
TRUST AS A MODERATOR AND GREEN PERCEIVED VALUE AS A MEDIATOR IN THE RELATIONSHIP BETWEEN PRODUCT PERCEPTION AND GREEN PURCHASE INTENTION

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Abstract

The increasing environmental awareness among consumers has prompted companies especially in the bottled water industry to adopt green marketing strategies, including the use of eco-labels and sustainable packaging. Despite these efforts, the effectiveness of such strategies in influencing green purchase intention remains inconsistent across different consumer segments. This study aims to investigate the effects of green product awareness and eco-labels on green purchase intention, with green perceived value serving as a mediating variable and trust as a moderating variable. Employing a quantitative research approach, data were collected from 314 Environmental Engineering students in DKI Jakarta through proportional random sampling. Structural Equation Modeling (SEM) was used to analyze the relationships between variables. The model demonstrated good overall fit based on various goodness-of-fit indices. The findings reveal that both green product awareness and eco-labels significantly influence green purchase intention and green perceived value. Green perceived value also directly enhances green purchase intention and mediates the relationship between eco-labels and purchase intention. However, the mediation effect of green perceived value between green product awareness and green purchase intention was found to be insignificant. Furthermore, trust was shown to strengthen the influence of both green product awareness and eco-labels on green perceived value. This study concludes that enhancing consumers' trust and perceived value of environmentally friendly products is critical for driving green purchase intention, especially among young and environmentally conscious individuals. The findings contribute to the literature by clarifying the role of perceived value and trust in green consumer behavior. Practically, the study suggests that companies should not only increase awareness and labeling but also foster trust and clearly communicate the environmental value of their products. This integrated strategy is vital for shaping sustainable consumption patterns in emerging markets.

Keywords: *Green Purchase Intention, Green Product Awareness, Eco-Label, Green Perceived Value, Trust, Environmental Marketing.*

INTRODUCTION

A lot of prominent consumer goods companies are showing that they care about the environment these days by making eco-friendly items or using the idea of green marketing (Andina, 2023). Aggrawal (2010) and Saputri (2021) say that green marketing is the activity of promoting commodities in methods that are expected to lessen their negative effects on the environment while they are being made. Using the principle of caring for the environment to promote, price, and distribute commodities is also called "green marketing" (Sarkar, 2012; Saputri, 2021). The goal of using the green marketing idea is to show that the firm cares about the environment and is ecologically friendly. This way, the business makes money and helps the world at the same time (Grant, 2015; Fauzi & Faisal, 2023). The bottled water industry is one area that has aggressively used green marketing techniques. In response to growing worries about plastic waste,

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many beverage businesses have come up with new ideas that are better for the environment, especially when it comes to packaging that lasts. Plastic bottles and cups are the most used containers for bottled water, which has become a major source of plastic pollution in Indonesia (Firmansyah et al., 2023). The Indonesian Bottled Water Producers Association (Asparminas) says that the demand for bottled water has been growing. Their 2023 study says that the sector grew by 4% in 2022, with about 1,200 companies making 35 billion liters of bottled water every year (Fatzry, 2023). Windharta et al. (2019) reported that 98% of Indonesians drink bottled water, which supports this trend. There are several things that affect a person's desire to buy eco-friendly goods. Keni et al. (2020) say that these things include green perceived value, green trust, and green perceived danger. Green trust is when a customer believes that a product is good at and cares about being environmentally responsible. This makes them more likely to trust that product, service, or brand. Green perceived value is the total judgment a customer makes about a product or service based on their desire for a better environment, their long-term expectations, and their eco-friendly demands. On the other hand, green perceived risk is the fear of bad effects on the environment that might happen because of a purchase. Chen and Chang (2012) say that people are more inclined to buy something when they think the danger is minimal. This means that lowering the impression of environmental risk can greatly increase the desire to buy.

