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Analysis the Effect of Green Brand Knowledge and Consumer Perceptions toward Purchase Intention on Green Products in the Pandemic Era

Dadan Abdul Aziz Mubarok*¹, Rama Chandra Jaya², Palupi Permata Rahmi³

^{1,2,3} Universitas Indonesia Membangun, Indonesia
dadan.abdul@inaba.ac.id*¹, rama.chandra@inaba.ac.id²,
palupi.pertama@inaba.ac.id³

ABSTRACT

The back to nature trend is in great demand by various groups in Indonesia, especially in choosing products, especially tumblers. The purpose of this study is to determine and analyze purchase intention on green products, especially tumbler products in the pandemic era. This research was conducted in the city of Bandung. The research method uses quantitative methods with descriptive and verification analysis. The research population is the population of the city of Bandung. The number of research samples is 100 respondents, with the sampling method using simple random sampling. Data analysis using path analysis. The results of the study explain that green brand knowledge affects consumer perceptions. Consumer perceptions has effect on purchase intention on green products in the pandemic era. However, based on research shows that Green Brand Knowledge has direct and indirect effect on Purchase Intention. the direct influence value is 0.104 and the indirect effect is 0.439. This explains that indirectly Green Brand Knowledge through Consumer Perception has a significant influence on Purchase Intention

Keywords: *Consumer Perceptions, Green Brand Knowledge, Green Products, Pandemic Era, Purchase Intention*

INTRODUCTION

The trend of back to nature is currently developing and is in great demand by various groups in Indonesia. This condition can be seen from the selection of various kinds of green products (goods and services) which are not only concerned with the environment, but also become part of efforts to support the realization of the go green movement. Consumer awareness in determining and being more critical in choosing a product, by considering what ingredients are used listed on the organic label before they buy (Puspita et al., 2017).

The outbreak of the coronavirus in 2020, directly changed all human habits, such as the behavior of staying at home and staying healthy. This condition encourages the emergence of public awareness to use personal

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eating and drinking utensils, which aims to prevent the spread of the Covid-19 virus. The level of public awareness in using personal eating and drinking utensils during the pandemic is quite high, but in its application there are still people who do not comply with the recommendations from the government (Figure 1).

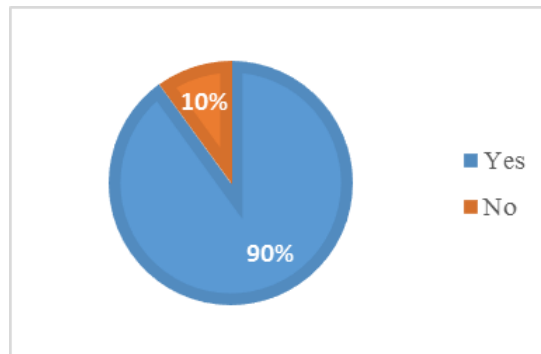


Figure 1. Awareness Level of Using Personal Utensils During the Pandemic

Source: Preliminary survey (processed by researchers, 2021)

A fairly high level of awareness in using personal eating and drinking utensils in the pandemic era, followed by an understanding of the use of green products utensils and not just following government advice (Figure 2). This illustrates that there is already a desire or interest in the community in using green products. Interest in green products is based on consideration of the existence of an organic label on the product (Puspita et al., 2017). In addition, the level of understanding of green products is inseparable from the company's efforts to influence consumers' desire to have green products that are environmentally friendly (Okada, 2010).

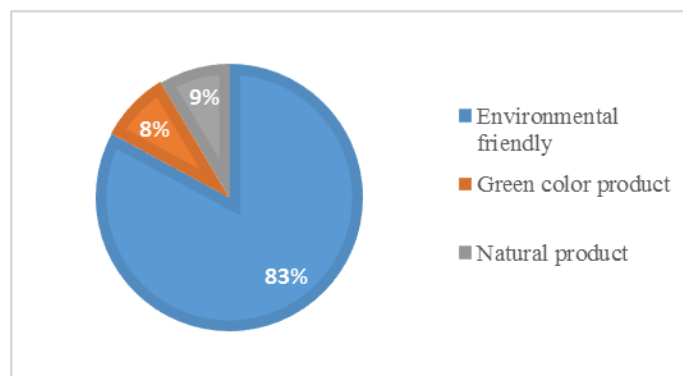


Figure 2. Public Understanding of Green Products

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Source: Preliminary survey (processed by researchers, 2021)

