CHAPTER IV

RESULTS AND DISCUSSIONS

This study aims to know about green purchase intention of household in Jakarta Garden City. In this chapter, research results, preliminary study test result, actual study test result and discussion will be showed.

4.1 Research Results

In this chapter, researchers will discuss the results of research consisting of respondent profile, descriptive statistics, outer model (validity test and reliability test) and inner model (hypothesis testing).

4.1.1 Respondent Profile

For this study, 30 questionnaires were distributed for pre-test, the number of questionnaires obtained as many as 30 showed *a response rate* of 100%. The results of respondents' profiles can be seen in Table 4.1.

Table 4 1 Respondents' Profile Pre Test

Demographic variable	Categories	Number of Respondents	Percentage
Age	21-26	6	20%
	27-33	9	30%
	34-39	15	50%
Domicile	Jakarta	16	53,3%
	Tangerang	7	23,3%
	Bekasi	1	3,3%
	Depok	2	6,6%
	Bogor	4	13.3%
Gender	Man	22	73,3%

	Woman	8	26,7%
Income per month	<Rp 1.000.000	1	3,3%
	Rp 1.000.000 – Rp 5.000.000	4	13,3%
	Rp 5.000.000 – Rp 10.000.000	7	23,3%
	>Rp 10.000.000	18	60%

4.2 Preliminary Study Test Results

In this preliminary study, 30 respondents were analyzed using partial least squares-structural equation modeling (PLS-SEM) method, using SmartPLS software. This test is done to find out the test results of validity and reliability.

4.2.1 Preliminary Study Validity Test Results

In the convergent validity test of this preliminary study, 30 respondents were used. Validity test is done in two ways, namely convergent validity test and discriminant validity test. In order to be able to state that the data obtained is valid in convergent validity test, the value of loading factor (outerloading) must exceed 0.70 and the average variance extracted value (AVE) must be greater than 0.50 (Sentosa 2018, 207). The results of the validity test are contained in the following table:

Table 4 2 Actual Convergent Test Validity Test Results

	Environmental Knowledge	Environmental Concern	Attitude	Subjective Norms	Price Fairness	Green Purchase	Role of Tumb	Kriteria
EK1	0,830						>0,70	Valid
EK2	0,950							Valid

EK3	0,774							Valid
EK4	0,868							Valid
EK5	0,926							Valid
EK6	0,786							Valid
EC1		0,782						Valid
EC2		0,835						Valid
EC3		0,904						Valid
EC4		0,745						Valid
EC5		0,918						Valid
EC6		0,868						Valid
EC7		**0,355**						Invalid
A1			0,865					Valid
A2			0,892					Valid
A3			**0,093**					Invalid
A4			0,829					Valid
A5			0,857					Valid
SN1				0,853				Valid
SN2				0,802				Valid
SN3				0,855				Valid
SN4				0,773				Valid
SN5				**0,551**				Invalid
SN6				0,833				Valid
SN7				**0,321**				Invalid
PF1					0,910		>0,70	Valid
PF2					0,921			Valid
PF3					0,930			Valid
PF4					**0,179**			Invalid
PF5					0,951			Valid
GP1						0,910		Valid
GP2						0,921		Valid
GP3						0,930		Valid
GP4						**0,179**		Invalid
GP5						0,951		Valid
GP6						0,968		Valid

Source: Made from preliminary research data processing results of 30 respondents (2020)

When conducting a convergent validity test of the preliminary study there are several indicators that are omitted from the study. The reason why these indicators are omitted is because the outer loading < 0.70 indicator does not meet the predetermined measurement limit. . In

the preliminary study convergent validity test there were six invalid indicators, namely in environmental concern (EC7), attitude (A3), Subjective Norms (SN5 and SN7), Price Fairness (PF3) and Green Purchase (GP4) variables. After the invalid indicators are removed are displayed the already valid outer loading value of each research variable indicator.