Chanda et al. (2023) also say that four main things impact people's desire to buy eco-friendly products in developing countries: their knowledge of the environment, their subjective norms, their attitude toward green products, and their sense of control over their conduct. Environmental knowledge is how much a person knows about environmental problems that affect the health and long-term viability of ecosystems. Subjective norms are the social pressure that influential people in someone's life put on them that can change how they plan to act. People who like green products believe that they are not only safe for the environment, but also good for health and the environment. Perceived behavioral control is the level of confidence someone has in their capacity to do a certain activity. It shows how much control or self-efficacy they feel they have when it comes to doing things that are good for the environment. Zhuang et al. (2021) say that perceived product quality, or how customers think about a product's quality as a whole, also affects their propensity to buy green. Tahir (2021) did a study that looked at green brand image, green brand awareness, social responsibility, green trust, and green perceived value as important factors that affect green buying behavior. Leelavathi and Satyanarayana (2024) found that eco-labeling is a very strong factor that affects people's desire to buy green products.

Based on a number of earlier research, it is clear that eco-labels, green product awareness, green perceived value, and trust are some of the most important things that affect people's desire to buy green products. Based on this summary, the current study will only look at these four variables in more detail and with more intensity. This choice is based on Nguyen et al.'s (2019) thesis that when people know how green products affect the environment, it helps them reach their own goals of protecting the environment. This means that those who know about green products are more likely to buy them. Maziriri et al. (2023) and Mensah (2021) found that being aware of green products has a big and beneficial effect on the intention to buy green products. However, Jurnal et al. (2022) showed that green product awareness did not have a significant effect on green purchasing intention, which suggests that this link may not always hold. This difference shows that more research is needed, especially among university students in Jakarta, to find out if knowing about green products really improves people's desire to buy eco-friendly products.

Eco-labeling, or putting environmental certification labels on products, is another important aspect that affects people's willingness to buy green products. Eco-labels on products can help environmentally concerned shoppers make better choices when they buy things (Grankvist et al., 2004; Panopoulos, 2022). Kumar and Basu (2023) and Pinem (2019) both did real-world research that show that eco-labels have a big and beneficial effect on people's plans to buy eco-friendly products. However, Saputri (2021) found something different: eco-labels did not have a big impact on the green buying intents of millennial consumers in Jakarta, even though they were one of many green marketing strategies. This difference shows that more research is needed, especially among students in Jakarta, to find out if eco-labels really do change how people buy green products. Several previous research have looked at how eco-labels and awareness of green products affect people's desire to buy green products. However, very few have looked at green perceived value as a factor that affects this relationship. This gap is important because adding green perceived value to the model may help us understand how these components work together in a more detailed way. If the direct impacts of eco-labels and product awareness are not considerable, green perceived value may be the method that these elements affect people's desire to buy. People are more likely to buy green products when they think they are worth a lot, even if they don't know about them or see them labeled as such.

Green perceived value shows how much a buyer thinks a product is good for the environment and for them personally. People usually look for products that give them the best value for their needs, but they are limited by things like their income, mobility, the knowledge they have, and the expense of searching. These factors affect how much people think something is worth, which in turn affects their buying decisions (Hartanto et al., 2023). Mensah (2021) found that green perceived value has a big and favorable effect on people's inclination to buy green products. This is evidence that this assertion is true. In the same way, Woo and Kim (2019) showed that each aspect of green perceived value can lead to green buying behavior. Nhu and My (2019) also showed that green perceived value is what makes eco-labels and green buying intention work together. Aside from mediation effects, not much research has looked at the moderating influence of green trust. Green trust is the degree to which a customer is willing to trust a product or brand depending on how reliable, honest, and environmentally friendly they think it is (Alshura & Zabadi, 2016). Trust is basically the idea that a brand or product will keep its promises about the environment. Mahendra and Sulistyawati (2017) say that developing green trust is important for businesses since it adds strategic value and keeps customers coming back. Green trust is also very important for making consumption more sustainable. People who are more knowledgeable of the environment are more inclined to trust brands that care about the environment, which makes them more likely to buy green products (Wasaya et al., 2021).

