184,000	184,000	
GPV	920,000	920,000	
GT	920,000	393,856	0,572

Source: Processed data (Smart PLS)

- Standardized Root Mean Square Residual (SRMR)

  According to Hair (2017), the SRMR value is categorized into 3 categories, they are a model fit and a model perfect fit. SRMR value < 0.10 indicates model fit while SRMR value < 0.08 indicates perfect fit model. So, as presented in table 6 regarding the following SRMR test results.

Table 7
Standardized Root Mean Square Residual (SRMR)

	Saturated Model	*Estimated Model*
SRMR	0,068	0,068
d_ULS	1,076	1,076
d_G	0,687	0,687
Chi-Square	683,630	683,630
NFI	0,823	0,823

Source: Processed Data (PLS)

The SRMR value based on the table above is 0.068, so the conclusion is that the model is very fit.

4.3. The test of direct effect

Testing the effect that occurs on consumer perceptions of daily products, GPV, green perceived quality, green perceived risk, and green trust on green repurchase intention will use a direct effect test.

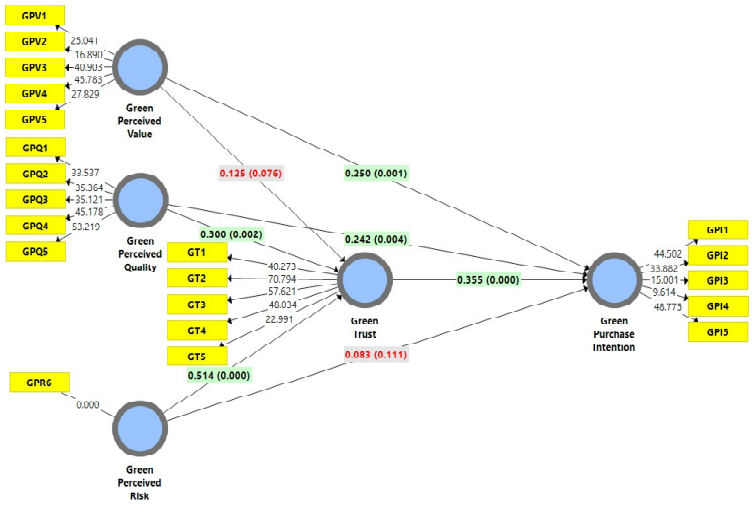


Figure 4: P-Value Model Estimation

Table 8
Direct Effect Test Results

	Original Sample (O)	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*	*P Values*
GPQ -> GPI	0,242	0,239	0,092	2,631	0,004
GPQ -> GT	0,300	0,304	0,105	2,867	0,002
GPR -> GPI	0,083	0,082	0,068	1,221	0,111
GPR -> GT	0,514	0,511	0,085	6,074	0,000
GPV -> GPI	0,250	0,252	0,081	3,099	0,001
GPV -> GT	0,125	0,125	0,087	1,432	0,076
GT -> GPI	0,355	0,362	0,083	4,304	0,000

Source: Processed data (Smart PLS)

For testing the direct effect, the table 8 above shows, a direct effect of GPQ variable on GPI with a P Value is 0.004 < 0.05, and a T Stat is 2.631 > 1.65, thus the hypothesis is accepted. It means that the customer has the intention to repurchase the product if the quality of the product is as desired. The green perceived quality variable has an effect on green trust with a P value is 0.002 <0.05 and a T Stat value is 2.867 > 1.65, thus the hypothesis is accepted. It means that to trust a product, the customer must feel the best quality of product. The green perceived risk variable has no effect on green repurchase intention

with P Value is 0.111 > 0.05 and a T Stat value of 1.221 < 1.65, thus the hypothesis is rejected to repurchase a product. Green perceived risk variable has an effect on green trust with P Value is 0.000 <0.05 and a T-Stat is 6.074 > 1.65, thus the hypothesis is accepted. It shows that risk is one of the benchmarks for customers to give trust to a product, but it does not affect customers in making repurchases. The GPV variable has an effect on green repurchase intention with P Value is 0.001 < 0.05 and a T Stat is 3.099 > 1.65, thus the hypothesis is accepted. It shows that customers have an intention to repurchase a product which is determined by the benefits of the perceived value of the product. The GPV variable has no effect on green true with P-Value is 0.076 > 0.05 and a T-Stat is 1.432 < 1.65, thus the hypothesis is rejected. It means that the value of the product perceived by the customer is not enough to make the customer believe in the product. The green true variable has an effect on GRI with P-Value is 0.000 <0.05 and a T-Stat value is 4.304 > 1.65, thus the hypothesis is accepted. It means that customers who have believed in a product have the intention to repurchase the product.