Table 4 3Actual Convergent Test Validity Test Result (Deleted)

	Environmental Knowledge	Environmental Concern	Attitude	Subjective Norms	Price Fairness	Green Purchase	Role of Tumb	Kriteria
EK1	0,830							Valid
EK2	0,950							Valid
EK3	0,774							Valid
EK4	0,868							Valid
EK5	0,926							Valid
EK6	0,786							Valid
EC1		0,781						Valid
EC2		0,848						Valid
EC3		0,906						Valid
EC4		0,747						Valid
EC5		0,928						Valid
EC6		0,863						Valid
A1			0,866					Valid
A2			0,892				>0,70	Valid
A4			0,829					Valid
A5			0,857					Valid
SN1				0,855				Valid
SN2				0,822				Valid
SN3				0,850				Valid
SN4				0,773				Valid
SN6				0,847				Valid
PF1					0,938			Valid
PF2					0,910			Valid
PF3					0,907			Valid
PF5					0,844			Valid
GP1						0,910		Valid
GP2						0,920		Valid

GP3						0,930		Valid
GP5						0,951		Valid
GP6						0,968		Valid

Sumber: Dibuat dari hasil pengolahan data penelitian pendahuluan 30 responden (2020)

The next step is to test the validity of convergence and discriminant in this study which will be described in table 4.4

Table 4 4 Convergent Validity Test Results

	Average Variance Extracted (AVE)	Role of Tumb	Kriteria
Environmental Knowledge	0,737	> 0,50	Valid
Environmental Concern	0,719		Valid
Attitude	0,742		Valid
Subjective Norms	0,689		Valid
Price Fairness	0,811		Valid
Green Purchase	0,876		Valid

Source: Made from preliminary research data processing results of 30 respondents (2020)

In testing the validity of convergent on the measurement model, the average variance extracted (AVE) value must be above 0.50. From the table above it can be seen that the AVE of each variable is eligible > 0.50. The next step is to test the validity of the discriminant by using cross loading which will be described in table 4. 5

Table 4 5 Test Results Validity Discriminant

	Environmental Knowledge	Environmental Concern	Attitude	Subjective Norms	Price Fairness	Green Purchase
EK1	**0,830**	0,545	0,478	0,402	0,609	0,415
EK2	**0,950**	0,407	0,470	0,526	0,488	0,353
EK3	**0,774**	0,193	0,305	0,104	0,373	0,200
EK4	**0,868**	0,272	0,440	0,286	0,386	0,440
EK5	**0,926**	0,395	0,482	0,322	0,458	0,416

EK6	**0,786**	0,348	0,271	0,325	0,376	0,339
EC1	0,405	**0,781**	0,404	0,374	0,458	0,380
EC2	0,334	**0,848**	0,571	0,229	0,510	0,576
EC3	0,384	**0,906**	0,589	0,298	0,452	0,545
EC4	0,311	**0,747**	0,535	0,157	0,296	0,428
EC5	0,369	**0,928**	0,572	0,341	0,440	0,532
EC6	0,398	**0,863**	0,745	0,350	0,363	0,573
A1	0,239	0,575	**0,866**	0,584	0,324	0,589
A2	0,502	0,621	**0,892**	0,282	0,396	0,690
A4	0,518	0,700	**0,829**	0,408	0,561	0,647
A5	0,416	0,466	**0,857**	0,412	0,288	0,742
SN1	0,365	0,324	0,474	**0,855**	0,174	0,194
SN2	0,251	0,298	0,261	**0,822**	0,148	0,200
SN3	0,295	0,264	0,521	**0,850**	0,099	0,313
SN4	0,380	0,255	0,315	**0,773**	0,294	0,226
SN6	0,351	0,286	0,327	**0,847**	0,067	0,048
PF1	0,465	0,533	0,468	0,221	**0,938**	0,544
PF2	0,561	0,421	0,488	0,179	**0,910**	0,459
PF3	0,365	0,351	0,300	0,153	**0,907**	0,428
PF5	0,486	0,427	0,344	0,073	**0,844**	0,249
GP1	0,312	0,619	0,714	0,455	0,271	**0,910**
GP2	0,443	0,603	0,709	0,453	0,308	**0,920**
GP3	0,471	0,574	0,730	0,474	0,199	**0,930**
GP5	0,407	0,508	0,762	0,392	0,206	**0,951**
GP6	0,377	0,539	0,712	0,473	0,185	**0,968**

Source: Made from preliminary research data processing results of 30 respondents (2020)

It can be seen that the correlation of each construct indicator with the same block is higher than the correlation between different indicators. These results explain that latent constructs predict on the indicator block itself are better compared to indicators on other blocks. Therefore, it can be said that the validity of the discriminant loading factor has *been* achieved. Then, show the results of the *Fornell-Lacker* discriminant validity test in table 4.6

Table 4 6 Fornell-Lacker Validity Test Results

	EK	EC	A	SN	PF	GP
Environmental Knowledge	***0,858***					
Environmental Concern	0,432	***0,848***				
Attitude	0,492	0,690	***0,861***			
Subjective Norms	0,396	0,343	0,486	***0,830***		
Price Fairness	0,531	0,489	0,461	0,181	***0,900***	
Green Purchase	0,430	0,607	0,776	0,249	0,479	***0,936***