So, this study suggests a research model in which trust in green brands affects how aware customers are of eco-labels and how likely they are to buy eco-friendly products. People are more likely to think eco-labels are real and trustworthy when they trust a brand. People who trust the product are more likely to believe that it is really good for the environment. Also, people think that reputable brands are really committed to environmentally friendly methods instead of just doing green marketing on the surface. This makes the product seem more valuable in terms of its environmental impact. This study aims to answer a few important research problems based on the background and theoretical framework. First, how much does being aware of green products affect the desire to buy them? Second, how much do eco-labels affect people's desire to buy green products? Third, how much does knowing about green products change how much people think they are worth? Fourth, how much do eco-labels affect how people see green value? Fifth, how does the perceived value of green affect the propensity to buy green? This study also looks at whether green perceived value affects the connection between eco-labels and green purchase intention, as well as the connection between green product awareness and green buy intention. Finally, the study looks at how trust affects the link between being aware of green products and seeing their worth, as well as between eco-labels and seeing their value. The main goal of this study is to look at what makes people want to buy green products, especially college students. In particular, this study wants to find out how much green product awareness and eco-labels directly affect people's desire to buy green products. It also wants to find out how green product awareness and eco-labels affect green perceived value. The study also wants to find out how green perceived value affects the desire to buy green products. This study also looks into how green perceived value affects the relationship between green product awareness and eco-labels and the desire to buy green products. Lastly, the study looks at how trust can change the relationship between being aware of green products and seeing their worth, as well as between eco-labels and seeing their value.

LITERATURE REVIEW

Green Product Awareness on Green Purchase Intention

Some common advantages of green products are that they save energy, can be recycled, have low emissions, and are good for your health (Jain, 2013; Mensah, 2021). Getting people to care about the environment is important for getting them to act in ways that are good for the environment. People are more inclined to think about buying green products or services after they understand how important it is to safeguard the environment (Wu & Y.J., 2014). Dermawan et al. (2022) say that people are more likely to buy eco-friendly products if they know a lot about them. Nguyen et al. (2018) also say that knowing how well a green product works helps people buy things that are good for the environment. This means that being aware of green products is quite important for consumers when they make decisions. This notion is backed up by real-world evidence. For example, both Mensah (2021) and Maziriri et al. (2023) found that being aware of green products makes people more likely to buy them. Dermawan et al. (2022), on the other hand, found different results, showing that there is no substantial link between knowing about green products and wanting to buy them. Their results suggest that this kind of awareness may only change behavior when there are unambiguous signs, like eco-labels on the packaging, that show that the product is good for the environment.

Eco-Label on Green Purchase Intention

Eco-labels are a good way to get people to buy things that are good for the environment without making them think too hard about it. They also make people more aware of how their purchases affect the environment (Rashid, 2009; Panopoulos, 2022). Grankvist et al. (2004, in Panopoulos, 2022) say that eco-labels assist people make environmentally responsible buying choices, which are often based on their care for the environment. Teisl et al. (2002, quoted in Panopoulos, 2022) discovered that customers typically like eco-labeled products and that eco-labels can greatly increase the sales of some items. This supports the idea that eco-labels can help sales. Eco-labeling is seen as a strategic way to get people to make green choices and stick with them over time. There is further evidence to back up this allegation. Kumar (2023) showed that eco-labels make people more likely to buy green products. Pinem (2018) also discovered that eco-labeling has a big effect on how willing people are to buy things that are good for the environment. Saputri (2021) revealed that eco-labels did not have a big effect on people's propensity to buy green products, which goes against what other studies have found. This difference implies that eco-labels are typically useful, but their effect may change based on the type of consumer or the situation.

Green Product Awareness on Green Perceived Value

In sustainability research and green marketing, green product awareness (GPA) and green perceived value (GPV) are two important ideas. GPA stands for how aware customers are of eco-friendly items, whereas GPV stands for how much value consumers think these products have based on their environmental benefits and other benefits. Those generally think that there is a positive association between GPA and GPV. This means that those who know more about green products tend to appreciate them more. This value includes benefits for the environment, better product quality, and the belief that health and safety will improve. Watanabe et al. (2020) say that awareness is a big part of how much people think a product is worth. People who know a lot about green products are more inclined to think they are valuable because they know about the social and environmental benefits they offer. Access to relevant information and education about the features of green products typically leads to increased awareness, which in turn makes consumers think they are worth more. Nguyen et al. (2018) observed that being aware of green products makes people more likely to think they are valuable and want to buy them, especially among young people in emerging countries. This supports this point of view.

