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Environmental Impact and Purchase Intention: Recycled Products in Banten

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ABSTRACT: The waste problem requires a multidimensional approach, especially in processing and sorting at the source, in line with the Sustainable Development Goals of achieving zero waste in the future. The waste bank program has been introduced to support waste reduction and the circular economy, but public interest in recycled products remains low. Banten Province, one of the five provinces with the highest waste tonnage in Indonesia in 2022, showed interest of only 19.3%. This study aims to identify the factors influencing public purchase intention of recycled products, with product trust as a mediating variable. Through online questionnaires and data analysis using SEM PLS, involving 158 respondents in Banten Province, it was found that environmental consciousness, environmental concern, perceived value, and perceived risk significantly influence the purchase intention of recycled products. Additionally, these factors also significantly affect product trust. Mediation analysis shows that product trust can mediate the relationship between environmental consciousness and environmental concern with purchase intention, but it is not optimal in mediating the impact of perceived value and perceived risk. Recommendations for environmental activists in Banten Province include increasing the credibility and clarity of information regarding recycled products, as well as ensuring the cleanliness and safety of these products to directly enhance public purchase intention and support the circular economy in Banten Province.

Keywords: Environmental Consciousness, Environmental Concern, Perceived Value, Perceived Risk, Product Trust, Purchase Intention, SEM PLS

INTRODUCTION

The amount of natural resources available on earth is limited and humans consume more than they can get back. The industrial revolution has increased the ability of humans to transform nature in an extraordinary way, and people's consumption demand has increased significantly. Due to the increasing desire for consumption, large-scale and unsustainable ways of production lead to the rapid depletion of natural resources and severe ecological damage.

The 1945 Constitution guarantees for the Indonesian people the existence of a clean and healthy environment. This also underlies the existence of *the Sustainable Development Goals* (SDGs). *Sustainable Development* is a sustainable development so that current needs can be met without sacrificing the potential of future generations. Sustainable development carries three balanced approaches to growth, including: social inclusion, environmental sustainability and economic prosperity (Cham, 2023).

One of the goals in the *Sustainable Development Goals* (SDGs) is the sixth goal which emphasizes the importance of achieving sustainable water management and availability as well as sanitation for all. In Point 6a, the SDGs outline the goal of expanding international

cooperation and increasing the capacity of development support for developing countries in various aspects including water and sanitation. This includes various efforts such as efficient water use, waste treatment, recycling, reuse technology, and waste management in accordance with government regulations. Based on the Preparation of National Policy & Strategy (Jakstranas) in the management of household waste and the like, it then developed into a Regional Policy and Strategy (Jakstrada) where each provincial region carries out targets, plans and strategies for shrinkage and handling of waste, one of which is waste sorting and management.

Cities in Indonesia produce so much waste every day. There are even cities that are predicted to produce up to thousands of tons of waste every day. Of the 34 provinces, the author displays 5 provinces with the most waste generation in 2022.

Table 1 Total Tonnage of Waste Generation on the Island of Java in 2022

Number	Province	Waste Generation (Tons/Year)
1	Central Java	5,515,267.63
2	East Java	4,954,299.38
3	West Java	4,894,648.33
4	Jakarta	3,112,381.40
5	Banten	2,627,865.54

Source: National Waste Management Information System, 2022.

Through table 1 where there are five provinces with the highest volume of waste generation nationally in 2022 according to the National Waste Management Information System, if you look at where Banten Province is classified as one of the 5 provinces in terms of the highest waste generation nationally.

The large generation of waste in Banten Province is due to various aspects, one of which is in the form of a total population that always increases by 1.5-2% per year, becoming an area with 3 active economic routes (land, air and sea) and also various tourist destinations, so that this is an indication of the increasing waste generation in Banten province (DLHK., 2022).

The importance of waste separation due to high waste tonnage, considering the LeuwiGajah landfill incident which exploded in 2005 due to the mixing of several types of waste so that it caused excess methane gas and resulted in an explosion that took a lot of victims, as well as what happened this year, namely the occurrence of *Overcapacity* resulting in the closure of landfills in several districts/cities. The increase in the number of people who increase every year and the consumptive attitude of the community will undeniably cause an increase in waste generation, so it is hoped that the community will sort from home or from sources so that the waste generation that will end up in the landfill is not so much.

This is if it is associated with "Regulation of the Minister of Environment and Forestry No. 14 of 2021 in article 2 it is explained that the central government, local governments, and the community have the responsibility to manage waste and in efforts to manage the waste, the central government, local governments and the community can form a Waste Bank". The Waste Bank is an activity unit where waste is managed with the principles of 3R (*reduce, reuse and recycle*). Its function is as a means of education to change behavior in waste management and apply the concept of Circular Economy. Thus, the activities carried out include collecting, sorting, and managing waste into recycled products. This process is an action to be able to manage and reuse leftover goods so that they can have new benefits and value (Rizki, Yushardi, & Sudartik, 2023).

According to the results of the publication data of the National Waste Management Information System since 2022, it has a waste generation rate of 35 million tons/year with 62% of managed waste and the rest has not been properly managed. And based on the publication, it can be seen that waste generation is based on the type of waste:
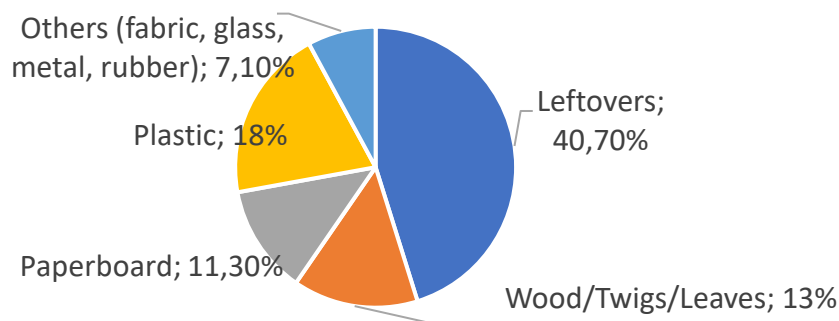

Figure 1 Waste Composition Based on Waste Type in 2022
Source: National Waste Management Information System, Ministry of Environment and Forestry, 2022.