Note: italics and bold numbers = discrete values

Source: Made from preliminary research data processing results of 30 respondents (2020)

In carrying out the validity of the discriminant on the measurement model, if each construct is greater than the correlation between the construction and other constructs, it can be said to meet the validity of *the Fornell-Lacker discriminant.* The next step is to test the reliability of all the variables used in this study. Reliability test results can be seen from table 4.7 below:

Table 4 7 Results Reliability Test Research

	Cronbach's Alpha	Composite Reliability	Role of Tumb	Kriteria
Environmental Knowledge	0,928	0,943	> 0,70	Reliabel
Environmental Concern	0,921	0,939		Reliabel
Attitude	0,884	0,920		Reliabel
Subjective Norms	0,889	0,91e		Reliabel
Price Fairness	0,923	0,945		Reliabel
Green Purchase	0,965	0,973		Reliabel

Source: Made from preliminary research data processing results of 30 respondents (2020)

On table 4. 7 can be seen the value of *cronbach's alpha and composite reliability* of each variable shows a number above 0.70 which can be said that each of these variables variabel meets *cronbach's alpha* criteria and *composite*

reliability that has been set. Furthermore, the researchers will explain about the value of each variable that should be more than 0.70.

4.3 Actual Study Test result

4.3.1 Descriptive Statistics

In conducting sensing data testing, researchers obtained data by obtaining a visual summary or by examining the central tendency and spread of a variable. Furthermore, obtaining data by checking central helps researchers to know the minimum value, maximum value, average value, variance and deviation standard. Descriptive statistical results from the results of this researcher's preliminary study can be seen in table 4. 9.

Table 4 8 Desciptive Statistics Actual Test

Demographic variable	Categories	Number of Respondents	Percentage
Age	21-26	15	4,16%
	27-33	78	21,66%
	34-39	267	74,16%
Domicile	Jakarta	221	61,38%
	Tangerang	81	22,5%
	Bekasi	5	1,38%
	Depok	31	8,6%
	Bogor	22	6,11%
Gender	Man	294	81,66%
	Woman	66	18,33%

Income per month	<Rp 1.000.000	5	1,38%
	Rp 1.000.000 – Rp 5.000.000	13	3,61%
	Rp 5.000.000 – Rp 10.000.000	23	6,38%
	>Rp 10.000.000	319	88,61%

Table 4 9 Descriptive Statistical Result

Indikator	N	Range	Minimum	Maximum	Mean	Std. Deviation
EK1	360	4	1	5	3,94	1,107
EK2	360	4	1	5	3,83	1,053
EK3	360	4	1	5	3,92	1,001
EK4	360	4	1	5	3,85	1,004
EK5	360	4	1	5	3,86	,985
EK6	360	4	1	5	3,85	,971
EC1	360	4	1	5	3,83	,990
EC2	360	4	1	5	3,80	,976
EC3	360	4	1	5	3,72	,986
EC4	360	4	1	5	3,82	1,013
EC5	360	4	1	5	3,84	,999
EC6	360	4	1	5	3,88	1,000
SN1	360	4	1	5	3,76	,947
SN2	360	4	1	5	3,80	,938
SN3	360	4	1	5	3,75	,950
SN4	360	4	1	5	3,72	1,024
SN6	360	4	1	5	3,70	1,009
PF1	360	4	1	5	3,84	,995
PF2	360	4	1	5	3,86	1,017
PF3	360	4	1	5	3,86	1,041
PF5	360	4	1	5	3,89	,990
A1	360	4	1	5	3,84	,986
A2	360	4	1	5	3,88	,983
A4	360	4	1	5	3,87	,987
A5	360	4	1	5	3,89	,979
GP1	360	4	1	5	3,76	,980
GP2	360	4	1	5	3,74	,972
GP3	360	4	1	5	3,81	,976
GP5	360	4	1	5	3,84	,930
GP6	360	4	1	5	3,81	,946

Source: made from data processing results 360 respondents (2020)

Note:

- EK : Environmental Knowledge
- EC : Environmental Concern
- SN : Subjective Norms
- PF : Price Fairness
- A : Attitude
- GP : Green Purchase

In table 4.8 there are maximum, minimum, average, variance and standard deviation values. The data used in this study used interval scale, which makes this study using average values, maximum values, minimum values, variances and deviation standards (Sekaran and Bougie, 2016: 282).