The level of consumer understanding of green products is known to be able to influence purchase intention on green products (Suki & Suki, 2015). Meanwhile, consumer knowledge about green product brands (green brand knowledge) has a significant effect on the purchase intention of green products (Kumar, 2016). In addition, consumer perception factors related to green products are known to be able to influence purchase intention (Wu & Chen, 2014). Understanding, knowledge and perceptions of these consumers, improve the quality of awareness and purchase intention on green products (Chekima, 2015). This explains that the positive perception of consumers about green products is a factor that strengthens purchase intention in the product (Choirah, 2020). Perceptions about the products offered by a particular company are influenced by a number of environmental factors or one of the most important is the green image (Mourad & Ahmed, 2012).

Purchase intention is the tendency of consumers to buy a brand or take action related to purchasing decisions as measured by the level of probability of consumers making a purchase (Alwan & Alshurideh, 2022; Delafrooz et al., 2011). According to Setiadi (2013) purchase intention is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. The result of this integration is a choice, which is presented cognitively as a desire to behave. Meanwhile Schiffman et al. (2014) state that interest is one of the psychological aspects that has a considerable influence on behavioral attitudes.

Consumers' assessment of the product depends on their knowledge of information about the actual function of the product, thus consumers who are interested in purchasing a product are influenced by the information received. Meanwhile, Ferdinand (2005) in Sulistyari and Yoestini (2012) Purchase intention is a mental statement from the consumer that reflects the plan to purchase a number of products with certain brands. Therefore, purchase intention can be said as the tendency of consumers to choose alternative products by seeking information before taking action. The indicators of buying interest according to Ferdinand (2005) in Sulistyari and Yoestini (2012), are as follows: (1) Tendency to buy products, (2) Tendency to refer products to other people, (3) Describe the behavior of someone who thinks the main preference for the product, and (4) Describe the behavior of someone who is always looking for information about the product he is interested in. According to research conducted, it is stated that green brand

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knowledge has a positive and significant effect on buying interest (Huang, 2014).

Green brand knowledge is consumer knowledge related to product characteristics, product consequences and the level of satisfaction to be achieved (Suki & Suki, 2015). Green brand knowledge provides information about unique product attributes and benefits for the environment as a whole for consumers. According to the results of the study, it is known that the green brand knowledge aspect is proven to have a negative effect on consumer perceptions (Strålman, 2020). In other words, if consumers' understanding of green brand knowledge is high, consumer perceptions will arise when marketers use green communication as a form of strategy that describes a green company, even though in reality it is not actually going green (Budinsky & Bryant, 2013). Therefore, information related to green product attributes listed on product brands will determine consumer understanding and knowledge about green brands that can affect a consumer's perception (Halverson, 2018). Lamb et al in Dahlstrom (2011), state that a brand is a name, term, design, or symbol that distinguishes a seller's product from competing products. As for Huang (2014), explains that green brands are communicators that provide information about the uniqueness of brand attributes and product benefits that specifically reduce their environmental impact and represent environmentally friendly product attributes. Green brand knowledge is referred to as "the green brand node in consumers' memories with various linked associations for environmental commitment and environmental care".

According to Kotler and Keller (2016), green brand knowledge provides consumers with information about unique product brand attributes and their benefits for the overall environment. Meanwhile, Mourad and Ahmed (2012) assume that green awareness is based on brand recognition and recall as a green brand as a result of green activities and associations. Therefore, green brand knowledge can be defined as the ability of buyers to recognize and remember that the brand is environmentally friendly (Zabadi, 2016). According to (Kotler & Keller, 2016) green brand knowledge consists of two dimensions according to: (1) Green brand awareness is the strength of a green brand that makes consumers very easy to remember their own green brand. Green awareness is based on the introduction and recall of the brand as a green brand as a result of green activities and associations, and (2) Green brand image is part of the brand perception in the minds of consumers related to environmental commitment and environmental concerns.

