



## Analysis of the Influence of Consumption Value on Green Purchase Intention of Environmentally Friendly Fuel (Research Octane Number 95) Mediated by Green Trust

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### ABSTRACT

This study aims to determine and analyze the influence of functional value, conditional value, environmental value and green trust as mediating variables on green purchasing intention of RON 95 products. The population used in this study were respondents who had used environmentally friendly fuels. The method used in this study was non-probability sampling with a sampling technique using the Purposive sampling technique, while the sample criteria were users of environmentally friendly fuels and refueled in the DKI Jakarta area with a sample size of 100 respondents. The data analysis method applied in this study was the Structural Equation Model-Partial Least Square (SEM-PLS). Where the results of this study show that functional value, conditional value, environmental value have positive and significant results on green trust and green purchasing intention. While green trust also has positive and significant results directly on green purchasing intention, as well as mediating positively and significantly the three consumption values (functional value, conditional value, & environmental value) on green purchasing intention.

## INTRODUCTION

Environmental issues have become a major concern in recent years worldwide, particularly with the increase in greenhouse gas (GHG) emissions. If this rise in GHG emissions continues, global warming is projected to increase by 1.5–4.5 degrees Celsius by 2030. This condition will undoubtedly impact the Earth's environmental state, especially by causing disruptions in weather and climate patterns (Library of the Ministry of Environment and Forestry, 2018). Based on data from the World Resource Institute (2021), GHG emissions in Indonesia originating from the transportation sector account for 20.7%, an increase of 7% from the previous year's 131 MtCO<sub>2</sub>e. Compared to data from Statistics Indonesia (BPS), transportation use – particularly from passenger cars and motorcycles – continues to rise, especially in the Special Capital Region of Jakarta.

This has drawn the attention of the government. In the national development plan 2015–2045 “Golden Indonesia,” the Indonesian government outlined several major changes projected to occur globally by 2045. Through the pillar of sustainable economic development in Indonesia 2045 – namely environmental commitment and low-carbon development – the projected reduction in emissions is targeted at 34% (3,028 MtCO<sub>2</sub>e) to 41% (2,749 MtCO<sub>2</sub>e) from the baseline scenario of 4,621 MtCO<sub>2</sub>e through the utilization of New and Renewable Energy (NRE) (Executive Summary of Indonesia Vision 2045). In line with PT XYZ's focus on the Sustainable Development Goals (SDGs) objective “Affordable and Clean Energy,” the company, through research, innovation, and eco-friendly products, officially launched an environmentally friendly fuel product on July 24, 2023. This product is a blend of conventional fuel with 5% bioethanol, resulting in a Research Octane Number (RON) of 95. The following table presents sales performance data for the past four years for PT XYZ's subsidiary fuel business:

Table 1.3. Fuel Sales Performance (Kiloliters)

Gasoline	Realisasi 2021	Realisasi 2022	Realisasi 2023	Target 2024	Realisasi 2024
RON 92	318.452	324.827	333.855	489.607	460.452
RON 95	49.176	39.726	36.397	74.883	41.930
RON 90	784.450	1.146.581	1.238.234	2.831.088	1.443.687
RON 95	-	-	508	-	2.878
<b>Total</b>	<b>1.231.277</b>	<b>1.511.134</b>	<b>1.608.994</b>	<b>3.395.578</b>	<b>1.948.947</b>

Source: PT XYZ Subsidiary Annual Report 2022–2024

Based on the 2024 annual report of PT XYZ's subsidiary, the realization of the BBK Retail sales market share reached 96.06%, which is 10% higher than the 2024 target of 94%. PT XYZ's efforts to boost sales of environmentally friendly fuel products, particularly RON 95, include expanding product distribution to 41 gas stations across Java – an increase of 273% from the initial phase. Jakarta is the region with the highest number of gas stations selling RON 95, totaling 15.

## **LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

### **Theoretical Review**

#### **Green Marketing**

The American Marketing Association introduced the concept of environmentally friendly marketing in 1975 at a workshop on "Ecological Marketing." Hennion and Kinnear (1976) proposed the idea of green marketing, which is defined as "concern for all marketing activities that give rise to environmental issues and can provide solutions to such environmental problems" (Hendra, et al., 2023).

#### **Consumer Behavior**

According to Kotler and Keller (2016), consumer behavior is the study of how individuals, organizations, and groups act to purchase, select, and use products or services to satisfy customer needs and wants.