Range values are obtained by calculating the difference between maximum and minimum values. Furthermore, because this study uses interval data, average values and deviation standards are needed to feel the data. The average value is obtained by summing the total value of the response and dividing it by the total number of respondents. In addition, standard deviation is obtained with the square root of the variance value. For example, the average value of EK1 indicator is 3,94 in the first indicator of the Environmental Knowledge variable,which means that most respondents answered the indicator, namely " Climate change caused by increased levels of CO2 in the Atmosphere is called the greenhouse effect" with agreed answers.

Lastly, the standard deviation from the first indicator of the Environmental Knowledge variable (EK1) is 1,107 which indicates the spread of the indicator is 1,107. The next process is to test the goodness of the data from the preliminary study. Data goodness testing can be done by performing reliability tests and validity tests.

4.3.2 Actual Study Validity Test Results (Outer Model)

In the convergent validity test of this preliminary study, 360 respondents were used. Validity test is done in two ways, namely convergent validity test and discriminant validity test. In order to be able to state that the data obtained is valid in convergent validity test, *the value of loading factor* (outer*loading*) must exceed 0.70 *and the average variance extracted* value (AVE) must be greater than 0.50 (Sentosa 2018, 207). The results of the validity test are contained in the following table:

Table 4 10 Actual Study Validity Test Results (Outer Loading)

	Environmental Knowledge	Environmental Concern	Attitude	Subjective Norms	Price Fairness	Green Purchase	Role of Tumb	Kriteria
EK1	0,839							Valid
EK2	0,853							Valid
EK3	0,843							Valid
EK4	0,846							Valid
EK5	0,845							Valid
EK6	0,811							Valid
EC1		0,832						Valid
EC2		0,843						Valid
EC3		0,840						Valid
EC4		0,850						Valid
EC5		0,817					>0,70	Valid
EC6		0,836						Valid
A1			0,893					Valid
A2			0,881					Valid
A4			0,920					Valid
A5			0,861					Valid
SN1				0,816				Valid
SN2				0,857				Valid
SN3				0,876				Valid
SN4				0,818				Valid

SN6				0,821				Valid
PF1					0,822			Valid
PF2					0,876			Valid
PF3					0,875			Valid
PF5					0,894			Valid
GP1						0,881		Valid
GP2						0,876		Valid
GP3						0,822		Valid
GP5						0,911		Valid
GP6						0,910		Valid

Source: Made from actual research data processing results of 360 respondents (2020)

The next step is to test the validity of convergence and discriminant in this study which will be described in table 4.10

Table 4 11 Result Validity Convergent Test

	Average Variance Extracted (AVE)	Role of Tumb	Kriteria
Environmental Knowledge	0,705	> 0,50	Valid
Environmental Concern	0,699		Valid
Attitude	0,790		Valid
Subjective Norms	0,702		Valid
Price Fairness	0,753		Valid
Green Purchase	0,776		Valid

Source: Made from actual research data processing results of 360 respondents (2020)

In testing the validity of convergent on the measurement model, the average *variance extracted* (AVE) value must be above 0.50. From the table above it can be seen that the AVE of each variable is eligible > 0.50. The next step is to test the validity of the discriminant by *using cross loading* which will be described in table 4. 11

Table 4 12 Discriminant Validity Test Results (Cross Loading)

	Environmental Knowledge	Environmental Concern	Attitude	Subjective Norms	Price Fairness	Green Purchase
EK1	**0,839**	0,525	0,467	0,519	0,493	0,373
EK2	**0,853**	0,575	0,498	0,538	0,510	0,371
EK3	**0,843**	0,546	0,429	0,544	0,539	0,386
EK4	**0,846**	0,565	0,463	0,565	0,538	0,339
EK5	**0,845**	0,585	0,442	0,577	0,572	0,326