Through Figure 1, which presents data on the composition of waste by type since 2022, where there are two types of waste with the highest figures, namely food waste at 40.7% and plastic and packaging waste at 18%. The nature of plastic food and beverage packaging products is generally disposable, so that with its consumptive nature, people often consider it a small thing, even though it can cause large waste generation, and the type of post-consumer plastic waste is not collected by scavengers or management systems but leaks into the environment and the rest ends up at the final waste processing site (TPA).

Plastic packaging waste and food waste are the highest types of waste in 2022, so these two types of waste are the focus of this research. Plastic waste cannot decompose naturally and has the potential to pollute the environment and cause air pollution and water pollution. The Leuwigajah landfill incident in Cimahi which failed to manage waste prompted many regions from the provincial level to the district/city level to issue regulations restricting the use of plastic bags. Meanwhile, organic waste is household waste and other organic materials that have economic potential if managed correctly. Efficient management of organic waste can result in profits rather than waste (Wiryono, Muliatiningsih, & Dewi, 2020).

If you look at the above problems and are linked to the National Strategy & Policy for efforts to improve waste management, especially by focusing on reducing waste from its source. The program, known as the 3R (*Reduce, Reuse*, and *Recycle*) principles, includes: waste reduction, reuse of items that are still viable, and recycling to create new, useful items. These problems make people in the world more concerned with the concept of "*green*" and ultimately create attention to awareness and consumption of environmentally friendly products. The concept of "*green*" is often associated with terms such as responsible consumption, *ecological marketing*, environmentally conscious consumers, *social responsibility*, sustainable and environmentally friendly (Ansu-Mensah, 2021).

Waste Bank with collection, sorting, weighing and processing activities into new products so that they can implement a circular economy system so that people can increase their income. In this context, the circular economy model has become very important in recent years. The Circular Economy is a new business model that must lead to more sustainable

development with the aim of improving resource efficiency by encouraging product reconstruction (Bigliardi et al., 2020) (Geissdoerfer, Savaget, Bocken, & Hultink, 2017).

The concept of a circular economy is proposed to change current patterns of production and consumption that place a significant burden on the planet and environmental capacity. This not only requires closing the cycle by reusing waste and resources, but also slowing down the material cycle by developing products that can be reused in the long term (Papadaki, Nikolaou, & Assimakopoulos, 2022).

In recent times recycled products have been utilized due to their potential significant economic and ecological benefits. Used products can be recycled and remanufactured into products in like-new condition. Therefore, the recovered products can be returned to the market and traded. However, to start this process, it is necessary to obtain used products from consumers (Liao, Shih, & Ma, 2019).

Products can be remanufactured using remanufacturing, repair or recycling processes (Alamsyah, Othman, & Mohammed, 2020). The remanufacturing process involves restoring obsolete components from the original product or adding updated components, thereby elevating the used product to new product quality standards. To carry out the remanufacturing process, there will be reduced materials. Therefore, new products will be offered to the market at a lower cost compared to the original product. In contrast, the repair process involves replacing the main components of the original product, in order to get a new product with lower performance specifications. Finally, the recycling process involves dismantling used parts of products and reusing them to produce new products (Bigliardi et al., 2020).

Before developing eco-friendly products and pursuing market opportunities after producing them, companies are urged to consider environmental sustainability and profits. Environment-based marketing communication or green marketing is a marketing development that has the potential for dual benefits for both producers and consumers. The double potential referred to here is that on the company side, they contribute to solving environmental problems through their marketing activities, while on the consumer side they also contribute to not damaging the environment (Asmara Dewi & Syauki, 2023).

Many companies have changed their production strategies to actively respond to environmental concerns and changing consumer attitudes towards the environment. They abandon products that are relatively polluting to the environment or harmful to human health and turn to environmental protection products. Although manufacturers have produced environmentally friendly products, many consumers are not interested in their products because of their consumption value, rejection of new technologies, or rejection of the premium price charged for the new product, thus creating sales barriers for the product (Hong, Li, Han, & He, 2020).

If you look at the results of the report of the Indonesian Sustainable Waste Institute on the online publication of Republika media where Indonesia, it was conveyed that the recycling rate of plastic waste in Indonesia has only reached seven percent (it is known that the type of PET plastic, which is generally used for drinking water packaging in bottles and gallons) as well as other types of waste. So this is far from the desire of the Ministry of Environment and Forestry which is committed to being able to implement a circular economy, besides that people who care and are interested in the use of environmentally friendly recycled products and achieve *the zero waste* target in the future are still very far from the expected percentage. Based on Kompas R&D research through interviews in November 2022, the results were obtained that public awareness of waste management tends to be minimal and waste reuse (recycling) is only carried out by 19.3% of respondents. If you look at it, so that this study is

very important to understand what elements are responsible for behavior in the intention to spend environmentally friendly products, especially for recycled products (Budianto, 2023).

Before the determination of the intention to buy a product, consumers are faced with an awareness to transact to get a product. Purchase intention is an attitude that leads to the possibility of consumers to shop for goods they like, if the intention to make a purchase that is felt by consumers can arise because of the thought that consumers believe that the product they want can buy. Sometimes consumers are also exposed to the influence of people around them who they trust, so that a very strong feeling arises to know information from products from trusted sources (Diash & Syarifah, 2021; Kotler & Armstrong, 2018).

According to research conducted by Inneke Anggraini where *Environmental Concerl, Knowledge & Consciousness* has a positive influence on Purchase Intention (Anggraini, Imaningsih, & Wibowo, 2023). *Environmental concern* is in the form of an aspect that conveys the intention of spending. *Environmental concern* emphasizes the level of customer awareness of environmental issues and seeks to contribute to participating in the mitigation of these problems. In addition, the problem of damage to the natural environment makes individuals more concerned and responsive to the initiative to use recycled products. Therefore, consumers with *Environmental concerns* can be used as controllers of environmentally friendly consumption patterns. *Environmental concern* is related to changes in consumption behavior that become more sensitive to the choice of environmentally friendly products, especially recycled products (Riptiono, 2022). *Environmental concern* includes the knowledge that consumers have about the effects of environmental problems on the lifestyle of each individual, insights into environmental issues and impacts on all individuals, and insights into the issue of environmental impacts on living beings which include plants and animals (Fatmawati & Alikhwan, 2021).