Eco-Labels and Perceived Green Value

An eco-label is a mark of approval that shows that a product or service has a lower impact on the environment than equivalent products or services. These labels can change how people see a product's green perceived value (GPV), which is how they rate its environmental benefits, like reducing pollution, using resources more efficiently, and making things last longer. Eco-labels help people feel better about buying green items by giving them clear information about the ecologically friendly methods used in production. Ahn and Jung (2004) looked at how green product customers and non-buyers acted when they bought things. They found that buyers who cared about the environment were more likely to notice and think about eco-labeled products, whereas buyers who didn't care about the environment were more likely to focus on price or quality. Lin et al. (2017) also said that eco-labels are a way for companies to build trust with customers in the environmental performance of green brands. Kaczorowska (2019) also looked at the effects of food sustainability labels. She found that these labels raise awareness and enlighten customers about social and environmental issues, but they may not be very successful if the label itself isn't well-known.

Green Perceived Value on Green Purchase Intention

Green perceived value is the balance between the benefits consumers get from buying eco-friendly items and the costs they have to pay (Yazdanifard & Mercy, 2011). People usually choose to buy things that give them the most value. But their options are typically limited by how much money they have, how far they can travel, how much they know, and how much it costs to look for things. These limits affect what they think is valuable and, in turn, how they buy things (Hurriyati, 2017). Lam et al. (2017) stress even further that green perceived value is an important part of building long-term customer connections and has a big impact on people's desire to buy green products. This point of view is backed up by real-world research. Mensah (2021) discovered that there was a strong and positive link between green perceived value and green buying intention. Woo and Kim (2019) also found that all aspects of green perceived value had a positive and substantial effect on green purchasing intention in their analysis of how each factor affected green perceived value. Hartanto et al. (2023) reported different results, showing that not all aspects of green perceived value had a big effect on

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green purchasing intention. These mixed results imply that green perceived value typically makes people more likely to buy green items, but the effect may depend on which parts of value are being looked at.

Role of Green Perceived Value in Mediating the Influence between Green Product Awareness and Eco-Labels on Green Purchase Intention

Perceived value is a consumer's overall judgment of the net benefit of a product or service, based on how much they think they get in return for what they give up (Chen & Chang, 2012). Green perceived value is a consumer's overall opinion of the net environmental benefits of a product or service, taking into account what they get and what they give up, as well as their environmental desires, sustainability expectations, and eco-friendly needs (Spreng & Patterson, 1997). Chen and Chang (2012) discovered that increasing green perceived value not only helps businesses follow severe international environmental rules and respond to consumers who are becoming more eco-conscious, but it also builds green trust and green purchase intention. Yadav and Pathak (2017) also found that green perceived value makes people more likely to act in an environmentally responsible way. Nhu and My (2019) found that eco-labels had a big effect on people's desire to buy green products, and this is because they make people think the products are more valuable.

Role of Trust in Moderating the Influence between Green Product Awareness and Eco-Labels with Green Perceived Value

Green product awareness is how much people know and understand about things that are good for the environment. People are more inclined to like the eco-friendly features of these products when they are quite aware of them. Eco-labels are also certificates that show that a product meets certain environmental requirements. These labels help people find eco-friendly products, and they often make those products seem more valuable by pointing out their environmental benefits. Brand trust is very important for making green product awareness and eco-labeling have a bigger effect on how people see the value of green products. People who trust a brand are more likely to believe that its eco-friendly statements are true and to give its green products a greater value. Doe and Smith (2023) discovered that trust affects the link between knowing about green products and thinking they are valuable. People who trust a brand are more inclined to think that eco-friendly products are worth more. In the same way, Brown and Lee (2023) looked at how trust affects the link between eco-labels and green perceived value. Their research shows that eco-labels from businesses that people trust are more likely to be seen as reputable and important, which makes people think the product is worth more.