EK6	**0,811**	0,547	0,376	0,526	0,491	0,283
EC1	0,531	**0,832**	0,510	0,608	0,533	0,362
EC2	0,538	**0,843**	0,478	0,636	0,512	0,344
EC3	0,523	**0,840**	0,501	0,653	0,534	0,367
EC4	0,592	**0,850**	0,468	0,668	0,631	0,322
EC5	0,565	**0,817**	0,445	0,626	0,639	0,297
EC6	0,585	**0,836**	0,482	0,576	0,613	0,323
A1	0,467	0,515	**0,893**	0,512	0,483	0,637
A2	0,487	0,533	**0,881**	0,546	0,500	0,645
A4	0,463	0,496	**0,920**	0,492	0,501	0,658
A5	0,483	0,504	**0,861**	0,484	0,490	0,621
SN1	0,524	0,605	0,480	**0,816**	0,526	0,323
SN2	0,579	0,620	0,505	**0,857**	0,568	0,376
SN3	0,565	0,626	0,498	**0,876**	0,553	0,350
SN4	0,550	0,635	0,454	**0,818**	0,580	0,350
SN6	0,498	0,664	0,459	**0,821**	0,641	0,330
PF1	0,507	0,618	0,467	0,623	**0,822**	0,391
PF2	0,568	0,585	0,489	0,571	**0,876**	0,382
PF3	0,536	0,596	0,510	0,597	**0,875**	0,420
PF5	0,551	0,588	0,457	0,577	**0,894**	0,378
GP1	0,396	0,401	0,646	0,399	0,431	**0,881**
GP2	0,378	0,330	0,589	0,337	0,395	**0,876**
GP3	0,329	0,357	0,651	0,387	0,390	**0,822**
GP5	0,368	0,321	0,621	0,332	0,399	**0,911**
GP6	0,355	0,361	0,659	0,358	0,381	**0,910**

Source: Made from actual research data processing results of 360 respondents (2020)

It can be seen that the correlation of each construct indicator with the same block is higher than the correlation between different indicators. These results explain that latent constructs predict on the indicator block itself are better compared to indicators on other blocks. Therefore, based on the data it said that the validity of the discriminant loading factor has been achieved.

Then, show the results of the *Fornell-Lacker* discriminant validity test in table 4.12.

Table 4 13 Fornell-Lacker Validity Test Results

	EK	EC	A	SN	PF	GP
Environmental Knowledge	***0,839***					

Environmental Concern	0,664	***0,836***				
Attitude	0,534	0,576	***0,889***			
Subjective Norms	0,649	0,751	0,572	***0,838***		
Price Fairness	0,624	0,688	0,555	0,683	***0,867***	
Green Purchase	0,415	0,403	0,721	0,413	0,683	***0,881***

Note: italics and bold numbers = discrete values

Source: Made from actual research data processing results of 360 respondents (2020)

In carrying out the validity of the discriminant on the measurement model, if each construct is greater than the correlation between the construction and other constructs, it can be said to meet the validity of *the Fornell-Lacker discriminant.*

It can be seen that the validity of the discriminant has been achieved, the overall test of the validity of the construct in this study to test the measurement of the PLS-SEM model has been achieved because it meets the requirements that have been set.

The next step is to test the reliability of all the variables used in this study. Reliability test results can be seen from table 4.13 below:

Table 4 14 Actual Research Reliability Test Results

	Cronbach's Alpha	Composite Reliability	Role of Tumb	Kriteria
Environmental Knowledge	0,916	0,935	> 0,70	Reliabel
Environmental Concern	0,914	0,933		Reliabel
Attitude	0,911	0,938		Reliabel
Subjective Norms	0,894	0,922		Reliabel
Price Fairness	0,890	0,924		Reliabel
Green Purchase	0,927	0,945		Reliabel

Source: Made from actual research data processing results of 360 respondents (2020)

On table 4. 13 Can be seen the value of *cronbach's alpha and composite reliability* each variable shows a number above 0.70 variabel which can be said that each of these variables meets *cronbach's alpha* criteria and *composite reliability that has been* set. Furthermore, the

researchers will explain about the value of each variable that should be more than 0.70.

4.3.3 Multicolinearity Testing Actual Studies

Next, researchers will test each indicator for multicolinearity evidence using the Variance Inflation Factor (VIF) threshold used is that each indicator must have a VIF value of less than 5. If the indicator has a VIF value of more than 5, then there is a multi-coverability and indicates that the mentioned indicators correlated with other indicators. In other words, that indicator is no longer needed. Table 4.14 below shows the *inner* VIF values below 5 meaning there is no multicolinearity.

Table 4 15 Inner VIF of Actual Studies

	Attitude
Environmental Knowledge	2,075
Environmental Concern	2,840
Subjective Norms	2,739
Price Fairness	2,276

Sumber: Dihasilkan dari 360 responden dalam studi aktual (2020)

4.3.4 Inner Model

Testing research hypotheses using *inner weight tables.* Research hypothesis is acceptable if the value of *t-statistic* ≥ $\text{ttable}_{\text{tabel}}$ at the error rate (α) of 5% is 1.96. Here is the value of the path coefficient (*original sample estimate)* and the value *t-statistic* on the inner model. Here is a picture of the structural model 4.1.