#### **Theory of Consumption Values**

The Theory of Consumption Values (TCV), developed by Sheth, et al. (1991) in their study *Why We Buy What We Buy: A Theory of Consumption Values*, defines consumption values as the consumer choices influenced by various underlying values that shape their decision to buy or use a product. These values independently affect consumer choices and contribute differently in various situations. This theory further provides insights, predicts, and supports the evaluation of consumer behavior and helps understand consumer product choices (Zaidi, et al., 2019).

#### **Green Purchase Intention**

Green purchase intention, according to Rashid (2009) in Amin and Tarun (2020), refers to the willingness, preference, and likelihood of customers to choose environmentally friendly and sustainable products. Chen et al. (2019) in the study by Song, Z. (2024) outlined four indicators of measuring green purchase intention: preference or tendency to choose a product based on eco-friendly labels, interest in seeking information about green products, desire to purchase based on commitment to the environment and sustainability, and willingness to influence others to choose eco-friendly products.

#### **Functional Value**

Functional value refers to the perceived utility value for consumers in making decisions that have practical impacts (Kamboj, S., et al., 2023). Kumalasari, H., et al. (2024) identified three indicators for measuring functional value: product quality, product performance, and price sensitivity. Meanwhile, Kamboj, S., et al. (2023) outlined four indicators for measuring the functional value of an environmentally friendly product: the green product is perceived as consistent in quality, believed to be made from environmentally friendly materials, meets the expected quality standards, and is reliable.

#### **Conditional Value**

Conditional value is the perceived utility obtained from an alternative due to certain situations or conditions faced by customers when making a purchase decision. Religia, Y. (2023) explained four indicators for measuring conditional value towards purchase intention: product availability, promotional offers and discounts, additional benefits received, and ease of finding a product.

## Environmental Value

Environmental value generally refers to principles and perceptions that underlie human behavior to maintain environmental balance and sustainability, or in other words, can be interpreted as consumer concern for the environment. In their study, Song, Z., et al. (2024) identified four indicators for consumers in choosing a product based on environmental value: reducing the impact of climate change, reducing carbon emissions, reducing environmental pollution levels, and using resources efficiently and sustainably.

## Green Trust

Wibowo, Andri, et al. (2022) define green trust as consumer confidence in using goods or services believed to have a positive impact on the environment. In short, green trust is the belief in the environmental performance of a company's products. Wibowo, Andri, et al. (2022) identified four measurable indicators of green trust: the company's environmental commitment is reliable, the company's reputation is trustworthy, the company's products are believed to be environmentally friendly, and the company's performance is accountable.

## RESEARCH METHOD

This study uses a quantitative research method with a descriptive-causal approach. This method was chosen by the researcher because there is no direct interaction—in other words, the researcher collects data and information based on questionnaires obtained from respondents, making it objective. The data will then be analyzed using statistical tools in the form of the Structural Equation Model (SEM).

## RESULTS AND DISCUSSION

### Results of the Measurement Model Test (Outer Model)

#### 1. Convergent Validity

*Table 4.14. Convergent Validity Test Results – Outer Loading*

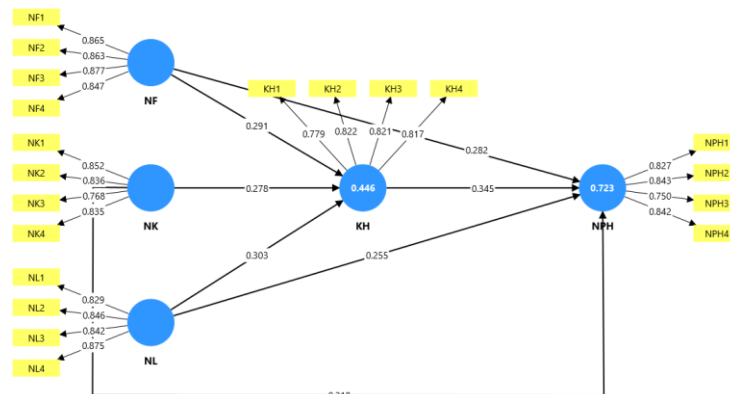
Variabel	Indikator	Kode Indikator	Nilai Outer Loading	Kriteria Nilai Outer Loading	Keterangan
Nilai Fungsional (X1)	Kualitas	NF1	0,865	0,7	Valid
	Konsistensi Produk	NF2	0,863		Valid
	Sensitivitas harga	NF3	0,877		Valid
	Kehandalan	NF4	0,847		Valid
Nilai Kondisional (X2)	Ketersediaan	NK1	0,852	0,7	Valid
	Kemudahan	NK2	0,836		Valid
	Nilai Tambah	NK3	0,768		Valid
	Keuntungan	NK4	0,835		Valid
Nilai Lingkungan (X3)	Pemahaman terhadap lingkungan	NL1	0,829	0,7	Valid
	Kepedulian terhadap lingkungan	NL2	0,846		Valid
	Kepercayaan terhadap lingkungan	NL3	0,842		Valid
	Keberlanjutan Lingkungan	NL4	0,875		Valid
Kepercayaan Hijau (Z)	Citra Perusahaan	KH1	0,779	0,7	Valid
	Komitmen Perusahaan	KH2	0,822		Valid
	Kepercayaan Terhadap produk	KH3	0,821		Valid
	Dapat dipertanggung jawabkan	KH4	0,817		Valid
Niat Pembelian Hijau (Y)	Keterarikan mencari informasi	NPH1	0,827	0,7	Valid
	Keinginan untuk mencoba	NPH2	0,843		Valid
	Preferensi berdasarkan label ramah lingkungan	NPH3	0,750		Valid
	Komitmen terhadap lingkungan	NPH4	0,842		Valid