Meanwhile, *Environmental Awareness* of environmentally friendly products in the world is currently increasingly popular. This trend is triggered by increasing consumer concerns about products that are conventionally produced with additives that damage the environment and if consumed in the long term can cause health problems. *Environmental Consciousness* is based on psychological factors, individuals have certain tendencies towards pro-environmental behavior. *Environmental Consciousness* is evident among individuals in a group who do not buy certain items because they are harmful to the environment. This attitude is ingrained over a period of time and consumers become sensitive to how much they refrain from buying products that harm the environment (Mishal, Dubey, Gupta, & Luo, 2017).

Environmental consiousness is an awareness or understanding of environmental problems, and significantly affects individual behavior to be more environmentally friendly. When consumers are aware of the environmental and health benefits of consuming recycled products, they are also likely to pay for the product. Environmental awareness can have a positive effect on willingness to pay. Previous research also noted that with high environmental awareness, consumers will tend to be more willing to spend money on eco-labeled goods than customers with low environmental awareness (Xu, Wang, & Yu, 2020).

Consumers should be aware of the existence of recycled products before making a purchase. Thus, information about recycled products that affects consumers' intention to make a purchase. Awareness of recycled products can be created through labeling, packaging and advertising. Consumers who are aware and have used recycled products with the fact that the consumption of recycled products helps improve the environment. This suggests that awareness of recycled products can influence consumer decision-making which in turn can help restore a more positive outlook on the market (Ansu-Mensah, 2021).

As for other elements that accompany customers to the intention to buy a product, through an assessment carried out by Suparwi where *Perceived Value* has a positive impact on *Purchase Intention*. Before making a purchase decision, generally customers will evaluate the products or services offered. The evaluation includes a comparison of price, quality, and whether the product meets customer needs. Preferred (Suparwi & Jannah, 2024) *value* is defined as customers viewing the sacrifices and expenditures given for a product in accordance with the benefits they expect (Handi, Hendratono, Purwanto, & Ihalauw, 2018).

Perceived value of recycled products will create a positive attitude towards purchase intention and higher satisfaction. But without the additional benefits of recycled products, consumers will tend to be less interested in environmentally friendly products. *Perceived value* means that customers want to obtain quality products that are accurate and useful by reducing uncertainty. Consumers always think that if they get some benefits that they feel through a recycled product, they can be influenced to shop for the item (Nekmahmud & Fekete-Farkas, 2020).

There is a positive correlation between *perceived value* and the intention to purchase recycled products. *Perceived value* is a characteristic that is associated with awareness of the value of the product, so it can increase purchase intention. In addition, customers are expected to buy goods when they realize that the value of the product is higher. The value products created will later increase consumer buying intentions (Taeuk Kim & Yun, 2019).

In addition to the positive consumer reactions that influence purchasing decisions, this study also examines negative reactions related to recycled products to explain the *attitude-behavior* gap, and to gain a more complete understanding of consumer behavior towards recycled products. The negative reaction in question is *perceived risk*, which is the consumer's subjective anticipation of possible losses when assessing a product.

Based on the consumer *responsible behavior literature, perceived risk* refers to barriers to consuming sustainable products (e.g. price, quality, and time). In addition (Zeng & Durif, 2019), *perceived risk* is seen as a determining factor to understand the process of consumer intention to buy recycled products. Alamsyah also identified *perceived risk* in the form of anxiety factors arising from the consumption of recycled products, namely anxiety about quality, anxiety about product appearance, anxiety about not following trends, and anxiety because the product is too conspicuous (Alamsyah et al., 2020).

In relation to *perceived risk*, existing research shows that consumers consider environmentally friendly products to be more expensive and of lower quality than conventional products , thus posing financial and performance risks. In this study, the author assumes that the perceived risk has a negative impact on the decision to purchase recycled products (Hein, 2022).

Through this elaboration, the factors that will be researched in researching consumer intention in buying for recycled products are *Environmental concern*, *perceived value* and *perceived risk*. Customers who have great *environmental concerns* will have good behavior on recycled products which ultimately fosters the intention to make purchases of recycled products. Consumers who think that they are benefiting from a recycled item, so that they can buy it (Alhamad, Akyürek, Mohamed, & Baadhem, 2023). Customers with a high level of environmental awareness tend to increase their intention to make a purchase, especially on environmentally friendly products such as recycled products Consumers consider recycled products to have many risks such as being more expensive and of lower quality than conventional products. and non-functional tend to affect the intention to make a purchase (Hein, 2022; Mishal et al., 2017).

This assessment is not in line with the previous assessment because in addition to increasing negative reactions, namely *perceived risk*, this study also adds the Product *Trust* variable as a mediation variable. The use of these variables is to deepen the understanding of how consumer trust in products affects purchase intentions, behaviors, and brand preferences. Previous research may not have included this variable because it has not emphasized consumer trust in the product as the main focus. However, with increasing awareness of the importance of consumer trust, its use is crucial for understanding consumer behavior and more effective marketing strategies.

According to some studies, if customers have confidence in an item, they will have a high confidence to buy the product which will ultimately affect their intention to choose an environmentally friendly product (Suprapto & Efendi, 2018). This assessment is not in line with the previous assessment because in addition to increasing negative reactions, namely *perceived risk*, this study also adds the Product *Trust variable* as a mediation variable. The addition of the variable *Product Trust* where *product trust* influences the intention to purchase recycled products because customers associate themselves with a trusted ethical business and distance themselves from dubious business activities. Customers will trust if the company can demonstrate that its recycled products are safe for customers and the environment. To increase consumer purchase intentions, companies must focus on developing good relationships with consumers and building eco-friendly trust (Suhartanto et al., 2021).

The variables in this study have previously been studied in Indonesia. *Environmental concern* was researched to explain its effect on *purchase intention* for environmentally friendly furniture products from used drums and wooden pallets (Firmansyah, 2019). *Perceived value* was researched to explain its influence on *purchase intention* for environmentally friendly furniture products.   (Firmansyah, 2020) *Environmental consiousness* was researched to explain its effect on *purchase intention* for recycled handicraft products in Jambi Province   (Sriayudha et al., 2022) . *Perceived risk* and *product trust* were studied to explain their influence on *purchase intention* for environmentally friendly air conditioning products (Suprapto & Efendi, 2018).