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Consumer perception is an attractive first impression so that one can decide which one to choose and can apply the information obtained into a picture (Baalbaki & Guzman, 2016). Ahmad et al. (2020) states in the results of his research, that perception has a positive and significant effect on purchase intention. Kotler and Keller (2016) state that consumer perception is the process by which consumers select, organize, and interpret information input to create a meaningful picture of the world. The consumer's impression of something can affect the perception of a positive or negative value. This condition, depending on the positive impression that consumers have of the products offered by the company, the consumer's perception of the product is positive and vice versa. Perception in a consumer is strongly influenced by the surrounding environment. Therefore, perception can be substantially different from reality or actual reality.

Kotler and Keller (2016), state that perception does not only depend on physical stimuli but also stimuli related to the surrounding environment and the individual's circumstances. Meanwhile, Adler and Rodman (2010) explain that perception is a process that exists within the individual who demands to give an assessment of an object that is positive or negative, or likes it or not. The existence of a perception will form an attitude, which tends to be stable to act in accordance with certain situations. Based on this, Adler and Rodman (2010) state that the perception dimension consists of: (1) Perception selection, namely taking action to pay attention to stimuli that appear in the environment. Consumers tend to be unaware of the many stimuli they perceive. Which stimulus is selected depends on two factors other than stimuli, namely the experience and motives of consumers, (2) Organization, namely organizing by grouping information from various sources obtained and then assembling it into an understanding and acting according to what is understood by consumers, and (3) Interpretation, carrying out the subjective process of explaining perceptions in an understandable way. After understanding and understanding is formed, there is an assessment from consumers

Based on these conditions, this research is expected to provide an overview of consumer behavior towards green products in the pandemic era, so that further research can obtain a smart consumer model that can be used as a reference for marketers in designing and implementing green marketing strategies that are in accordance with the current conditions of the marketing environment.

METHODS

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The research uses quantitative methods with descriptive and verification approaches that aim to determine and analyze the effect of Green Brand Knowledge and Consumer Perception toward Purchase Intentions on green products, especially tumbler products in the pandemic era. The research sample was taken using simple random sampling method, with a total sample of 100 people. Data collection techniques were carried out by distributing online questionnaires. Data analysis using path analysis method with research model as follows (Figure 3.).

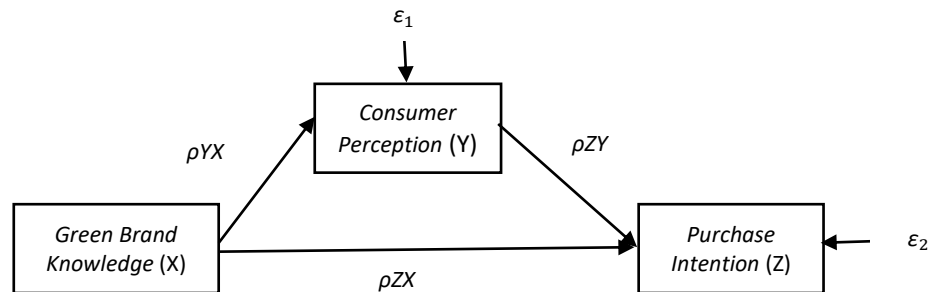


Figure 3. Research Model

RESULTS AND DISCUSSION

Stages of data collection, beginning with testing the research instrument (questionnaire) based on aspects of validity and reliability. As for the results of the validity of the research instrument, it is known that all indicators for the research variables studied are declared valid (Table 1.)

Table 1. Validity of Research Variables

Research variables	Item	r_hitung	r_tabel	Keterangan
Purchase Intention (PI)	PI_1	0,839	0,196	Valid
	PI_2	0,812	0,196	Valid
	PI_3	0,876	0,196	Valid
	PI_4	0,813	0,196	Valid
Consumer Perception (CP)	CP_1	0,813	0,196	Valid
	CP_2	0,716	0,196	Valid
	CP_3	0,719	0,196	Valid
Green Brand Knowledge (GBK)	GBK_1	0,940	0,196	Valid
	GBK_2	0,946	0,196	Valid

Source: SPSS output (processed by researchers, 2021)

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The results of testing research instruments based on the aspect of reliability, aim to determine the level of consistency of respondents in answering all construct questions which are the dimensions of a research variable under study. and compiled in the form of a questionnaire (Table 2.).