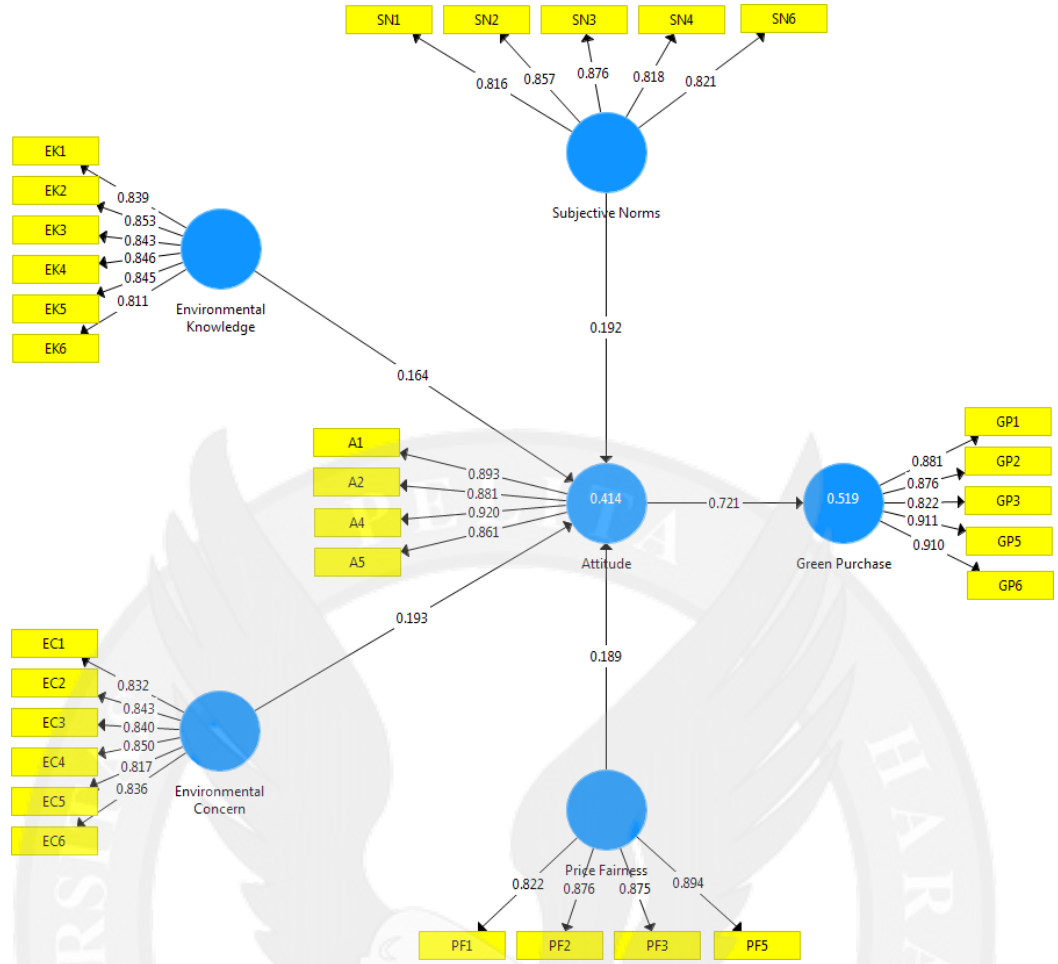

Figure 4 1 Path Model Based on PLS Algorithm

Source: Created for this research (2020)