Source: Primary data processed by researchers, 2025

As shown in the table above, the outer loading value for each indicator was >0.7. Therefore, the convergent validity – outer loading test in this study indicates that all indicator items are valid and acceptable. The following is a

graphical representation of the results of the convergent validity – outer model test:

**Figure 4.4 Convergent Validity Graph Results – Outer Model**



Source: Primary data processed by researchers, 2025

As shown in the table below, the convergent validity test results – average variance extracted – show that the Average Variance Extracted (AVE) for each variable has a value  $>0.5$ , indicating validity and meeting the criteria in the convergent validity test.

**Table 4.15. Convergent Validity Test Results – Average Variance Extracted**

Variabel	Average Variance Extracted	Nilai Batas	Keterangan
Nilai Fungsional (X1)	0,656	0,5	Valid
Nilai Kondisional (X2)	0,745		Valid
Nilai Lingkungan (X3)	0,678		Valid
Kepercayaan Hijau (Z)	0,719		Valid
Niat Pembelian Hijau (Y)	0,666		Valid

Source: Primary data processed by researchers, 2025

### Discriminant Validity

#### Discriminant Validity – Cross Loading

**Table 4.16. Test Results Discriminant Validity – Cross Loading**

Kode Indikator	Nilai Fungsional (X1)	Nilai Kondisional (X2)	Nilai Lingkungan (X3)	Kepercayaan Hijau (Z)	Niat Pembelian Hijau (Y)
NF1	<b>0,865</b>	0,282	0,380	0,397	0,590
NF2	<b>0,863</b>	0,464	0,337	0,488	0,562
NF3	<b>0,877</b>	0,318	0,375	0,480	0,587
NF4	<b>0,847</b>	0,274	0,301	0,433	0,503
NK1	0,361	<b>0,852</b>	0,258	0,462	0,491
NK2	0,346	<b>0,836</b>	0,302	0,431	0,482
NK3	0,248	<b>0,768</b>	0,271	0,377	0,465
NK4	0,324	<b>0,835</b>	0,297	0,354	0,494
NL1	0,313	0,240	<b>0,829</b>	0,428	0,483
NL2	0,284	0,246	<b>0,846</b>	0,411	0,527
NL3	0,424	0,305	<b>0,842</b>	0,393	0,489
NL4	0,356	0,358	<b>0,875</b>	0,506	0,598
KH1	0,389	0,405	0,497	<b>0,779</b>	0,574
KH2	0,376	0,486	0,437	<b>0,822</b>	0,550
KH3	0,509	0,365	0,395	<b>0,821</b>	0,670
KH4	0,408	0,348	0,338	<b>0,817</b>	0,568
NPH1	0,466	0,448	0,547	0,620	<b>0,827</b>
NPH2	0,551	0,541	0,487	0,613	<b>0,843</b>
NPH3	0,524	0,537	0,411	0,495	<b>0,750</b>
NPH4	0,582	0,398	0,579	0,654	<b>0,842</b>

Source: Primary data processed by researchers, 2025

Based on the results of the discriminant validity test – cross-loading, it can be seen that each statement item has a higher loading value compared to the loading values of other constructs. Each construct demonstrates a good level of validity,

and the indicators from that construct block are superior to the indicators from other blocks.