Table 2. Reliability of Research Variables

Research Variable	Reliability	Alpha	Cronbach	Keterangan
Purchase Intention	0,851	0,600		Reliable
Consumer Perception	0,875	0,600		Reliable
Green Brand Knowledge	0,875	0,600		Reliable

Source: SPSS output (processed by researchers, 2021)

Characteristics of respondents in the study describe demographic aspects based on age, gender, type of work, and income level and psychographic aspects based on: knowledge of green product brands, interest in the choice of where to buy green products in the marketplace, and interest in finding information about green products. The complete description of the characteristics of the respondents is presented in Table 3.

Table 3. Characteristics of Respondents

Characteristics of Respondents	Description	Percentage (%)
Gender	Male	21
	Female	79
Age	15 – 20 years	15
	21 – 25 years	62
	26 – 30 years	8
	31 – 45 years	15
Type of work	Student	57
	Civil servant	2
	Employee	16
	Entrepreneur	2
	Housewife	13
	Others	10
Income level	< 1 million	55
	1 – 3 million	10
	>3 milion	35
Brand knowledge toward green product	Tupperware	60
	Lock&Lock	33

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	Claris	7
Interested in where to buy green products in the marketplace	Shopee	58
	Tokopedia	35
	Lazada	5
	Bukalapak	2
Interested in finding information about green products	Berminat	40
	Tidak berminat	60

Source: data that has been processed by the author (2021)

Based on the data in Table 3, it is known that the characteristics of respondents according to gender show that female respondents are more aware of the choice of product brands of interest, this condition explains that women tend to pay more attention to household goods that they are interested in. Furthermore, according to the age of the respondents, it is known that at all age levels the respondents have knowledge of green products. This shows that the green product segmentation can be accepted by all ages because of the ease of understanding the aims, objectives and values conveyed by the green product.

Characteristics of respondents based on the type of work is dominated by students. This condition illustrates that the current existence of green products can attract students' interest compared to other employment statuses. The data and information related to the amount of income is not a benchmark for someone to buy the product they are interested in. The results showed that respondents with income < 1 million dominated the characteristics of respondents based on income level.

The results of the study also explain that there are several choices of marketplaces that are in demand as a place to buy green products. The marketplace that is in great demand by respondents is Shopee, which is 58 percent. This is in line with research results which stated an increase in Shopee marketplace visitors in the early 4th quarter of 2019 until now, and is also supported by the number of Shopee application downloaders on the Play Store as many as +100,000,000 people.

The grouping based on the characteristics of respondents based on their interest in green product brands, in this case the tumbler product is dominated by the Tupperware brand by 60 percent, this condition explains that the Indonesian people know that the Tupperware brand, because it has advantages in terms of the quality of the tumbler product which is no longer

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in doubt so that it becomes reference for competitors to develop the quality of their products.

Meanwhile, the characteristics of respondents based on interest in searching for information related to green products, it is known that 60 percent of respondents have never had an interest in seeking information on green products and 40 percent of respondents have an interest in seeking information about the existence of green products, especially tumblers.

Furthermore, the description of respondents' responses to the green brand knowledge variable, consumer perception and buying interest, is presented in full in Tables 4 – 6. Respondents' responses to the green brand knowledge variable, measured based on aspects of the buyer's ability to recognize and remember product brands as well as perceptions and associations about products. The description recapitulation of the green brand knowledge variable is presented in full in Table 4.

Table 4. Description of Respondents' Responses to Green Brand Knowledge Variables

<i>No</i>	<i>Indicator</i>	<i>Score</i>	<i>Description</i>
1	<i>The ability of buyers to recognize and remember that green products mean environmentally friendly</i>	383	<i>Good</i>
2	<i>Perceptions and associations about green products in mind related to commitment and concern for environmental conditions</i>	275	<i>Poor</i>
<i>Total Score</i>		<i>658</i>	<i>Poor</i>

Source: data that has been processed by the author (2021)

Based on the data in Table 4, it is known that the ability to recognize and remember green products is included in the good category. However, perceptions and associations about green products have a low score of 275 in the unfavorable category. Therefore, respondents' responses to the green brand knowledge variable are included in the poor category with a score of 658. This condition can be said that a consumer's level of understanding of green products is only limited to their response to information about the uniqueness of brand attributes, not yet at the stage of perception and association. related to the benefits of environmentally friendly products to reduce the impact on the environment.