This research will focus on plastic packaging, organic waste from vegetable waste; food or fruits and used cooking oil because this type of waste is the highest waste category in 2022. Plastic waste cannot decompose naturally and has the potential to pollute the environment and cause air pollution and water pollution. Meanwhile, organic waste is household waste and other organic materials that have economic potential if managed correctly. Efficient management of organic waste can result in profits rather than waste.

Thus, this study aims to analyze the elements that accompany the *Purchase Intention* of recycled products in the circular economy program with *Product Trust* as the *Intervening variable*. The title of the study is in the form of "The Influence *of Environmental Consciousness, Environmental Concern, Perceived Value, Perceived Risk* on *Purschase Intention Through* Product Trust *Mediation*: A Study of the Prouduk Recycling Industry in Banten Province".

RESEARCH METHODOLOGY

Paradigm is defined as a way of looking or school of thought. Paradigm is a belief system that is manifested in a model of concepts, theories, and methodologies that are mutually agreed. Quantitative research which focuses on analyzing numerical data uses statistical methods to test hypotheses. Developing a theoretical mathematical model or hypothesis related to natural phenomena is an objective of the quantitative research conducted. The results of statistical analysis can indicate the significance of the relationship being studied. The direction of this relationship is influenced by the hypothesis proposed and the results of

statistical analysis that have been carried out not solely by scientific logic. This method also allows the discovery and development of new science and technology from basic ideas that are systematically tested (Hardani, S. Pd., M. S., Nur Hikmatul Auliya, Grad. Cert. B., Helmina Andriani, M. S., Roushandy Asri Fardani, S. Si. , M. P., Jumari Ustiawaty, S. Si. , M. S., Evi Fatmi Utami, M. Farm. , Apt, Dhika Juliana Sukmana, S. Si. , M. S., & Ria Rahmatul Istiqoma, 2020).

In this study, researchers determined a population with a limited number through people in Banten Province who have not purchased recycled products and have an interest in buying these products.

In this study, sampling uses *the purposive sampling* technique, namely sampling using certain criteria The criteria for respondents who can be sampled are:
- Residing in Banten Province
- Know the recycled products.
- Have never bought recycled products but have an interest and desire to buy recycled products.

RESULT AND DISCUSSION
Results and Analysis of Structural Models (Hypothesis Test) Research

After ensuring that the estimated model meets convergence validity, discrimination validity and resiliency, the next step is to test the determination coefficient (R^2) and *path coefficient*. Coefficients of determination were tested to measure the extent to which exogenous constructs contribute in explaining variations in endogenous constructs. Meanwhile, *path coefficient* is used to evaluate the significance and strength of relationships between constructs, as well as to test related hypotheses.
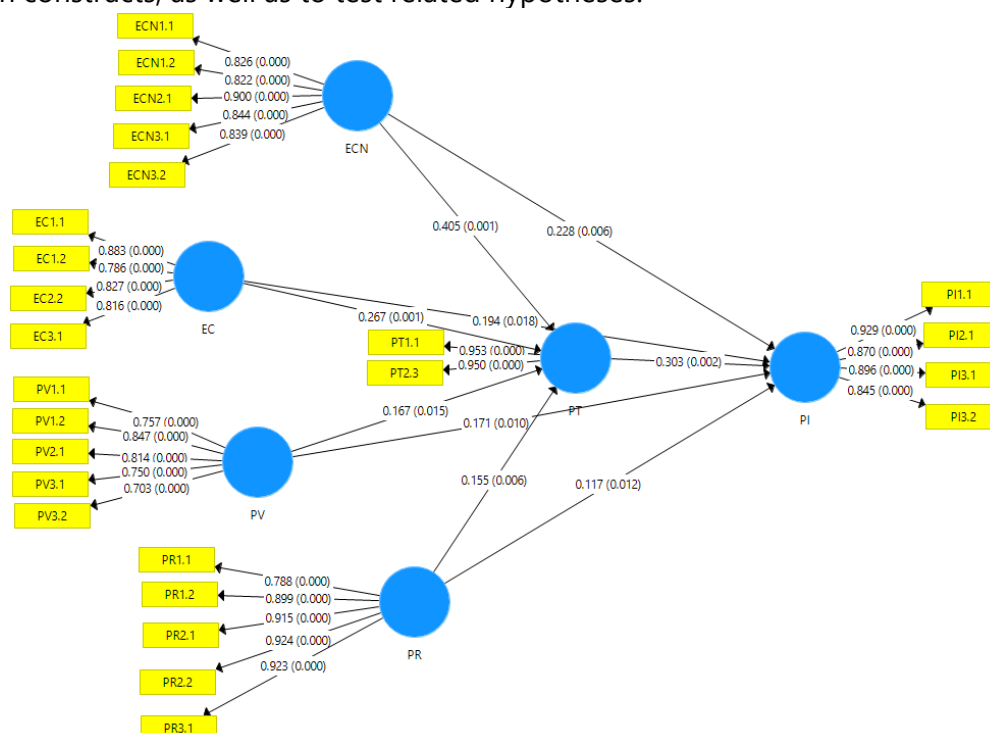

Figure 2 Test Results *Inner Model (Path Coefficients and P-Value)*

In the *inner model test*, it can be measured by calculating *the R-square* for the dependent construct, the t-test and the significance of the structural path parameter coefficient. *The Inner Model (Structural Model)* explains the correlation between latent constructs by looking at the

results of estimating the parameter coefficients and their level of significance. Figure 4.5 above shows the Path Coefficients and P-Value.

R2 Test

The R2 test was carried out to measure how well the structural model of endogenous latent variables was in predicting exogenous latent variables (Sarstedt, Ringle, & Hair, 2021). The change in the R2 value is used to describe how much the influence of the exogenous latent variable on the endogenous latent variable is substantial. The following are the results of the R2 test that have been carried out and presented in the following table.