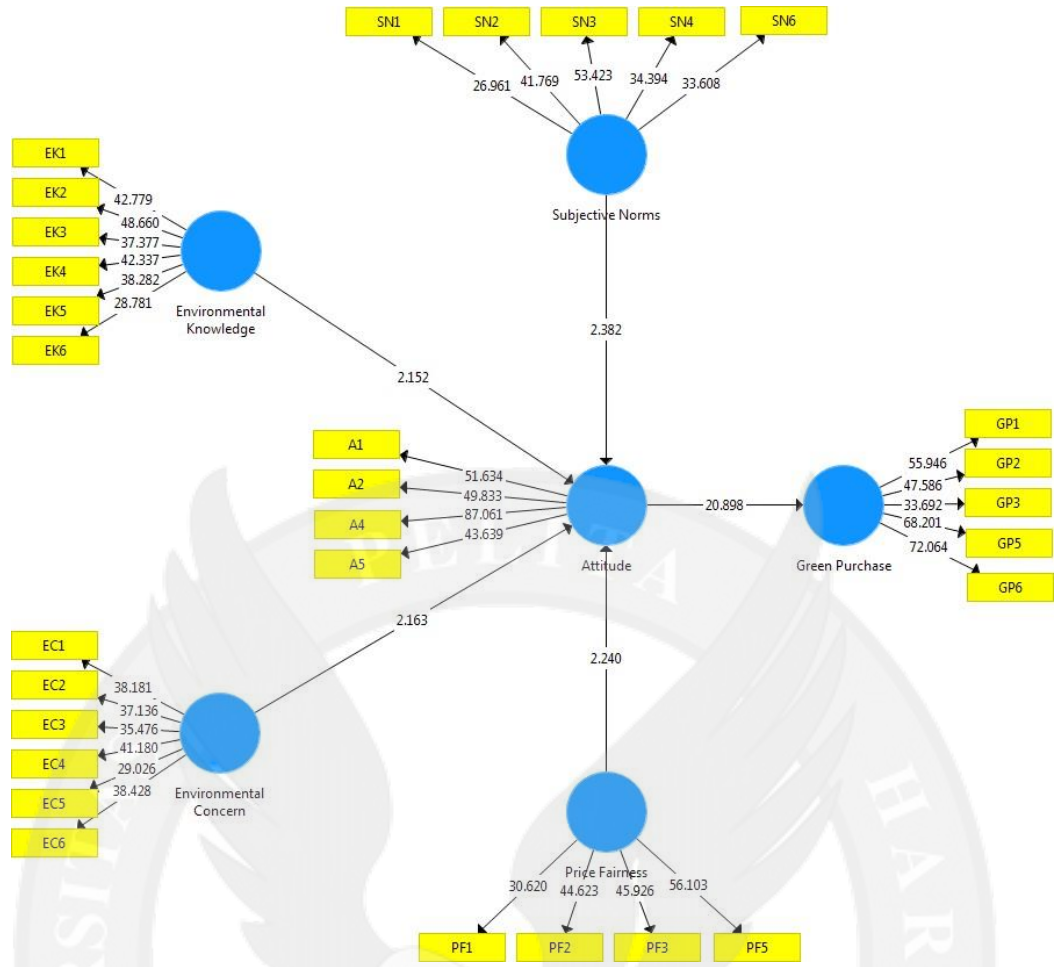

Figure 4 2 Path Models Based on Bootstrapping

Source: Created for this research (2020)

In each endogenous latent variable there is a number that indicates the value *of R-Square.* In tabel 4.15 presented latent endogenous variables in this study along with *R-Square* value of each endogenous latent variable.

Table 4.16 Value R-Square

	R Square
Attitude	0,414
Green Purchase	0,519

Source: Made from actual research data processing results of 360 respondents (2020)

From table 4. Attitude's 15 *variable R-square* values are 0.416416 which means 41,6% of the existing variations can be explained by the

variables Environmental Knowledge, Environmental Concern, Subjective Norms and Price Fairness while the remaining 58.4%is explained by other variables outside the variables used in the study, the R-square value is 0.414 belongs to the moderate category.

Variable *Green Purchase R-square value* of 0.519which means 51,9% of the existing variations can be explained by the attitude variable while the remaining 48,1% is explained by other variables outside the variables used in the study, the *R-square value* of 0.519 belongs to the moderate category.

Table 4 17 Hypothetical Test Results

Hipotesis	**Relationship Variabel**	***Path Coefficient Value***	**t-statistic**	***P-value***	**Conclusion**
H_1	Environmental Knowledge -> Attitude	0,164	2,152	0,032	Supported
H_2	Environmental Concern -> Attitude	0,193	2,163	0,031	Supported
H_3	Subjective Norms -> Attitude	0,192	2,382	0,018	Supported
H_4	Price Fairness -> Attitude	0,189	2,240	0,026	Supported
H_5	Attitude -> Green Purchase	0,721	20,898	0,000	Supported

Source: Created from the actual research data processing results of 360 respondents (2020)

Based on table 4.16 can be seen from the five hypotheses proposed are all significant and supported. Indications of a hypothesis supported or not can be seen from critical value and *p-value*. Furthermore, where the limit for t-statistic is ± 1,96 and the *p-value limit* is ≤ 0,05.

The first hypothesis states the positive relationship of Environmental Knowledge with Attitude with its path coefficient of 0.164164. The first hypothesis has a t-statistic of 2,152 and *p-value* of 0.032. Thus, based on these limits it can be concluded that the first hypothesis is supported.