**b. Discriminant Validity – Fornell-Larcker**

To determine discriminant validity using the Fornell-Larcker criteria, the square root of the AVE of each construct must exceed the correlation value with other constructs in the framework (Fornell & Larcker, 1981).

**Table 4.17. Discriminant Validity Test Results – Fornell-Larcker**

	KH	NF	NK	NL	NPH
KH	<b>0,810</b>				
NF	0,522	<b>0,863</b>			
NK	0,495	0,390	<b>0,823</b>		
NL	0,516	0,405	0,342	<b>0,848</b>	
NPH	0,732	0,651	0,586	0,622	<b>0,816</b>

Source: Primary data processed by researchers, 2025

Based on the test results for the green trust variable, the square root of the AVE was 0.810, which is higher than the correlation values for other constructs, such as functional value (0.522), conditional value (0.495), environmental value (0.516), and green purchase intention (0.732). This indicates that the correlation value for this construct is higher than the other constructs, thus concluding that the Fornell-Larcker discriminant validity is good.

**Cronbach Alpha & Composite Reliability**

Reliability testing can be conducted using the Cronbach's alpha and composite reliability methods. A Cronbach's alpha coefficient >0.7 indicates that the question is considered reliable, and therefore the construct or variable is also considered reliable. However, if the Cronbach's alpha coefficient is <0.7, the question is considered invalid (Ghozali, 2014).

**Table 4.18. Cronbach's Alpha & Composite Reliability Results**

Variabel	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Keterangan
Nilai Fungsional (X1)	0,886	0,888	0,921	Reliabel
Nilai Kondisional (X2)	0,841	0,844	0,894	Reliabel
Nilai Lingkungan (X3)	0,870	0,878	0,911	Reliabel
Kepercayaan Hijau (Z)	0,825	0,827	0,884	Reliabel
Niat Pembelian Hijau (Y)	0,832	0,836	0,889	Reliabel

Reliability testing can be conducted using the Cronbach's alpha and composite reliability methods. A Cronbach's alpha coefficient >0.7 indicates that the question is considered reliable, and therefore the construct or variable is also considered reliable. However, if the Cronbach's alpha coefficient is <0.7, the question is considered invalid (Ghozali, 2014).

**Table 4.18. Cronbach's Alpha & Composite Reliability Results**

Variabel	R-square	R-square adjusted
Kepercayaan Hijau (Z)	0.446	0.429
Niat Pembelian Hijau (Y)	0.723	0.711

Source: Primary data processed by researchers, 2025

Based on the results of the R-square determination coefficient test for the green trust variable, which is 0.446 with an adjusted R-square value of 0.429, it can be explained that all independent variables (functional value, conditional value, and environmental value) simultaneously influence and fall into the moderate category.

Meanwhile, the R-square determination coefficient for the green purchase intention variable is 0.723 with an adjusted R-square value of 0.711. Therefore, the influence of the independent variables on green trust falls into the high category.

**(F-Square) Effect Size**

Ghozali & Latan (2015) in Sahda, N. N et al. (2024) explain that to determine the goodness-of-fit of the model or the relative impact of the influencing variables, the F-square test is used. The expected results in this model are at least 0.15 which is quite good (moderate). The F-Square value criteria are 0.02 which has a small (low) influence, 0.15 which has a fairly good (moderate) influence and 0.35 which has a large (high) influence at the structural level.

**Table 4.20. Results (F-Square) Effect Size**

Variabel	F-Square	Effect Size
Nilai Fungsional – Kepercayaan Hijau	0,117	Moderat
Nilai Fungsional – Niat Pembelian Hijau	0,197	Tinggi
Nilai Kondisional – Kepercayaan Hijau	0,113	Moderat
Nilai Kondisional – Niat Pembelian Hijau	0,125	Moderat
Nilai Lingkungan – Kepercayaan Hijau	0,132	Moderat
Nilai Lingkungan – Niat Pembelian Hijau	0,165	Moderat
Kepercayaan Hijau – Niat Pembelian Hijau	0,238	Tinggi

Source: Primary data processed by researchers, 2025

**(Q-Square) Predictive Relevance**

Ghozali & Latan (2015) in Sahda, Sahda, N. N et al. (2024) explain that the Q-Square test is used to assess predictive relevance and conduct t-tests to determine the significance of parameter coefficients in structural paths. A Q-Square value greater than 0 (zero) indicates that the model has predictive relevance, while a Q-Square value less than 0 (zero) indicates that the model does not have adequate predictive relevance.