4.4. The test of indirect effect

Table 9
Indirect Effect Test Results

	Original Sample (O)	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*	*P Values*
GPV -> GT -> GPI	0,044	0,046	0,036	1,239	0,108
GPR -> GT -> GPI	0,183	0,184	0,051	3,613	0,000
GPQ -> GT -> GPI	0,107	0,110	0,046	2,307	0,011

Source: Processed data (Smart PLS)

The table 9 above shows that there is no effect shown by the green perceived value variable mediated by green trust on green repurchase intention, where P-Value is 0.108 > 0.05 and 1.239 < 1.65 is T –Stats value. Furthermore, the effect is shown by the green perceived risk variable mediated by the green trust on green repurchase intention, 0.000 < 0.05 is P-Value and 3.613 > 1.65 is T-Stat value. And the last one that shows the effect is the green perceived quality variable mediated by the green trust on green repurchase intention, it is obtained 0.011 <0.05 is the P-Value value and 2.307 > 1.65 is the T-Stat value.

4.5. Discussion of Research Results

Table 10
Summary of Hypothesis Testing Results

Code	*Hypothesis*	*Result*
H1	Positive and significant is the effect that arises from the perceived value of green on green trust.	Rejected
H2	Positive and significant effect is arising on the perceived quality of green on green trust.	Supported
H3	A significant positive influence is shown green perceived risk on green trust.	Supported
H4	A significant positive effect arises in green perceived value on green repurchase intention.	Supported
H5	A significant positive effect arises from green quality perception on green repurchase intentions.	Supported
H6	A significant positive effect arises from green perceived risk on green repurchase intention.	Rejected
H7	A significant and positive effect is arising by the green trust on green repurchase intention.	Supported

4.5.1. There is a significant positive effect of green perceived value on green trust

The value of green perception does not show any effect on green trust, as described in the first hypothesis. It means that the value of high customer perceptions of the benefits of a product will not affect the trust in a product. And this is not in line with previous research, because this study mentions a positive effect shown by the value of green on green trust. So this is useful in evaluating the overall product.

Therefore, differences occur from previous studies, where the trust in a product has been owned by consumers in Indonesia, and it does not depend on the perceived value of an environmentally friendly product. It happens because of habitual factors that pay less attention to environmental factors. As previously stated, the respondents who filled out this questionnaire were dominated by customers who were outside the city of Jakarta. Public awareness related to the environment is still very minimal because socialization of environmental sustainability is still very lacking and does not reach residents outside Jakarta.

4.5.2. A significant positive effect is shown by green perceived quality on green trust

Perception of green quality shows a positive and significant effect on green trust, it is as described in the second hypothesis. So, it can be interpreted if the trust in the product will increase when the quality of the environmentally friendly product increases. And it is in line with research conducted by Jemmy Ballanta Luis et al. (2017), wherein this study the results obtained that green perceived quality had a positive effect on green trust.

There are similarities with previous studies that strengthen the proposed hypothesis. It means that the quality of products perceived as environmentally friendly by customers is an important factor in increasing trust in environmentally friendly products. For the long term, an environmentally friendly product are produced, the company must continue to improve the quality of these environmentally friendly products so that customers who buy and enjoy these products will continue to have confidence.

4.5.3. Positive and significant is the effect shown by the perception of green risk on green trust

The effect occurs on the perceived risk of being green on green confidence, which is contained in the third hypothesis. This means that the high risk of products that are considered environmentally friendly will increase customer green trust, and based the previous research from Chen and Chang (2012), it is stated that a positive influence is shown by perceptions of green risk to green trust. Then, the research conducted by Chen and Chang (2013) also showed the same result, namely the perceived risk of green has an effect on green trust.

There is a similarity of the results from this study with the previous research shows that customers in Indonesia have a green level of trust with good risk perception of environmentally friendly products. Thus, the companies should continue to carry out good environmental risk management so that environmental risks do not occur that can damage customer confidence in the products they produce.

4.5.4. A significant positive effect is shown by the green perceived value on green repurchase intentions

Positive and significant is the effect caused by green perceived value on green repurchase intention, as the fourth hypothesis states. The high value of a product

that is perceived as environmentally friendly, the higher the intention to repurchase the product. As the results of previous research from Ni Luh Tiwi Hari Cahyani and Made Wardana (2017).