Furthermore, respondents' responses related to consumer perception variables may be seen in Table 5.

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Table 5. Description of Respondents' Responses to Consumer Perception Variables

<i>No</i>	<i>Indicator</i>	<i>Score</i>	<i>Category</i>
1	<i>Selecting green products for drinking tumbler bottles based on desired motifs</i>	381	<i>Good</i>
2	<i>Organizing information, especially tumblers into an understanding of green products</i>	330	<i>Poor</i>
3	<i>Provide subjective understanding and make it a value for green products, especially tumbler products</i>	350	<i>Poor</i>
Total score		1061	Poor

Source: data that has been processed by the author (2021)

This variable is measured based on aspects of selection, organization and subjective understanding of the value of green products. According to the responses presented in Table 5, it is known that consumer perceptions of green products formed in the process of selecting green products are still based on desire. This condition is caused because the grouping of information to understand and assign value to a green product is not appropriate. This explains that the influence of the surrounding environment will determine a consumer's perception, so that it can be said that a person's perception will substantially differ from reality or the actual reality.

Meanwhile, the description of respondents' responses to the variable of purchase intention on green products in the pandemic era is presented in Table 6.

Table 6. Description of Respondents' Responses to Purchase Intention Variables

<i>No</i>	<i>Indicator</i>	<i>Score</i>	<i>Category</i>
1	<i>Interested in buying green products, especially tumbler products</i>	354	<i>Good</i>
2	<i>Interested in providing green product references, especially tumbler products to others</i>	333	<i>Poor</i>
3	<i>Interested in having a main preference for green products, especially tumbler products</i>	331	<i>Poor</i>
4	<i>Interested in searching information about green products, especially tumbler products</i>	304	<i>Poor</i>

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<i>Total Score</i>	<i>1322</i>	<i>Poor</i>
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Source: data that has been processed by the author (2021)

According to the data in Table 6, it is known that the respondents' responses to the variable of buying interest in green products obtained a score of 1322 in the poor category. The lowest score given by respondents to the dimension of interest in seeking information about green products, especially for tumbler products. This condition explains that buying interest in green products is still limited to the desire to buy, without being supported based on an assessment and knowledge of the actual function of the green product, so that the desire to make purchases of green products, especially tumblers, does not reflect the purchase plan because it does not begin with a selection. product alternatives as well as seeking sufficient information before taking action

Path analysis used in this study aims to determine and analyze the effect of Green Brand Knowledge (GBK) and Consumer Perception (CP) on Purchase Intention (PI) based on structural equations with sub-structures that are in accordance with the path, which consists of 1) substructure of green brand knowledge to consumer perception, 2) substructure of consumer perception to purchase intention, 3) substructure of green brand knowledge to purchase intention and 4) substructure of green brand knowledge to purchase intention through consumer perception.

The first substructure is an analysis to determine the effect of green brand knowledge on consumer perception, which is presented in Tables 7-9 below.

Table 7. Coefficient of the First Substructure

Model		Unstandardized		Standardized	t	Sig.
		Coefficients				
		B	Std. Error	Beta		
1	(Constant)	6,628	1,786		3,711	,000
	<i>Green Brand Knowledge</i>	1,850	,227	,635	8,138	,000

a. Dependent Variable: *Consumer perception*

Source: SPSS Output (2021)

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According to the data in Table 7, it is known that the regression equation used to predict the Consumer Perception (CP) variable based on Green Brand Knowledge (GBK) is $CP = 6,628 + 1,850GBK$. Based on the regression equation, if Green Brand Knowledge is increased by 1 unit and other variables are fixed, then consumer perception will increase by 8,478 units. In addition, the value of *t-count* is 8.138 sig value. <0.05 explains that significantly Green Brand Knowledge is able to predict Consumer Perception on green products, especially tumbler products

Meanwhile, to find out the relationship between the Green Brand Knowledge variable and Consumer Perception, where one of the independent variables is controlled (made fixed), the full details are presented in Table 8 below.