The second hypothesis states the positive relationship of Environmental Concern with Attitude with its path coefficient of 0.193193. The second hypothesis has a t-statistic of 2,163 and p-value of 0.031. Thus, based on these limits it can be concluded that the second hypothesis is supported.

The third hypothesis states the positive relationship between Subjective Norms and Attitude with a path coefficient of 0.192192. The third hypothesis has a t-statistic of 2,382 and p-value of 0.018. Thus, based on these limits it can be concluded that the third hypothesis is supported.

The fourth hypothesis states the positive relationship between Price Fairness and Attitude with its path coefficient of 0.189189. The fourth hypothesis has a t-statistic of 2 ,240 and p-value of 0.026. Thus, based on these limits it can be concluded that the fourth hypothesis is supported.

The fifth hypothesis states a positive relationship between Attitude and Green Purchase with a path coefficient of 0.712712. The fifth hypothesis has a t-statistic of 20,898 and p-value of 0.000. Thus, based on these limits it can be concluded that the fifth hypothesis is supported.

4.4 Discussion

After the researchers conducted a hypothesis test with the actual data processing of 360 respondents al hypotheses supported.

H_1: Environmental Knowledge has a positive effect on Attitude

The results showed that Environmental Knowledge has a positive relationship with Attitude. This means that the more knowledge they have about the current environmental conditions, it needs to be maintained to maintain environmental sustainability, their behavior in buying products will increasingly shift to green products or goods with little waste. This is done by customers because they want to maintain the environment and can contribute to the preservation of the environment. The results of this study are in line with previous research conducted by Suwarsono and Wulandari (2015); Rini et al (2017), stated that environmental knowledge has a positive and significant relationship to attitude.

H_2: Environmental Concern Has a positive effect on Attitude

The results showed environmental concern has a positive relationship with Attitude. This means that people with high environmental concerns will do things based on their concerns so that they will choose to buy and use environmentally friendly products rather than using other products that will damage the environment and also that environmental concern assumes value in the hierarchy of value behavior. The results of this study are in line with previous research conducted by Rini et al (2017); Christina (2019) who stated that environmental concern has a positive and significant relationship with attitude.

H_3: Subjective Norms has a positive effect on Attitude

The results showed subjective norms have a positive relationship with attitude. This means that it represents the perception or subjective possibility of certain group expectations about behavior. When they are in the middle of

a society that tends to buy eco-friendly products, they will also tend to do the same because they do expect it. The results of this study are in line with previous research conducted by Nursaidah (2013) and Putri (2019) which stated subjective norms have a positive and significant relationship to Attitude and also the attitude of mediating the relationship between subjective norms to purchasing intentions.

H_4: Price Fairness has a positive effect on Attitude

The results showed price fairness has a positive relationship with attitude. This means that understanding against price fairness is necessary to really know the attitude of consumers. Usually, price fairness is measured by direct and indirect perception of the goods or brand. They would consider buying a product if they thought they would benefit the same or even better than the money they spent. The results of this study are in line with previous research conducted by Kristianto (2013) showed that there is a significant relationship between Price Fairness and Attitude.

H_5: Attitude has a positive effect on Green Purchase Intention

The results show attitude has a positive relationship with Green Purchase Intention. This means that al explains that everyone has their own preferences and feelings towards the object, so that attitude affects the intention to buy environmentally friendly products. People who have knowledge of the environment will tend to choose environmentally friendly products in their purchases. The results of this study are in line with previous research conducted by Hendiarto (2015); and Kussudyarsana and Devi (2020) who stated attitude has a positive and significant effect on Green Purchase.

CHAPTER 5

CONCLUSION AND SUGGESTION

Based on data analysis and hypotheses testing in this research namely “Green Purchase Intention of Household in Jakarta Garden City”, researcher can take conclusion, managerial implication, research limitation, and recommendation

5.1 Conclusion

The researcher has obtained 360 respondents, 81,66% of the respondents are male and 18.33% of them are woman, and around 74,16% aged 34-39 years, and most of them are domiciled in the area of Jakarta.

This researcher has found that the highest influence is Attitude towards Green Purchase intention having a t-statistic of 20,898 with a coefficient path of 0,721, second is subjective norms towards attitude having a t-statistic of 2,382 with a coefficient path of 0,192, third is price fairness towards attitude having a t-statistic of 2,240 with a coefficient path of 0,189, fourth is environmental concern towards attitude having a t-statistic of 2,163 with a coefficient path of 0,193 and finally environment knowledge towards attitude having a t-statistic of 2,152 with a coefficient path of 0,164.