Influencing factors Le Minerale: Purchase Decisions

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Abstract. *The purpose of this study is to determine whether environmental awareness, green product advertising, environmental knowledge, and green buy intention can affect each other as well as whether Makassar residents' environmental knowledge is influenced by their intentions to make green purchases. Descriptive research methodologies are used in this study. Data from samples in Makassar were also gathered by researchers via an online survey method. Makassar population sampling is made easier with the use of the probability sampling technique. The study's findings indicated that while environmental knowledge had a positive and significant impact on green purchase intention, green purchase intention had a positive and significant impact on environmental knowledge, and environmental awareness and green product advertising had a positive but not statistically significant effect on green purchase intention. The restricted sample size of 164 respondents resulting from time constraints during the research process is the research's main weakness.*

Keywords: *Green Purchasing Intention, Environmental Knowledge, Green Product Advertising, Environmental Awareness.*

INTRODUCTION

The harm to the environment that has recently occurred is inextricably linked to human activity aimed at achieving basic human needs. The recently observed environmental harm is a result of over-exploitation of natural resources. Researchers and environmental observers have provided numerous facts demonstrating how overuse of natural resources degrades the ecosystem and causes natural damage. Since 1660, oil palm and paper pulp plantations have taken over 25% of Indonesia's forests (Moridu, 2016). The quality of the natural environment is continuously lowered when leftover materials from these activities are not managed.

A person's ecological knowledge about the environment is referred to as their environmental consciousness. According to Yusuf et al. (n.d.), consumers who possess greater environmental awareness are more likely to be aware of the quality of environmentally friendly items and to be more inclined to purchase them. Any information that shapes community engagement in environmental behaviour and environmental attitudes can be broadly characterised as environmental knowledge (Kushendar et al., 2022).

It's important to distinguish between knowledge, information, and data when defining knowledge. Explanations can begin with knowledge and proceed from there using information and statistics to facilitate understanding. Interpreted information derived from people's convictions and views is called knowledge. Hamel and Prahalad, 1660).

Because there are a lot of Le Minerale aficionados in the Makassar area, there are a lot of intriguing difficulties to investigate, according to the findings of prior research and

firsthand observations at the place. The author's limits apply in this instance. As a result, the author's research will only concentrate on how environmental consciousness, green product advertising, and environmental knowledge affect consumers' intentions to make green purchases at Le Minerale in Makassar. As can be seen from the previous explanation, one of the issues facing the Le Minerale company is getting customers to know about and be interested in purchasing ecologically friendly Le Minerale products. Since the corporation is known to face fierce competition based on observations, experts are interested in learning what influences consumers' decisions to purchase Le Minerale products.

LITERATURE REVIEW

An expansion of the Theory of Reasoned Action (TRA) is the Theory of Planned Behaviour (TPB). Subjective norms and an individual's attitude towards the behaviour are the two primary components that shape an individual's intention towards behaviour, according to TRA (Fishbein and Ajzen, 1674).However, perceived behavioural control—an additional factor—is included in TPB (Ajzen, 1661). The elements of the Theory of Planned Behaviour are:

Perception of conduct

Although attitude does not always translate into behaviour, it does indicate a preparedness for action that does (Lubis, 2010). People's actions are determined by their attitudes towards certain behaviours. The person will eventually decide how to conduct himself in his life based on his attitude towards behaviour that is viewed as positive. As a result, attitude serves as a tool for directing how someone behaves.

Perceived Control over Behaviour

An individual cannot always control how they behave, even when they are in a circumstance where they have some degree of control over how they behave. There are multiple elements that contribute to an individual's ability to control their behaviour, including both external and internal factors. Internal factors are those that originate from within the person, such as knowledge, abilities, and will. External influences, on the other hand, originate from the person's surroundings. A person's perception of behavioural control is how he or she recognises that the actions they exhibit are the outcome of their own control.

Implicit Norms

If the people he views as significant in his life can accept what he is going to do, then that person will act in a particular way. Normative views therefore result in knowledge of pressure from.

RESEARCH METHOD(S)

This research uses causal associative research because this research contains information about previous research with the same variables and research hypotheses that can be formulated. This research uses a quantitative approach. Using 164 samples and distributed via social media platforms.