Table 8. Coefficient Correlation of the First Substructure

		Consumer Perception	Green Brand Knowledge
Consumer Perception	Pearson Correlation	1	,635**
	Sig. (2-tailed)		,000
	N	100	100
Green Brand Knowledge	Pearson Correlation	,635**	1
	Sig. (2-tailed)	,000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output (2021)

Based on Table 8, it can be seen that the correlation coefficient of the Green Brand Knowledge variable with the consumer perception variable is 0.635, which is at a correlation value of 0.600 - 0.699, meaning that the relationship between the two variables is strong and positive with a significance value of 0.000 <0.05. This shows that there is a positive and strong relationship between the variables of Green Brand Knowledge and Consumer Perception. This condition explains that green brand knowledge as unique information becomes a description of knowledge related to green product attributes, will form a target market perception of their understanding of green products. According to research results by Halverson (2018) this explains the perception linkage formed from understanding products that include green product labels. This explains that the higher a

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consumer's knowledge about green products, then their understanding of green products will form a unique perception and benefits of green products for consumers and the environment.

Furthermore, to find out the compatibility of the regression line formed from the results of the estimation of a group of data, it is presented in full in Table 9 below.

Table 9. Coefficient Determination of the First Substructure

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,635 ^a	,403	,397	3,748

a. Predictors: (Constant), *Green Brand Knowledge*

Source: Output SPSS, (2021)

Based on the results of SPSS output in Table 9, the value of the coefficient of determination (R^2) reflects how much variation of the dependent variable can be explained by the independent variable, so that it can be seen that the coefficient of determination in the first sub-structure equation, namely the accuracy of Green Brand Knowledge estimates on Consumer Perception is of 40.3 and the remaining 59.7 percent influenced by other factors not examined.

The second sub-structure is an analysis to determine the effect of Consumer Perception on Purchase Intention, the details are presented in Tables 10 – 12. Based on Table 10, it is known that the regression equation used to predict the Purchase Intention (PI) variable based on Consumer Perception (CP) is $PI = 1.917 + 0.542CP$

Table 10. Coefficient of the Second Substructure

Model		Unstandardized Coefficients		Standardize	T	Sig.
		B	Std. Error	d Coefficients Beta		
1	(Constant)	1,917	1,011		1,897	,061
	Consumer perception	,542	,047	,757	11,466	,000

a. Dependent Variable: Purchase intention

Source: Output SPSS (2021)

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The regression equation used to predict the Purchase Intention (PI) variable based on the Consumer Perception (CP), it can be seen that, if Consumer Perception is increased by 1 unit and the other variables are fixed, Purchase Intention will increase by 2,459 units. The t value in Table 10 is known to be 11.466 with a sig value. <0.05 explains that significantly Consumer Perception is able to predict Purchase Intention on green products, especially tumbler products. Meanwhile, to find out how big the relationship between Consumer Perception and Purchase Intention can be seen in Table 11 below.

Table 11. Coefficient Correlation of the Second Substructure

		Consumer perception	Purchase intention
Consumer perception	Pearson Correlation	1	,757**
	Sig. (2-tailed)		,000
	N	100	100
Purchase intention	Pearson Correlation	,757**	1
	Sig. (2-tailed)	,000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Output SPSS (2021)

Based on Table 11, it is known that the correlation between consumer perception and purchase intention is 0.757, which is at a correlation value of 0.700 - 1,000, so it can be said that the relationship between the two variables is strong and positive with a significance value of 0.000 <0.05. This means that every time there is an increase in consumer perception, it will be followed by a high increase in purchase intention on green products, especially for tumbler products. This condition explains that consumer perception is explained as someone's interest caused by first impressions when they apply information, so that they get a picture of a product before deciding to buy (Baalbaki & Guzman, 2016). This is in accordance with the results of research from Ahmad et al. (2020) which states that perception is able to positively and significantly influence buying interest, meaning that the impulse of a person's desire before making a purchase is influenced by their perception of a product that is in accordance with their wants.