**Table 4.21. Results (Q-Square) Predictive Relevance**

Variabel	Q <sup>2</sup> predict
Kepercayaan Hijau	0,391
Niat Pembelian Hijau	0,624

Source: Primary data processed by researchers, 2025

Based on the results of the Predictive Relevance (Q-Square) test above, the Q2 values are 0.391 and 0.624. These results indicate that the Q2 value is greater than 0 in the model, thus having adequate predictive relevance.

**Hypothesis Testing Results**

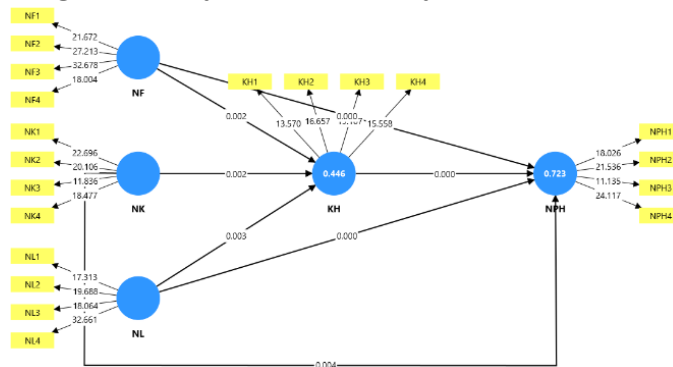
The criteria for testing a hypothesis can be determined through the path coefficient, taking into account the t-statistic results. Ghozali & Latan (2015) in a study by Dewi et al. (2022) explained that if the t-statistic is greater than 1.96 with a p-value <0.05 or an alpha of 5%, the hypothesis is accepted, and the variable's influence is declared significant. Conversely, if the t-statistic is less than 1.96 with a p-value >0.05 or an alpha of 5%, the hypothesis is rejected, and the variable's influence is declared weak or insignificant. The results of the path coefficient analysis applied in the hypothesis testing in this study can be seen in the following table:

**Table 4.22. Results of Hypothesis Test Analysis**

Hipotesa	Variabel	Original sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T statistics	P values	Keterangan	Hasil
<b>Direct Effect atau Pengaruh Langsung</b>								
H1	Nilai Fungsional → Kepercayaan Hijau	0,291	0,295	0,093	3,118	0,002	Signifikan	Diterima
H2	Nilai Kondisional → Kepercayaan Hijau	0,278	0,279	0,089	3,117	0,002	Signifikan	Diterima
H3	Nilai Lingkungan → Kepercayaan Hijau	0,303	0,303	0,101	3,008	0,003	Signifikan	Diterima
H4	Nilai Fungsional → Niat Pembelian Hijau	0,282	0,286	0,068	4,154	0,000	Signifikan	Diterima
H5	Nilai Kondisional → Niat Pembelian Hijau	0,218	0,220	0,075	2,920	0,004	Signifikan	Diterima
H6	Nilai Lingkungan → Niat Pembelian Hijau	0,255	0,253	0,072	3,561	0,000	Signifikan	Diterima
H7	Kepercayaan Hijau → Niat Pembelian Hijau	0,345	0,342	0,093	3,721	0,000	Signifikan	Diterima
<b>Indirect Effect atau Pengaruh Tidak Langsung</b>								
H8	Nilai Fungsional → Kepercayaan Hijau → Niat Pembelian Hijau	0,100	0,098	0,036	2,780	0,005	Signifikan	Diterima
H9	Nilai Kondisional → Kepercayaan Hijau → Niat Pembelian Hijau	0,096	0,098	0,046	2,108	0,035	Signifikan	Diterima
H10	Nilai Lingkungan → Kepercayaan Hijau → Niat Pembelian Hijau	0,105	0,105	0,050	2,116	0,034	Signifikan	Diterima

Source: Primary data processed by researchers, 2025

**Figure 4.5 Hypothesis Analysis Test Results**



Source: Primary data processed by researchers, 2025

As shown by the statistical calculations in the table above, the following conclusions can be drawn:

- First hypothesis (H1):** Functional value has a positive and significant effect on green trust, as indicated by a path coefficient value of 0.291, a p-value of 0.002 (less than 0.05), and a t-statistic value of 3.118 (greater than 1.96). Therefore, the hypothesis is accepted.
- Second hypothesis (H2):** Conditional value has a positive and significant effect on green trust, as indicated by a path coefficient value of 0.278, a p-value of 0.002 (less than 0.05), and a t-statistic value of 3.117 (greater than 1.96). Therefore, the hypothesis is accepted.
- Third hypothesis (H3):** Environmental value has a positive and significant effect on green trust, as indicated by a path coefficient value of 0.303, a p-value of 0.003 (less than 0.05), and a t-statistic value of 3.008 (greater than 1.96). Therefore, the hypothesis is accepted.
- Fourth hypothesis (H4):** Functional value has a positive and significant effect on green purchase intention, as indicated by a path coefficient value of 0.282, a p-value of 0 (less than 0.05), and a t-statistic value of 4.154 (greater than 1.96). Therefore, the hypothesis is accepted.
- Fifth hypothesis (H5):** Conditional value has a positive and significant effect on green purchase intention, as indicated by a path coefficient value

of 0.218, a p-value of 0.004 (less than 0.05), and a t-statistic value of 2.920 (greater than 1.96). Therefore, the hypothesis is accepted.

6. **Sixth hypothesis (H6):** Environmental value has a positive and significant effect on green purchase intention, as indicated by a path coefficient value of 0.255, a p-value of 0 (less than 0.05), and a t-statistic value of 3.561 (greater than 1.96). Therefore, the hypothesis is accepted.
7. **Seventh hypothesis (H7):** Green trust has a positive and significant effect on green purchase intention, as indicated by a path coefficient value of 0.345, a p-value of 0 (less than 0.05), and a t-statistic value of 3.721 (greater than 1.96). Therefore, the hypothesis is accepted.
8. **Eighth hypothesis (H8):** Green trust has a positive and significant mediating effect between functional value and green purchase intention, as indicated by a path coefficient value of 0.100, a p-value of 0.005 (less than 0.05), and a t-statistic value of 2.780 (greater than 1.96). Therefore, the hypothesis is accepted.
9. **Ninth hypothesis (H9):** Green trust has a positive and significant mediating effect between conditional value and green purchase intention, as indicated by a path coefficient value of 0.096, a p-value of 0.035 (less than 0.05), and a t-statistic value of 2.108 (greater than 1.96). Therefore, the hypothesis is accepted.
10. **Tenth hypothesis (H10):** Green trust has a positive and significant mediating effect between environmental value and green purchase intention, as indicated by a path coefficient value of 0.105, a p-value of 0.034 (less than 0.05), and a t-statistic value of 2.116 (greater than 1.96). Therefore, the hypothesis is accepted.

## DISCUSSION

The main objective of this study is to investigate the effect of independent variables, namely functional value, conditional value, and environmental value, on the dependent variable, green purchase intention, while considering the mediating role of green trust. The results of the SEM-PLS analysis based on a survey of 100 respondents show the effects of each examined variable, which will be discussed below.

### **Analysis of the Effect of Functional Value on Green Trust**

Based on the results of the first hypothesis (H1) test, this hypothesis is accepted, consistent with the findings of Amin, S. & Tarun, Md T. (2020) and Muhtadi, M. Adlan (2022), which state that green trust is positively and significantly influenced by functional value. Lin & Huang (2012) in Zaidi et al. (2019) explain that functional value depends on product performance, taking into account the cost-benefit ratio and the expected quality.

This research aligns with several previous studies, indicating that customers' trust in environmentally friendly products is influenced by the functionality of the offered product. This means customers believe that RON 95 provides significant benefits based on quality, reliability, price sensitivity, and the consistency of the product offered.

### **Analysis of the Effect of Conditional Value on Green Trust**

The second hypothesis (H2) test results show that the hypothesis is accepted, meaning that conditional value has a positive and significant effect on environmentally related trust. The conceptual framework described in Hudayah, S. et al. (2023) states that conditional value is part of green perceived value, contributing to the formation of consumers' assessment of an environmentally friendly product.

In this study, conditional value is able to create contexts that strengthen RON 95 customers' perceptions when internal or external conditions support and align with sustainability principles. This, in turn, builds customer trust in RON 95 products based on indicators such as availability, convenience, added value, or benefits that match the situation faced by customers –leading them to believe that the product is genuinely environmentally friendly.

### **Analysis of the Effect of Environmental Value on Green Trust**

The results of the third hypothesis (H3) test indicate that the hypothesis is accepted, showing that environmental value – similar to the findings of Song, Z. et al. (2024) – is positively and significantly correlated with customer trust in environmentally friendly products. Environmental value refers to awareness of, concern for, and trust in environmental sustainability. As these principles become more established, RON 95 customers believe that their personal values align with the green claims made by the company's products.