METHOD

This study uses a quantitative research design, which means it uses a scientific method to gather and analyze numbers. The strategy focuses on using measurements and statistical analysis to find patterns, connections, and trends in the data. Surveys, experiments, and secondary data analysis are common ways to do quantitative research. One of its best features is that it can give you objective, quantitative outcomes. This method also makes it possible to apply the results to a bigger group of people. The population in this study is the whole group that was meant to be watched and studied. The population is made up of all Environmental Engineering students in DKI Jakarta who know about and drink bottled mineral water. There are 1,453 of them. The sampling method used is proportional random sampling, which means that samples are chosen proportionally from different strata or locations to make sure that each subgroup is represented depending on its size compared to the whole population. This method works especially well because the number of students varies from one university to the next in the area. The target group is made up of all 1,453 active Environmental Engineering students in DKI Jakarta who are in their last year. The minimum number of people that need to reply is 314, with a 5% margin of error. This number is a statistically representative sampling of the larger student body in the chosen academic and geographic area. Before employing Structural Equation Modeling (SEM) to evaluate hypotheses, a preliminary instrument test with 30 people was done. This pre-survey was done to make sure that all of the questions on the questionnaire were valid and reliable.

RESULT

Structural model analysis in SEM begins with an evaluation of the overall model fit, which is assessed using the goodness-of-fit indices (GFI) as provided in the LISREL output (Hair et al., 2019). A summary of the critical values used to determine the overall model fit is presented in Table 1

Table 1 Model Suitability Test Results

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Degree of Compatibility	Definition of Model Fit	Value	Acceptable level of compatibility	Description
<i>Goodness of Fit Indices (GFI)</i>	A measure of the accuracy of a model in generating the observed covariance matrix.	0,80	GFI > 0,9	<i>Marginal Fit</i>
<i>Root Mean Square Error of Approximation (RMSEA)</i>	Measuring parameter value deviations in a model using its population covariance matrix	0,010	RMSEA < 0,08	<i>Good Fit</i>
<i>Normed Fit Index (NFI)</i>	It is one of the additional original fitness indices.	0,96	NFI > 0,90	<i>Good Fit</i>
<i>Adjusted GFI (AGFI)</i>	Calculation of the complexity level of different models/adjusting the influence of degrees of freedom on a model	0,73	AGFI ≥ 0,90	<i>Marginal Fit</i>
<i>Comparative Fit Index (CFI)</i>	This is an additional fit index that is an improved version of the normalized fit index	0,97	CFI > 0,90	<i>Good Fit</i>
<i>Incremental Fit Index (IFI)</i>	Used to address issues of parsimony and sample size, which are related to NFI	0,97	IFI > 0,90	<i>Good Fit</i>
<i>Relative Fit Index (RFI)</i>	Used to measure fit, where the value ranges from 0 to 1.	0,95	RFI > 0,90	<i>Good Fit</i>

The model's goodness-of-fit test results show that the Root Mean Square Error of Approximation (RMSEA) is 0.010, which is lower than the 0.08 criterion. This means that the model fits well. The Normed Fit Index (NFI) value of 0.96 is higher than the minimum permissible level of 0.90, which supports the model's adequacy even further (Ghozali & Fuad, 2007, p. 316). Bentler (1990) and Ghozali and Fuad (2007) both talk about the Comparative Fit Index (CFI). They say that a value near to 1 or above 0.90 means that the fit is good. The CFI of 0.97 shows that the model fits well. The Incremental Fit Index (IFI) value of 0.97 also shows a satisfactory model fit because it is higher than the recommended cut-off value of 0.90 (Byrne, 1998, in Ghozali & Fuad, 2007). Some indicators, including the Goodness-of-Fit Index (GFI = 0.80) and the Adjusted GFI (AGFI = 0.73), are below the ideal level of 0.90, which means they are only a little bit fit. However, most of the fit indices show that the model is well enough for hypothesis testing. Also, the Relative Fit Index (RFI) value of 0.95 and the NFI value of 0.96 are both near to 1, which Ghozali and Fuad (2007) say means that the model fits well. In short, the empirical model built with real-world data meets most of the usual model fit requirements. This means that the structural equation model is in line with what we see in the real world and may be used for more research.