FINDINGS AND DUSCUSSION

Table 1. Validity Test and Reliability Test

	X1 Environmental Awarness	X2 Green Product Advertising	X3 Environmental Knowledge	Y Green Purchase Intention
EA1	0.610	0.442	0.427	0.300
EA2	0.431	0.166	0.324	0.010
EA3	0.442	0.177	0.344	0.012
EA4	0.701	0.444	0.376	0.207
GPA1	0.401	0.447	0.731	0.362
GPA2	0.467	0.422	0.736	0.416
GPA3	0.374	0.370	0.773	0.413
GPA4	0.476	0.607	0.433	0.210
EK1	0.422	0.711	0.421	0.402
EK2	0.403	0.776	0.444	0.440
EK3	0.346	0.700	0.444	0.434
GPI1	0.142	0.422	0.362	0.743
GPI2	0.267	0.307	0.402	0.677
GPI3	0.217	0.373	0.321	0.724
GPI4	0.240	0.442	0.346	0.771

Based on Table 1 above, it shows that all indicators are declared valid. All indicators can still be declared valid according to (Chin, 1667) because they exceed the value of 0.4 (>0.4). So it can be concluded that all indicators and variables are declared to meet the requirements of the validity test

Table 2. Reliability Testing

Variabel	Cronbach's Alpha	CompositeReliability
environmental awareness	0.706	0.766
green product advertising	0.714	0.722
environmental knowledge	0.743	0.747
Green purchase intention	0.763	0.760

Based on the reliability testing in the aforementioned table, it is possible to conclude that all of the variables are reliable because they all meet the minimal requirements, which are that the Composite Reliability value be above 0.7 and the Cronbach's Alpha value be above 0.6 (>0.6).

Results of inner model testing

Using the PLS Algorithm, inner model analysis is the next step. Hypothesis testing is done by examining the path coefficient test results, and inner model (structural) analysis is done by looking at the value of the coefficient of determination test results ($R2$), which gives an overview of the accuracy level of a test model.

R-squared analysis

The R-square test is used to evaluate the prediction model's accuracy. The R-square test results for this study are as follows:

Table 3. R-square test results

Variabel	R-square
Green Purchase Intention	0.377

With a value of 0.377, or 37.7%, it is clear from the preceding table that innovation, market orientation, and entrepreneurial orientation have a significant impact.

Test of Hypothesis (Path Coefficient)

In order to determine the p-value for the dependent variable of family business succession—planning, family ties, entrepreneurial spirit, and intergenerational managerial mindset—hypothesis testing was conducted using the bootstrapping approach. The outcomes of this study's testing of the hypothesis are as follows:

Table 4. Hypothesis testing results

Variable	T-statistic	P Value	Information
Environmental awareness (X1) ☐ *Green purchase intention* (Y)	1,070	0,274	Rejected
Green Product Advertising (X2) ☐ *Green purchase intention* (Y)	6,462	0,000	Accepted
Environmental Knowledge (X3) ☐ *Green purchase intention* (Y)	2,670	0,003	Accepted

With a t-statistic value of 1.070 and a p-value of 0.274, the hypothesis test demonstrates a relationship between the environmental awareness variable and green purchasing intention. H1 is therefore accepted because the t-statistic result is below 1.66 and the p-value result is smaller than 0.004. Thus, it can be concluded that the intention to make green purchases is not significantly and favourably influenced by environmental awareness.

With a t-statistic value of 2.670 and a p-value of 0.003, the hypothesis test demonstrates the relationship between the Environmental Knowledge variable and green purchasing intention. H3 is accepted as a result because the t-statistic result is greater than 1.66 and the p-value result is less than 0.004. Thus, it can be concluded that the intention to make green purchases is positively and significantly influenced by environmental knowledge.

CONCLUSION AND RECOMMENDATION

After testing, conclusions can be drawn:

1. Environmental Awareness does not have a positive and significant influence on Le Minerale's Green Purchase Intention in Makassar

2. Green Product Advertising has a significant influence on Le Minerale's Green Purchase Intention in Makassar.

3. Environmental Knowledge has a positive and significant influence on Le Minerale's Green Purchase Intention in Makassar.

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