### **Analysis of the Effect of Functional Value on Green Purchase Intention**

The results of the fourth hypothesis test (H4) in this study indicate that the hypothesis is accepted. This finding validates the research of Jain, P. & Kabira, A. (2022), Chi, T. et al. (2021), and Wang, L., Zhang, Q., & Wong, P.P.W. (2022), which show that functional value has a positive and significant effect on the intention to purchase both green products and conventional products. Based on these results, functional value, which directly influences green purchase intention, can be interpreted as vehicle users perceiving the quality, product consistency, reliability, and price offered for RON 95 fuel as proven to deliver good vehicle performance.

### **Analysis of the Effect of Conditional Value on Green Purchase Intention**

The results of the fifth hypothesis test (H5) in this study show that the hypothesis is accepted, aligning with the findings of Hudayah, S. et al. (2023), which explain that conditional value substantially has a positive and significant effect on the intention to purchase environmentally friendly products. Such purchase intention arises from favorable situations for customers. One such situation may be faster purchasing accessibility or added value such as more reward points for purchasing RON 95.

### **Analysis of the Effect of Environmental Value on Green Purchase Intention**

The results of the sixth hypothesis test (H6) indicate that the hypothesis is accepted. This is consistent with the findings of previous studies by Song, Z. et al. (2024), Tran (2022), and Farzin et al. (2022) in Kumalasari, H. et al. (2024), which state that environmental value has a positive effect on green purchase intention. This shows that each RON 95 customer in this study understands that the product is made from environmentally friendly materials and prioritizes

environmental responsibility when trying, purchasing, or using RON 95 fuel for their vehicles. Although the price of the product is relatively higher compared to lower RON fuels, the tendency to purchase it remains high because it aligns with their personal values regarding sustainability.

#### **Analysis of the Effect of Green Trust on Green Purchase Intention**

The results of the seventh hypothesis test (H7) indicate that the hypothesis is accepted. This finding is consistent with the results of studies by Tao, Yi-Ten et al. (2022), Wang, H. (2019), and Syahputra, B.D. & Yenih, Y.H. (2021), which show that customers' trust in green product claims positively and significantly supports the formation of intentions to purchase environmentally friendly products. Customers trust that RON 95, labeled as green and proven to be bioethanol-based, can reduce vehicle exhaust emissions while maintaining good environmental quality. This trust forms the perception that RON 95, as an eco-labeled product, truly contributes to the environment, thereby strengthening the intention to purchase it.

#### **Analysis of the Mediating Effect of Green Trust on the Relationship Between Functional Value and Green Purchase Intention**

The results of the eighth hypothesis test (H8) show that the hypothesis is accepted, meaning that the influence of green trust can bridge customers' functional evaluations and their green purchase intention. This is in line with the research of Chen & Chang (2013) in Keni, K. et al. (2020) and Amin, S. & Tarun, Md Touhiduzzaman (2020), which state that green trust serves as a positive and significant mediator between functional value and green purchase intention. In other words, RON 95 customers need to be convinced of the authenticity of the company's green claims before forming the intention to purchase the product, even if the functions and benefits meet their expectations.

#### **Analysis of the Mediating Effect of Green Trust on the Relationship Between Conditional Value and Green Purchase Intention**

The results of the eighth hypothesis test (H8) show that the hypothesis is accepted, indicating that green trust mediates the effect of conditional value – derived from benefits relevant in specific circumstances – on customer intention to try, purchase, or use the product. This aligns with the studies of Keni, K. et al. (2020) and Chi, T. et al. (2021), which explain that green trust strengthens the link between certain conditions and green purchase intention. This shows that RON 95 customers' trust and confidence act as a connecting factor, while still considering indicators such as availability, convenience, added value, and benefits provided by the company, thereby fostering confidence in deciding to purchase RON 95.

## **Analysis of the Mediating Effect of Green Trust on the Relationship Between Environmental Value and Green Purchase Intention**

The results of the eighth hypothesis test (H8) indicate that the hypothesis is accepted, suggesting that every customer in this study holds principles and perceptions rooted in maintaining environmental balance and sustainability, supported by their trust in the company's commitment, practices, and environmentally friendly values. This is consistent with the study by Chairy & Alam, M.E. Nur (2019), which explains that green trust positively and significantly mediates the relationship between environmental value and green purchase intention. In other words, when RON 95 customers believe that the company's transparent and responsible conduct, along with its positive image, serve as benchmarks for upholding environmental sustainability, they become more confident in purchasing the product.