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Meanwhile, the coefficient of determination to explain the contribution of the Consumer Perception variable to Purchase Intention can be seen in Table 12 below.

Table 12. Coefficient Determination of the Second Substructure

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,757 ^a	,573	,569	2,270

a. Predictors: (Constant), *consumer perception*

Source: Output SPSS (2021)

Table 12 above, explains that the magnitude of the contribution of the independent variable to the dependent variable shows that Consumer Perception has an effect on Purchase Intention of 57.3 percent and there are other factors that are not examined the remaining 42.7 percent.

Furthermore, the third sub structure regarding the analysis of the direct influence of Green Brand Knowledge on Purchase Intention, can be seen in Tables 13-15.

Table 13. Coefficient of the Third Substructure

Model		Unstandardized Coefficients		Standardize	t	Sig.
		B	Std. Error	d Coefficients Beta		
1	(Constant)	4,514	1,390		3,247	,002
	Green Brand Knowledge	1,132	,177	,543	6,398	,000

a. Dependent Variable: Purchase Intention

Source: Output SPSS (2021)

Based on Table 13, it is known that the regression equation used to predict the Purchase Intention (PI) variable based on Green Brand Knowledge (GBK) is: $PI = 4.514 + 1.132 \text{ GBK}$. This means that if Green Brand Knowledge is increased by 1 unit, Purchase Intention will increase by 5,646 units

Meanwhile, to find out the correlation between Green Brand Knowledge and Purchase Intention can be seen in Table 14 below.

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Table 14. Coefficient Correlation of the Third Substructure

		<i>Purchase Intention</i>	Green Brand Knowledge
<i>Purchase Intention</i>	Pearson Correlation	1	,543**
	Sig. (2-tailed)		,000
	N	100	100
Green Brand Knowledge	Pearson Correlation	,543**	1
	Sig. (2-tailed)	,000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Output SPSS (2021)

Based on Table 14, it can be seen that the correlation coefficient of the Green Brand Knowledge variable with the Purchase Intention variable is 0.543. This shows that there is a positive relationship between the Green Brand Knowledge variable and Purchase Intention. The variation of the purchase intention variable can be explained by the *Green Brand Knowledge* variable is presented in Table 15 below.

Tabel 15. Koefisien Determinasi Sub Struktur Ketiga

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,543 ^a	,295	,287	2,917

a. Predictors: (Constant), Green Brand Knowledge

Source: Output SPSS (2021)

The results of the SPSS output in Table 15, it is known that the value of the coefficient of determination (R^2) which reflects how much variation of the dependent variable can be explained by the independent variable, in this case the third sub-structure equation, namely the accuracy of Green Brand Knowledge estimates on Purchase Intention is equal to 29.5 percent and the remaining 70.5 percent are influenced by other factors not examined.

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Furthermore, the analysis of the Green Brand Knowledge substructure on Purchase Intention through Consumer Perception can be seen in Tables 16-18 below.

Table 16. Coefficient of the Fourth Substructure

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	1,236	1,152		1,072	,286
	Green Brand Knowledge	,217	,178	,104	1,221	,225
	Consumer Perception	,495	,061	,691	8,104	,000

a. Dependent Variable: *Purchase Intention*

Source: Output SPSS (2021)

Based on Table 16, it is known that the regression equation used to predict the Purchase Intention (PI) variable based on Green Brand Knowledge (GBK) and Consumer Perception (CP) is: **PI = 1.236 + 0.217 GBK + 0.495 CP**. This means that if Green Brand Knowledge is increased by 1 unit and the Consumer Perception variable remains, then Purchase Intention will increase by 1,453 units. Furthermore, if Consumer Perception is increased by 1 unit and the Green Brand Knowledge variable remains, then Purchase Intention will increase by 1,731 units.

Furthermore, based on the significance value of Green Brand Knowledge is $0.225 > 0.05$ with a t-count value of $1.221 < 1.984$. It can be explained that the Green Brand Knowledge variable has no significant effect on Purchase Intention. While the significance value of Consumer Perception is $0.000 < 0.05$ with a t-count value of $8.104 > 1.984$, meaning that the Consumer Perception variable significantly influences Purchase Intention.