Table 2 R2 Test Results Table

	R Square	R Square Adjusted
Purchase Intention (PI)	0.682	0.672
Product Trust (PT)	0.651	0.641

Source: data processing results sempls 3.2.9

Structural model testing is carried out by considering the R-square value as a model fit test or conformity test. Based on the results of the determination coefficient test using the R-square test, the following research findings were obtained:

a. The independent variables used in the study contribute to the influence of the Purchase Intention by 68.2%, the findings of this study are evidenced by the value of R Square on the variable Purchase Intention of 0.682 and R-square adjusted 0.672, which indicates that about 67.2% of the variables Purchase Intention (PI) can be explained by the variables used in this study. This indicates the strong influence of other variables on Purchase Intention (PI).

b. The independent variables used in the study contribute to the influence of the Product Trust by 65.1%, the findings of this study are evidenced by the value of R Square on the variable Product Trust by 0.651 and R-square adjusted 0.641, which indicates that about 64.1% of the variables Product Trust (PT) can be explained by other variables in the model. It also shows that there is a strong influence of other variables on Product Trust (PT).

Collinearity Test

The multicollinearity test, also known as the collinearity test, is used to evaluate whether there are any collinierity problems among the variables investigated in a study In the context of the analysis, the multicollinearity test is assessed based on a VIF. Variance Inflation Factor) value, which is considered reasonable if the value is less than 5.

Table 3 Collinearity Test Results

	EC	ECN	PI	PR	PT	PV
EC			2.126		1.922	
ECN			3.273		2.803	
PI						
PR			1.319		1.251	
PT			2.862			
PV			1.759		1.679	

Source: SmartPLS 3.2.9 Processed Products

Based on the collinearity test that has been carried out, all VIF values of each influence on variable < 5, which means that there is no collinearity problem in this study.

Test Q^2

The test was used to evaluate the predictive relevance of the research model, where a $Q^2 Q^2$ value of > 0 indicates that the construct variable has relevance for the endogenous

variable and indicates the level of predictive relevance of diverse exogenous variables, with a range from small, medium, to large (Hair, Risher, Sarstedt, & Ringle, 2018).

Table 4 Test Results Q^2

	Q² (=1-SSE/SSO)
EC	
ECN	
PI	0.521
PR	
PT	0.574
PV	

Source: *SmartPLS 3.2.9 Processed Products*

Based on the results of the tests that have been carried out, it can be concluded that the value for Q^2 Q^2 *Purchase Intention* (PI) is 0.521, indicating a large level of prediction relevance. While the value for Q^2 *Product Trust* (PT) is 0.574, it also shows a large level of prediction relevance.

Test f^2

The test was carried out to evaluate how much effect each variable had in this study. If the values are 0.02, 0.15, and 0.35, then this indicates that the effect of these variables has a small, moderate, and large influence. The results of the test can be found in the table below.$f^2 f^2 f^2$

Table 5 Test Results f^2

	EC	ECN	PI	PR	PT	PV
EC			0.055		0.106	
ECN			0.050		0.168	
PI						
PR			0.033		0.055	
PT			0.101			
PV			0.052		0.047	

Source: *SmartPLS 3.2.9 Processed Products*

Based on the tests that have been carried out, it can be seen that the effect of f^2*the Environmental Concern* variable on *Purchase Intention* has a small influence effect with a value of 0.055 and on the f^2 *Product Trust variable* has a small influence effect with a value of 0.106. Meanwhile, the test that has been carried out shows that the effect of $f^2 f^2$*the Environmental Consciousness* variable on *Purchase Intention* has a small influence effect with a value of 0.050 and on the f^2 *Product Trust variable* has a moderate influence effect with a value of 0.168. f^2

Furthermore, the tests that have been carried out can be found that the effect of the f^2*Perceived Risk* variable on *Purchase Intention* has a small influence effect with a value of 0.033 and on the f^2 *Product Trust variable* has a moderate influence effect with a value of 0.055. Then it was also obtained that the effect of f^2*the Perceived Value* variable on *Purchase Intention* had a small influence effect with a value of 0.052 and on the f^2 *Product Trust* variable had a moderate influence effect with a value of 0.047. And lastly, the effect of the f^2*Product Trust* variable on *Purchase Intention* has a small influence effect with a value of 0.101.f^2

Hypothesis Test (*Path Coefficient*)

The hypothesis is tested through the use of *path coefficient* or *bootstrapping* to assess the significance of each hypothesis proposed. The hypothesis test is declared significant if the t-statistics value > 1.645 and the p-value < 0.05. The results of the hypothesis test measurement or *path coefficient* can be found in the table below.

Table 6 Path *Coefficient Test Results*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Decision
ECN -> PT	0.405	0.421	0.132	3.079	0.001	*Accepted*
EC -> PT	0.267	0.264	0.086	3.111	0.001	*Accepted*
PV -> PT	0.167	0.162	0.076	2.187	0.015	*Accepted*
PR -> PT	0.117	0.109	0.052	2.255	0.012	*Accepted*
ECN -> PI	0.228	0.233	0.090	2.527	0.006	*Accepted*
EC -> PI	0.194	0.200	0.092	2.093	0.018	*Accepted*
PV -> PI	0.171	0.168	0.073	2.349	0.010	*Accepted*
PR -> PI	0.117	0.109	0.052	2.255	0.012	*Accepted*
PT -> PI	0.303	0.298	0.104	2.903	0.002	*Accepted*

Source: *SmartPLS 3.2.9 Processed Products*

Based on the results of the Direct *Effects* test, the findings of the study can be summarized as follows:

a. *Environmental Consciousness* has a significant effect on *Product Trust*, as evidenced by *the coefficient of p value* = 0.001 < 0.05 and the coefficient *of original sample* = 0.405.

b. *Environmental Concern* has a significant effect on *Product Trust*, as evidenced by *the coefficient of p value* = 0.001 < 0.05 and the coefficient *of original sample* = 0.267.

c. *Perceived value* has a significant effect on *Product Trust*, as evidenced by *the coefficient of p value* = 0.015 < 0.05 and the coefficient *of original sample* = 0.167.

d. *Perceived Risk* has a significant effect on *Product Trust,* as evidenced by *the coefficient of p value* = 0.012 < 0.05 and the coefficient *of original sample* = 0.117.

e. *Environmental Consciousness* has a significant effect on *Purchase Intention,* as evidenced by the coefficient *of p value* = 0.006 < 0.05 and the coefficient *of original sample* = 0.228.

f. *Environmental concern* has a significant effect on *Purchase Intention*, as evidenced by *the coefficient of p value* = 0.018 < 0.05 and the coefficient *of original sample* = 0.194.

g. *Perceived Value* has a significant effect on *Purchase Intention,* as evidenced by *the coefficient of p value* = 0.010 < 0.05 and the coefficient *of original sample* = 0.171.

h. *Perceived risk* has a significant effect on *Purchase Intention*, as evidenced by *the coefficient of p value* = 0.0122 < 0.05 and the coefficient *of original sample* = 0.117.

i. *Product Trust* has a significant effect on *Purchase Intention*, as evidenced by *the coefficient of p value* = 0.002 < 0.05 and the coefficient *of original sample* = 0.303.