### **CONCLUSIONS**

Based on the results and discussion of the research entitled "*Analysis of the Influence of Consumption Value on Green Purchase Intention of Environmentally Friendly Fuel (RON 95) Mediated by Green Trust*", the following conclusions can be drawn:

#### **1. Functional Value has a positive and significant effect on Green Trust**

Based on the discussion of the influence of functional value on green trust in this study, it can be concluded that customers believe that the RON 95 product offered by the company is environmentally friendly, supported by an assessment of its beneficial use and ability to meet the practical needs of their vehicles.

#### **2. Conditional Value has a positive and significant effect on Green Trust**

The findings indicate that RON 95 customers' perception of consumption value refers to both internal and external conditions. For example, when customers gain additional value from purchasing the product, they become more receptive to the company's green claims.

#### **3. Environmental Value has a positive and significant effect on Green Trust**

It can be concluded that RON 95 customers believe the company's products have a positive impact on the environment and align with their personal values in actively reducing emissions from vehicle combustion.

#### **4. Functional Value has a positive and significant effect on Green Purchase Intention**

Customers strongly consider performance and efficiency aspects of vehicle engines, motivating them to choose more environmentally friendly fuels like RON 95.

**5. Conditional Value has a positive and significant effect on Green Purchase Intention**

Customers are more likely to intend to purchase green fuel when in favorable conditions, such as the product's availability at several gas stations in Jakarta and the time efficiency gained during purchase.

**6. Environmental Value has a positive and significant effect on Green Purchase Intention**

When customers have a good understanding of and willingness to contribute to environmental protection, environmentally friendly products are more easily accepted and motivate purchase intention.

**7. Green Trust has a positive and significant effect on Green Purchase Intention**

When customers believe in the company's commitment beyond profit-making—specifically its environmental impact mitigation—green purchase intention is strengthened.

**8. Green Trust mediates the effect of Functional Value on Green Purchase Intention**

Even if customers are satisfied with the product's functionality and performance, purchase intention arises when they also believe in the authenticity of the company's environmental claims.

**9. Green Trust mediates the effect of Conditional Value on Green Purchase Intention**

Favorable purchase conditions alone are not enough to motivate customers—trust in the company's environmental commitment strengthens the influence of such conditions on green purchase intention.

**10. Green Trust mediates the effect of Environmental Value on Green Purchase Intention**

Customers' purchase intention for RON 95 is formed when their environmental assessments align with the company's responsible practices and commitment to building trust.

**RECOMMENDATIONS**

Based on the analysis and conclusions, the following practical recommendations can be given to enhance the green purchase intention for RON 95 fuel:

**1. Functional Value**

Customer assessments of the functional aspects of fuel use can serve as a company reference point. Competitive pricing strategies should be implemented, while continuously communicating the reliability and efficiency of RON 95. This can be done through collaborations with automotive influencers to create social

media content comparing standard fuel with RON 95, showing its superior performance and fuel efficiency.

## 2. Conditional Value

The company should focus on added value and direct benefits for customers, such as offering fuel rewards, eco-friendly merchandise for purchases above a certain threshold, and expanding the distribution network to improve accessibility.

## 3. Environmental Value

The company can strengthen environmental awareness through campaigns such as “1 Liter for the Future”, highlighting that each purchase of RON 95 contributes to carbon emission reduction. Educational advertisements on the environmental benefits of RON 95 should also be placed on various digital platforms.

## 4. Green Trust

Transparency should be emphasized by displaying test results on fuel pumps and consistently sharing information about the eco-friendly ingredients used in RON 95 on social media. Providing stickers labeled “Eco-Friendly Vehicle” to customers can further reinforce trust.

## 5. Green Purchase Intention

To boost purchase intention, the company should maintain a responsive brand image, provide direct customer benefits, and launch engaging educational campaigns, such as SPBU-installed QR codes containing 4D visual content about RON 95.

## RECOMMENDATIONS

1. Future research should be conducted in different geographic areas to provide broader insights into the geographic and demographic factors influencing consumer behavior.
2. Future studies could compare RON 95 with similar products to deepen the understanding of how consumption value and green trust affect green purchase intention.
3. Future research could modify the research framework by adding variables such as Green Product, Green Attitude, CSR, Green Perceived Risk, Social Norms, or other factors related to green purchase intention.

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