Thus, the perceived value of green becomes one of the important factors for customers to have the intention to repurchase environmentally friendly products. Therefore, companies must continue to strive to increase the value of environmentally friendly products so that these products become attractive for customers to continue using these products.

4.5.5 A significant positive effect is shown by the perception of green quality on green repurchase intentions

The fifth hypothesis reveals that there is a significant positive effect on the perception of green quality on green repurchase intentions. It shows that the higher the quality of a product, which is perceived as green, the higher the customer's intention to repurchase the product Chen and Chang (2013)

So, from the explanation above, it can be concluded that the most influential factor in influencing the buyer's intention to repurchase environmentally friendly products, it is the perception of quality from the environmentally friendly products. So, the increase in the quality of environmentally friendly products must be carried out by the company.

4.5.6 A significant positive effect is shown by green perceived risk on green repurchase intention

The sixth hypothesis states that a significant positive effect does not occur on green perceived risk on green repurchase intention. If the customer's intention to repurchase environmentally friendly products is influenced by the high perception of green risk. So that previous research from Chen and Chang (2012) is in line with this study, which states that the high perceived risk of green products causes high customer intentions to buy a product, it does not mean that the customer has a high intention to repurchase the product.

Indonesians are one of the countries that do not fully understand the importance of environmental risks, it is only understood by residents in large cities but does not provide guarantees that residents in big cities will have the intention of buying back environmentally friendly products because of environmental risk factors that are taken into account.

4.5.7. A significant positive effect is shown by green trust on green purchase intention.

Positive and significant is the effect that occurs on the moderating variable of green trust on the dependent variable, as the seventh hypothesis formulates it. So the conclusion is that the mediation carried out by the green trust on the independent variables is proven. And, it is in line with research from previous research.

In measuring the green trust variable, the researcher added one novelty indicator, they are Environmental Recognition (Certification & Award) and added two novelty indicators on the green repurchase intention variable, they are green satisfaction and environmentally friendly. By looking at the results of this study, the novelty indicator is added by the researcher can be accepted because it can be used to measure the variables studied.

Thus, the company must continue to increase green trust in the products produced so that it will continue to increase customer intention to repurchase the products produced.

5. CONCLUSIONS AND IMPLICATIONS

5.1. Research Conclusion

The following are the major conclusions drawn from this study:

1. The absence of influence is shown by GP Value on Trust of Green, so that good perceived value will not affect customer trust in a product. This requires the role of the company to carry out socialization or campaigns regarding the importance of the value of environmentally friendly products.
2. Green Perceived Quality shows the significant positive effect happened in Green Trust, so the higher the quality of a product that is perceived as environmentally friendly, it can make buyers believe in the product.
3. A positive and significant effect is shown by green perceived risk on green trust, which is the risk to a product that is perceived as environmentally friendly, it will be able to make customers believe in the product.
4. A positive and significant arises Green Perceived Value on GPI, so the higher the perceived value of being environmentally friendly can

increase the customer's intention to repurchase environmentally friendly products.

5. Positive and significant is the influence that arises from GPQ on green repurchase intention, the higher the perception of an environmentally friendly product, the higher the consumer's intention to repurchase.
6. Green perceived risk shows no effect on green repurchase intention so that when the perception of an environmentally friendly product has a risk, this does not necessarily lead to the customer's intention to repurchase the product.
7. A significant positive effect is shown by the green trust on green repurchase intention, it means that a high green trust for a product can lead to high customer intentions to repurchase environmentally friendly products. So that the measurement of the green trust variable and the novelty indicator of green satisfaction can be done with the novelty indicator, which can also measure the environmentally friendly green repurchase intention variable.

5.2. Research implication

This research produces evidence that there is an effect shown by the perceived value of green, quality of perceived green, green perception risk, and green trust on green repurchase intentions, so it is hoped that it can help practitioners, regulators, and academics to use this research as a reference or basis in setting environmental and environmental policies. continue to be developed in further research.

5.3. Research limitations

The implementation and results of this study must consider limitations that may influence the results of the study, such as the number of population, the location of the respondent's residence and the education of respondents in providing answers to the questionnaires distributed and this research was not carried out on the company as a product maker. This definitely influences the research results, because the perception between customers is different from that of the company.

5.4. Direction for future research

Future research should use the direct interview method in collecting data in order to reduce any weaknesses related to internal validity. Further research

should use the object of research in product manufacturing companies. Other variables may also be examined that have not been included in the regression model in this study.

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