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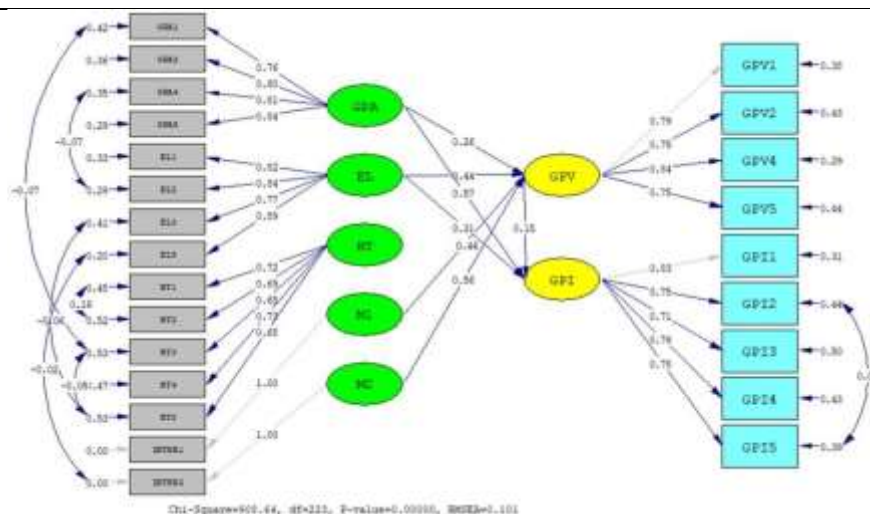


Figure 1 Structural Model Results

The model fit assessment was conducted using multiple goodness-of-fit (GOF) indices, which generally fall into three categories: absolute fit indices, comparative fit indices, and parsimony-based indices. Based on the results obtained across these measures, it can be concluded that the model meets the criteria for a good fit. Therefore, the model is considered appropriate for proceeding to the next stage of hypothesis testing.

Discussion

The first hypothesis test shows that being aware of green products has a big effect on wanting to buy green products. This means that Environmental Engineering students in DKI Jakarta are more likely to buy eco-friendly products if they know more about them. To put it another way, people are more inclined to choose and buy a product if they know more about how it helps the environment, especially eco-friendly bottled water. Theoretical studies back up this result, stressing how important it is for consumers to know about green products when deciding whether or not to buy them. This level of knowledge shows that a person knows and cares about the features, benefits, and effects on the environment of a product. People who know a lot about how important it is to protect the environment tend to make better and more discriminating choices when they buy things. Maziriri et al. (2023) backed this up by showing that knowing about green items makes people more likely to want to buy them. People are more likely to buy green items if they know and comprehend their value. This shows that educational initiatives and spreading information could be good ways to get people to buy more green products. Mensah (2021) discovered that consumers are more inclined to buy green items if they know about the environmental benefits of those products, such as reducing waste, using renewable energy, and using materials that are safe for the environment. This shows that there is a substantial connection between people's ideals that are good for the environment and how they act as consumers.

The second hypothesis test shows that eco-labels have a big effect on people's desire to buy green products. This study shows that eco-labels on products make Environmental Engineering students in DKI Jakarta more likely to buy things that are good for the environment. Clear, credible, and informative eco-labels are very good at making people feel good about a product since they show that it has a positive effect on the environment. This feeling of security makes people more likely to believe that buying the product is good for the environment, which makes them more likely to buy it. The usage of eco-labels, also known as green labels, has been widely accepted as a crucial tool for raising awareness of environmental issues and promoting environmentally friendly consumer behavior. Eco-labels are marks that show a product satisfies certain environmental requirements. They help people make more environmentally friendly buying choices. Panopoulos (2022) says that eco-labels can change what people want to buy without costing a lot of extra money on marketing. Eco-labels also help people understand how bad for the environment it is to buy things that aren't sustainable. The Theory of Planned Behavior (Ajzen, 1991) says that a person's intention to do something is based on their attitude, subjective norms, and perceived behavioral control. These results also support this theory. In this case, eco-labels are outside factors that make consumers feel more in control and motivated to buy things that are good for the environment. The results also confirm the Elaboration Likelihood Model (Petty & Cacioppo, 1986), which says that eco-labels can affect how people make decisions, especially those who care a lot about environmental issues.