The correlation value (R) of Green Brand Knowledge and Consumer Perception simultaneously to Purchase Intention, as well as the variation contribution (R²) of the Purchase Intention variable can be explained by the Green Brand Knowledge and Consumer Perception variables can be seen in Table 17 below.

Table 17. Determination Coefficient of the Fourth Substructure

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Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,761 ^a	,579	,571	2,264

a. Predictors: (Constant), Green Brand Knowledge, Consumer Perception

Source: Output SPSS (2021)

Based on Table 17, it is known that the correlation (R) of Green Brand Knowledge and Consumer Perception simultaneously on Purchase Intention is 0.761 which shows a very strong and unidirectional relationship, meaning that each increase in the Green Brand Knowledge and Consumer Perception variables simultaneously is 1 unit, the Purchase Intention value will increase by 0.761 units. The variation contribution (R^2) of the Purchase Intention variable can be explained by the Green Brand Knowledge and Consumer Perception variables is 0.579. This shows that the determination of the influence exerted by Green Brand Knowledge and Consumer Perception on Purchase Intention is 57.9 percent and there is the influence of other factors not examined at 42.1 percent. Meanwhile, the path coefficient for other factors outside this study is equal to $(\rho Y \epsilon_1) = \sqrt{1 - R^2} = \sqrt{1 - 0,579} = 0,648$.

Based on the results of the analysis of each substructure, it is known that the direct influence of the Green Brand Knowledge and Consumer Perception variables on Purchase Intention, is fully presented in Figure 4 below.

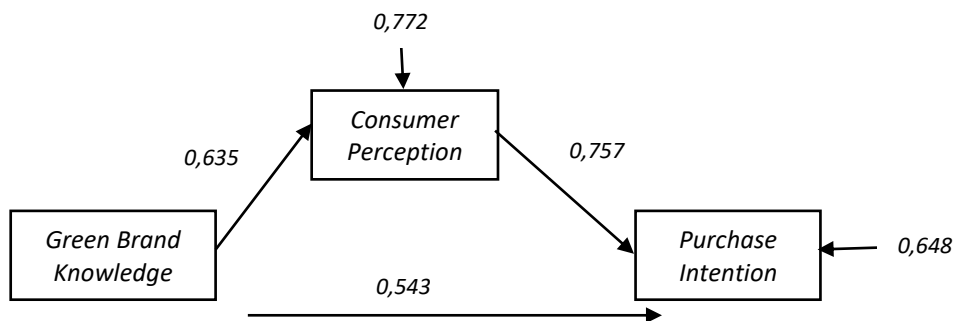


Figure 4. Full Model Path Analysis

Figure 4 shows that Green Brand Knowledge and Consumer Perception have a direct or indirect effect on Purchase Intention. The direct

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effect of Green Brand Knowledge on Consumer Perception is 0.635. Meanwhile, Consumer Perception has an effect on Purchase Intention of 0.757. Furthermore, it is known that the direct effect of Green Brand Knowledge on Purchase Intention is 0.104 while the indirect effect of Green Brand Knowledge through Consumer Perception on Purchase Intention is $0.635 \times 0.691 = 0.439$.

Based on this, the total effect that Green Brand Knowledge has on Purchase Intention is a direct effect added indirect effect: $0.104 + 0.439 = 0.543$. This condition explains that the direct influence value is 0.104 and the indirect effect is 0.439 indicating that the indirect effect value is greater than the direct influence value. This explains that indirectly Green Brand Knowledge through Consumer Perception has a significant influence on Purchase Intention.

CONCLUSION

Based on the results of the study, it is known that Green brand knowledge which describes consumer knowledge related to product characteristics, is able to influence consumer perception of green products, especially for tumbler products, because it provides unique information about the attributes of a product. *Consumer perception as an explanation of the first impression related to the application of the information obtained is able to have an influence on Purchase Intention on green products, especially tumbler products.* Meanwhile, green brand knowledge based on research results is able to increase Purchase Intention on green products, especially tumbler products, if consumer perception can be used to select and organize all information related to green products into understanding and knowledge that can be used before consumers take action which is measured by the level of possibility of consumers doing so. purchases on green products, especially tumbler products.

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