Mediation Test

In addition to testing the hypothesis, this study also conducted a mediation test or indirect effect to evaluate whether there is a direct influence on various mediation variables in this study. This is done by analyzing the indirect *path coefficients*. The hypothesis test is considered significant if the t-statistics value > 1.645 and the p-value < 0.05. The results of the hypothesis test or *Indirect Path coefficient* can be found in the table below:

Table 7 *Indirect Path Coefficients Test Results*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Decision
ECN -> PT -> PI	0.123	0.126	0.060	2.041	0.021	Accepted
EC -> PT -> PI	0.081	0.078	0.036	2.235	0.013	Accepted
PV -> PT -> PI	0.050	0.050	0.032	1.565	0.059	Rejected

PR -> PT -> PI	0.047	0.046	0.029	1.611	0.054	Rejected

Source: *SmartPLS 3.2.9 Processed Products*

Based on the results obtained regarding the results of the mediation test or *Indirect Path Coefficients,* It can be concluded that:

a. *The Environmental Consciousness* variable has an influence on the *Purchase Intention* variable with *the Product Trust* variable as the mediating variable. This is evidenced by the *t-statistical* value obtained from 2.041 > 1.645 and *the p-value* of 0.021 < 0.05.

b. *The Environmental Concern* variable has an influence on the *Purchase Intention* variable with *the Product Trust* variable as the mediating variable. This is evidenced by the *t-statistical* value obtained 2.235 > 1.645 and *the p-value* 0.013 < 0.05.

c. *The Perceived Value* variable has no influence on the *Purchase Intention variable with the* Product Trust *variable* as the mediating variable. This is evidenced by the *t-statistical* value obtained 1.565 < 1.645 and *the p-value* 0.059 > 0.050.

d. The *Perceived Risk* variable has no influence on the *Purchase Intention* variable with *the Product Trust* variable as the mediating variable. This is evidenced by the *t-statistical* value obtained 1.611 < 1.645 and *the p-value* 0.054 > 0.050.

Discussion

The Effect of *Environmental Consciousness* on *Product Trust*

The data results showed that *Environmental Consciousness* had a significant effect on *Product Trust*, with a *p-value* of 0.001 indicating a statistically strong level of significance. This is proven by the *original sample coefficient* of 0.405 which is also significant, confirming that *Environmental Consciousness* affects *Product Trust* for recycled products in Banten Province. It can be concluded that the higher the level of environmental awareness, the greater the trust in recycled products.

This research is in line with the results of a study conducted by (Nayeon Kim & Lee, 2023), which showed that the level of environmental awareness significantly affects consumer trust in products. This is due to consumers' willingness to support environmentally friendly products and a positive perception of the quality and credibility of these products. The results of this study also show that consumers who are more environmentally conscious tend to have greater trust in environmentally friendly products and are more willing to buy them.

The highest indicator of *Environmental Awareness* is concern for the earth, which shows that to increase the purchase of recycled products, efforts are needed to increase public awareness of environmental issues and the importance of efforts to reduce negative impacts on the environment. With an effective educational approach, a strong environmental awareness campaign, and support from various parties, it is hoped that it can increase public awareness of the environment and, ultimately, increase trust in recycled products in Banten Province.

The Effect of *Environmental Concern* on *Product Trust*

The results of the analysis showed that *Environmental Concern* had a significant influence on *Product Trust*, with a *p-value* of 0.001, indicating a high level of significance of this relationship statistically. The *original sample* coefficient of 0.405 also confirms that *Environmental Concern* has a significant effect on consumer confidence in recycled products in Banten Province. The conclusion that can be drawn is that the greater the level of concern for the environment, the stronger the consumer trust in recycled products.

This finding is in line with a study conducted by (Marcelino & Widodo, 2021) which highlights that the attitude of environmental concern applied by consumers has an effect on the perception of trust in environmentally friendly products, which can ultimately help reduce

negative impacts on the environment. This shows that consumers who care more about the environment tend to trust and want to use recycled products.

The highest indicator of *Environmental Concern* is "I will care about the environment," which signifies the importance of increasing consumer awareness and attitude of concern for the environment to increase trust in the product. Effective education efforts and campaigns are needed to invite consumers to care more about the environment, so that they are more confident and willing to use recycled products as one of the steps to maintain environmental sustainability.

The Effect of *Perceived Value* on *Product Trust*

The results of the analysis show that *Perceived Value* has a significant influence on *Product Trust*, with a *p-value* of 0.015 which indicates a statistically strong level of significance. The *original sample* coefficient of 0.167 also confirms that *Perceived Value* has a significant influence on consumer confidence in recycled products in Banten Province. Thus, the higher the perception of value or benefits of the product, the greater the consumer confidence in recycled products.

Research conducted by Hatri Wahyumar supports this finding by showing that when consumers feel that recycled products increase the credibility of the product, consumer confidence in the product's ability to overcome environmental and safety problems also increases (Wahyumar, 2023).

The main indicator on the *Perceived Value* variable is the perception of good value or benefits of the product, which indicates that to increase trust in the product, it is important to ensure that the product provides satisfactory value or benefits to consumers. This underscores the need for efforts from waste banks to ensure that the recycled products produced have high value and can meet the needs and desires of consumers.

The Effect of *Perceived Risk* on *Product Trust*

The results of the analysis show that *Perceived Risk* has a significant influence on *Product Trust*, indicated by a *p-value* of 0.006 which indicates strong statistical significance. The *original sample coefficient* of 0.155 also strengthens the finding that *Perceived Risk* has a significant effect on the level of consumer confidence in recycled products.