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The third hypothesis test shows that being aware of green products has a big effect on how much people think they are worth (GPV). This means that Environmental Engineering students in DKI Jakarta who know more about eco-friendly items tend to think they are more valuable overall. In other words, pupils who know more about the features and benefits of green products, such using sustainable materials and production methods that don't harm the environment, tend to think more highly of those products' environmental value. This awareness makes people more likely to like green products, which in turn makes them better at judging their quality and benefits. In theory, green perceived value is very important in molding how people think about how useful and helpful green products are as a whole. GPV shows how much people think a product not only works but also helps the environment and people's health. Watanabe et al. (2020) say that one of the most important things that shapes these opinions is how informed consumers are of eco-friendly features including safe materials, sustainable production techniques, and energy efficiency. People are more inclined to value a product more if they know how it helps the environment, not just in terms of quality and usefulness, but also in terms of its social and ecological impacts.

This result fits with Stern et al.'s (1999) Value-Belief-Norm (VBN) Theory, which says that people's values drive their beliefs and norms, which in turn lead to pro-environmental behavior. In this case, those who are more conscious of the environment are more likely to think that utilizing green products is good for them and for the world as a whole. This idea makes people think that green items are worth more, which makes them want to buy them. The Expectancy-Value Theory (Fishbein & Ajzen, 1975) backs this up even further by saying that people judge things, like green products, based on what they expect and know. The more a customer knows about the benefits of eco-friendly items and looks forward to using them, the more they will think they are worth the money. Nguyen et al. (2018) also found evidence for this link when they showed that being aware of green products has a big effect on how much people think they are worth, especially young people in poor nations. Young people who learn about the environment through digital media and school are more conscious of it, which makes them think it is more valuable. People like this frequently think of green items as things that are good for the environment and good for people. In short, the more people know about the health, social, and environmental benefits of green products, the more likely they are to think they are worth more.

The fourth hypothesis test shows that eco-labels have a big effect on how people see the value of green products (GPV). This result reveals that eco-labels on environmentally friendly products make students think the products are more valuable, especially Environmental Engineering students in DKI Jakarta. Eco-labels that are informative, reliable, and relevant make buyers more sure that the product satisfies sustainability criteria, is of good quality, and helps protect the environment. In theory, eco-labels are seen as a way to help consumers make smart choices regarding products that are becoming more and more worried about environmental issues. These labels give information about the environment that isn't readily visible, like how things are made, what raw materials are used, and what the ecological impact is. Ahn and Jung (2004) discovered that when eco-labels give customers clear and correct information about how a product is good for the environment, they tend to think the product is worth more than similar products that don't have these labels. This shows how eco-labels can change how people see a product's green worth by telling them not only how it works but also how it helps the environment.

The fifth hypothesis test shows that green perceived value (GPV) has a big effect on the intention to buy green things. This means that Environmental Engineering students in DKI Jakarta are more likely to buy eco-friendly bottled water if they think it has a higher GPV. In short, students are more likely to choose and buy green items when they think they will help the environment, work well, and support sustainability. In theory, green perceived value shows how much people think environmentally friendly items are worth based on how much they think they will help them compared to the costs, including price, time, convenience, or effort. Not only does this perceived value include economic usefulness, but it also includes emotional, social, and environmental aspects. People who care about the environment often judge a product not just by its quality and price, but also by how it helps protect the environment and improve people's lives. Yazdanifard and Mercy (2011) say that people often choose green items because of moral and ethical reasons. People think that buying these kinds of things is a good and responsible thing to do for the environment. This shows that GPV is an integrated idea that combines practical usefulness with personal and environmental ideals. The sixth hypothesis test shows that when green perceived value is taken into account, being aware of green products does not have a big effect on the desire to buy green products. This implies that while being aware of green products may directly affect the intention to buy, green perceived value does not significantly affect this relationship. In real life, this means that just making people more aware is not enough to make them act in a green way. Instead, businesses need to tell customers about the real and relevant environmental benefits of their products in order to create genuine value perceptions that can affect what people

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want and choose. Value communication strategies need to go beyond vague promises about being "eco-friendly." Instead, they should focus on measurable effects on the environment that consumers can easily comprehend and enjoy, such as lowering carbon emissions, using recycled materials, or helping with conservation initiatives. Theoretically, green product awareness is often seen as a foundational factor in shaping green purchase intention. Consumers who are aware of eco-friendly product attributes are generally expected to evaluate their benefits more positively, thereby enhancing green perceived value and ultimately influencing purchase behavior (Watanabe et al., 2020). However, the results of this study suggest that this relationship is neither automatic nor linear. It may be moderated by other factors, such as the level of consumer trust in a product's environmental claims or the quality and clarity of the information consumers receive about the product's actual benefits. These findings highlight the need for companies to adopt more transparent, credible, and evidence-based environmental messaging in their green marketing strategies.

The seventh hypothesis test shows that eco-labels affect people's intention to buy green products by changing how much they think those products are worth. This means that eco-labels that are trustworthy and provide useful information make Environmental Engineering students in DKI Jakarta think more highly of the environmental value, quality, and sustainability of green products, which makes them more likely to buy those products. In other words, eco-labels are not just certifications for the environment; they also change how people see value, which in turn affects how much they buy green products. Chen and Chang (2012) say that eco-labels are powerful signals of a product's commitment to environmental sustainability, which supports the idea that green perceived value acts as a mediator between eco-labels and green purchasing intention. Eco-labels are more than just ways to give information; they also help people think positively about the worth of green products. This study supports the idea that green perceived value is an important link between the features of a green product and the decision to buy it. In addition, the results support the theoretical basis of signaling theory (Spence, 1973), which says that when there is an information gap, credible signals can change how people act. Eco-labels are high-quality signals that give consumers reliable, confirmed information about how a product affects the environment, especially when consumers can't see how the product was made, what materials were used, or what its ecological impact is. Because of this, eco-labels are very important for shaping immediate and convincing green value judgments, which are a big part of why people decide to buy green products.

The eighth hypothesis test shows that being aware of green products has a big effect on wanting to buy them, and this effect is much stronger when people trust the brand that makes the products. This result shows that Environmental Engineering students in DKI Jakarta who know about eco-friendly items are more likely to want to buy them, especially if they believe the brand is really committed to sustainability. In this case, trust is a moderating variable that makes customers' awareness of green products have a bigger effect on their plans to buy eco-friendly products. People trust a brand when they think the company cares about the environment and makes high-quality products that are in line with their own values. This feeling of trust makes the consumer's choice stronger, which makes them more likely to buy from brands they think are trustworthy and responsible. Theoretically, the moderating role of trust in the relationship between green product awareness and green purchase intention can be supported by several frameworks emphasizing that consumer trust in green brands plays a critical role in enhancing this relationship. Chen and Chang (2013) argue that trust in green products—or in the brands promoting them—increases consumers' perceived value, which in turn shapes their purchase decisions. This trust emerges when consumers believe that the brand's environmental claims are credible and verifiable, rather than merely a form of green marketing rhetoric. In essence, trust acts as a reinforcing mechanism that enables consumers to translate their awareness into actual purchase intentions.

The ninth hypothesis test shows that eco-labels have a big effect on people's desire to buy green products, and this effect is much stronger when they trust the brand a lot. In particular, when Environmental Engineering students see a clear and trustworthy eco-label on bottled water items in DKI Jakarta, they are more likely to buy those products, especially if they believe the brand really follows sustainability principles. In other words, having a trustworthy eco-label and a high brand trust makes people much more likely to buy products that are good for the environment. In theory, green trust is a key factor that affects the link between eco-labeling and the desire to buy green products. Research shows that when people trust a brand's promises about the environment, they think green items are more valuable, which affects their decision to buy them. Chen and Chang (2013) say that green trust not only makes customers think a product is worth more, but it also makes environmentally concerned people more likely to buy it. When people trust a company, they are more likely to believe that its claims about the environment are true and not just a way to sell more products. Because of this, individuals are more likely to choose products that they think are better for the environment than regular ones.

CONCLUSION

Overall, the findings of this study indicate that the independent variables *green product awareness* and *eco-label* along with the mediating variable *green perceived value* and the moderating variable *trust*, exert significant influence on the dependent variable, *green purchase intention*. Among the tested hypotheses, one was rejected: the mediating effect of green perceived value in the relationship between green product awareness and green purchase intention was found to be insignificant.

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