Research conducted by Nika Hein also confirmed that perceived risks, especially in terms of sanitation, have a significant negative impact on the intention to purchase recycled products. In this study, the highest indicator in *Perceived Risk*, namely *sanitary risk* where concerns related to product cleanliness, highlight the importance of quality control, especially in the aspect of cleanliness that can affect the health of buyers and the level of trust in recycled products.

The Effect of *Environmental Awareness* on *Purchase Intention*

From the results of data processing of 158 respondents using sempls, the results of the study showed that *Environmental Consciousness* has a significant impact on *Purchase Intention* for recycled products in Indonesia. In statistical analysis, the value of the p-value coefficient was 0.006, smaller than the set significance level of 0.05. In addition, the original sample coefficient of 0.228 shows a strong influence of *Environmental Consciousness* on *Purchase Intention*.

From the results of the research and hypothesis tests that have been carried out, it can be concluded that *Environmental Consciousness* has an influence and is significant on *Purchase Intention* related to recycled products in Indonesia. This indicates that the higher the level of environmental awareness, the greater the likelihood that someone will buy recycled products in Banten Province.

The results obtained are in line with a study that has been conducted by (Anggraini et al., 2023) entitled "*The Influence of Environmental Consciousness, Environmental Concern, And Environmental Knowledge on Attitudes and Their Implications on Green Purchase Intention of Eco-Friendly Homes.*" The study confirms that Environmental Awareness has a significant positive impact on the purchase intention of environmentally friendly products.

If you look at the *Environmental Consciousnes indicator,* when you want the intention to buy a recycled product to be high, it means the need for a strong understanding of the current environmental conditions so that there is an increase in concerns about the earth in the future and can affect the intention to buy recycled products as a solution to environmental concerns. This is reinforced by research conducted by (Sugiarto & Gabriella, 2020) which emphasizes that *Environmental Consciousness* is an attitude or action that aims to understand the importance of a clean and healthy environment. This attitude is reflected in the behavior of individuals when they feel free from environmental pressures. This supports the findings of the study that show a significant link between *Environmental Awareness* and *Purchase Intention* towards recycled products in Banten Province.

The Effect *of Environmental Concern* on *Purchase Intention*

Environmental concern has a significant effect on *Purchase Intention*, this can be seen by the value of *the p-value* coefficient of 0.018 which is smaller than the predetermined significance level, which is 0.05, and the *original sample coefficient* of 0.194. From the results of research and hypothesis testing, it can be concluded that there is an influence and significance between *environmental concern* and *Purchase Intention* related to recycled products in Indonesia. The increase *in environmental concern* directly has an impact on increasing *Purchase Intention* for these products.

The results of this study are in line with research that has been conducted by (Diash & Syarifah, 2021) where *environmental knowledge and environmental concern* together can explain most of the variations in green purchase intention, which is 33.9%. In the research carried out, estimates of the values of the two variables showed a positive impact, where every increase *in the environmental knowledge* score of 1 will increase green purchase intention by 0.184 and every increase in *the environmental concern* score of 1 will increase by 0.589.

This confirms that awareness and concern for the environment have an active role in shaping environmentally friendly purchase intentions. Along with the current conditions that increasingly prioritize sustainability and environmental awareness, these findings make an important contribution to understanding the factors that affect consumer behavior towards recycled products in Banten Province. One of them is an indicator of *environmental concern* that needs to be improved is awareness to care for the environment, so that a person can prefer to buy recycled products, various activities that have an active relationship in increasing environmental concern such as doing movements without plastic and so on.

The Effect of *Perceived Value* on *Purchase Intention*

The results show that *Perceived Value* has a significant effect on *Purchase Intention*. This is evidenced by *a significant p-value*, which is 0.010, smaller than the predetermined significance level of 0.05. The original sample coefficient obtained at 0.171 indicates that there is an influence between *Perceived Value* and *Purchase Intention* of recycled products in Indonesia.

The results of the study are in accordance with the results of research conducted by (Kusumawati & Rahayu, 2020)which highlights the relationship between experience quality, customer perceived value, customer satisfaction, and customer loyalty. The study shows that the quality of a good experience has a positive impact on perceived value by customers,

customer satisfaction, and ultimately, customer loyalty. From the perspective of *Perceived Value*, this study reveals that customers tend to be more interested and plan to buy a product if they feel a good value from the product.

Thus, the results of this analysis confirm the importance of value perception in influencing customer purchase intentions for recycled products. As awareness of environmental values and customer expectations for quality products increases, it is important for manufacturers of recycled products to continuously improve and communicate the values they offer in order to strengthen customer purchase intent and build stronger relationships with their consumers.

The Effect of *Perceived Risk* on *Purchase Intention*

The results show that *Perceived Risk* has a significant effect on *Purchase Intention*. This is evidenced by a significant *p-value* of 0.012, lower than the predetermined significance level of 0.05. The *original sample* coefficient of 0.117 also shows the relationship between *Perceived Risk* and *Purchase Intention of* recycled products in Banten Province.

This finding is in line with research conducted by Arifin Djakasaputra Julian and Rudy Pramono (2020), which confirmed the significant influence of *green perceived risk* on *green purchase intention*. In this study, the highest indicator in *Perceived Risk*, namely *sanitary risk* or the risk of a concern related to product cleanliness, emphasizes the importance of quality control, especially in the aspect of hygiene that affects the health of buyers in the intention to purchase recycled products. Another study published by Nika Hein (2022) also showed that perceived risks, including sanitation risks, have a significant negative impact on the purchase intention of recycled products.

So that in the context of the current situation, awareness of hygiene and sanitation has become more important, especially during the global pandemic. Therefore, waste bank organizations that produce recycled products should consider strict quality control of the sanitary aspects of their products to build trust and increase consumer purchase intent towards recycled products.

The Effect of *Product Trust* on *Purchase Intention*

The data results showed that there was a significant influence of *Product Trust* on *Purchase Intention*, with a *p-value* of 0.002 which indicates strong statistical significance, because the value was smaller than the predetermined significance level, which was 0.05. The significant *original sample* coefficient, which is 0.303, also confirms that *Product Trust* has a real influence on *Purchase Intention* related to recycled products in Banten Province. This indicates that the greater the level of consumer confidence in recycled products, the higher their desire to buy the product.

The results of the study are in line with research conducted by Nisar et al. (2023), which revealed that consumer awareness of environmental issues has a crucial role in building trust that environmentally friendly products can provide positive benefits for the environment and health. The existence of strong consumer confidence in the positive attributes and impact of eco-friendly products will support broader environmental and health protection efforts. Research conducted by (Wardani & Maskur, 2022) proves that trust has a significant positive effect on purchase decisions.

This study explains where the highest indicator of *Product Trust*, namely the belief that recycled products are produced with honest and transparent purposes, and does not hide important information from consumers, shows the importance of clear and informative communication from producers to consumers. Transparent and accurate information will give

greater trust to consumers, so they tend to have a strong intention to buy such recycled products.

Thus, there needs to be an effort from producers and related parties to continue to increase the level of consumer trust in recycled products, through transparent communication strategies, effective education about the benefits of environmentally friendly products, and compliance with high quality standards. This will contribute to an increase in *Purchase Intention* and a wider use of recycled products in society.

Product Trust is able to mediate the influence of *Environmental Awareness* on *Purchase Intention* of recycled products.

The results of the study show that *Environmental Consciousness* affects *Purchase Intention* through *Product Trust* as a mediating variable. These findings show a significant relationship between *Environmental Awareness*, *Purchase Intention,* and *Product Trust* in recycled products in Banten Province. This study confirms the findings by showing that an increase in *Environmental Awareness* mediated by *Product Trust* directly and significantly increases *Purchase Intention* in recycled products in Banten Province, as indicated by a *p-value* coefficient that is smaller than the established significance level (0.05).

The results of this study are in line with previous research, as stated by Nauman et al. which shows that consumers who have a high awareness of the environment and health, then tend to believe in the benefits of environmentally friendly products for the environment and health. This can increase consumer confidence in recycled products, ultimately influencing purchasing possibilities (Nauman, Noor, & Nisar, 2023).

In addition, these findings also support the view conveyed by Marcelino & Widodo that environmental concerns arise from continued concern for environmental problems caused by business activities. Concern for the environment also helps to have a better understanding of important issues in environmental conservation. Consumers who have concerns about the environment tend to accept recycled products more because they believe that they provide positive benefits to the environment (Marcelino & Widodo, 2021).

Thus, the results of this analysis confirm the importance of environmental awareness and trust in products in increasing purchase intentions for recycled products. It also shows that the Product *Trust variable* mediates the relationship between *Environmental Consciousness* and *Purchase Intention*, suggesting that this trust is a key factor influencing consumers' decision to buy environmentally friendly products.

Product Trust is able to mediate the influence of *Environmental Concern* on *Purchase Intention* of recycled products.

The Environmental Concern *variable* has an influence on *Purchase Intention*, with *Product Trust* acting as a mediator. This is reinforced by a *t-statistical* value of 2.235 and a *p-value* of 0.013 which is lower than the significance level of 0.05.

The results of this study are in line with previous research, as stated by Paul who emphasized that the level of environmental concern is increasing due to the continued awareness of environmental problems generated by business activities. Environmental awareness also helps consumers understand important issues in protecting the environment. Consumers who have environmental awareness prefer recycled products because they believe that they provide positive benefits for the environment (Paul, Modi, & Patel, 2016).

Based on the results of the research that has been carried out and the testing of the hypothesis, it can be concluded that *Environmental Concern* has a significant impact on *Purchase Intention* through *Product Trust* on recycled products in Banten Province and shows

that the increase in *Environmental Concern* mediated by *Product Trust* directly and significantly increases *Purchase Intention* on recycled products.

Product Trust is able to mediate the influence of *Perceived Value* on *Purchase Intention* of recycled products.

The results of the analysis obtained showed that the *perceived value* variable did not have a significant effect on *the Purchase intention* variable with *the product trust* variable as the mediating variable. This can be seen from the *t-statistical* value of 1.565 and the *p-value* of 0.059 so that it can be said that *Product Trust* has not been able to mediate the influence of *Perceived Value* on *Purchase Intention* on recycled products.

Perceived Value only has a direct effect on *Purchase Intention* without the need to go through mediation by *the Product Trust*, can occur due to several factors such as reviews from previous buyers, the quality that will be felt, the information provided is clear and made interesting so that changes in consumer preferences or dynamic market conditions can be one of the factors that reduce effectiveness *Product Trust* as a mediator in this study.

Product Trust is able to mediate the influence of *Perceived Risk on Purchase Intention of* recycled products.

The results of the analysis show that the *perceived risk* variable does not have a significant effect on *the Purchase Intention* variable when the product trust *variable* acts as a mediating variable. The *t-statistic* value obtained is 1.611 and the *p-value* is 0.054 indicating that *Product Trust* is not effective in mediating the influence of *Perceived Risk* on *Purchase Intention* on recycled products.

The same is true for perceived value, where it can be concluded that the possibility *of perceived risk* has a direct influence on *Purchase Intention* without going through mediation by *the Product Trust*. This can happen because several factors including the stigma of a "waste" into a product can be described as a condition of cleanliness and safety in the use of the product so that changes in consumer preferences or dynamic market conditions can be a factor that reduces the effectiveness of *Product Trust* as a mediator in the relationship between *Perceived Risk* and *Purchase Intention* in recycled products.

CONCLUSION

The results of this study provide a deeper understanding of the factors that affect the intention to purchase recycled products in Banten Province. This can help environmental activists who have recycled products in developing a more effective strategy to encourage the adoption of recycled products by the community, towards a more sustainable and environmentally friendly economy.

In increasing the Purchase Intention of recycled products in Banten Province, an increase can be made in the credibility of the product by paying attention to the cleanliness (sanitary) of the product with clear information both in composition, benefits or dangers in the use of the product so that it can attract buyers to the intention to purchase recycled products.

Overall, this study makes an important contribution to understanding the factors that affect the purchase intention of recycled products in Banten Province. It is hoped that this research can be the foundation for future studies in developing more effective strategies to encourage the adoption of recycled products in the community.

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