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Building Green Trust: The Influence of Green Perceived Value and Green Product on Purchase Intentions

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ABSTRACT: Transitioning to a low-carbon energy system is essential to achieving Indonesia's net-zero emission target by 2060. Electric motor vehicles are a strategic solution to reducing greenhouse gas emissions, yet their adoption faces challenges in stimulating public interest. This study investigates the impact of green perceived value and green product on green purchase intention, with green trust as a mediating variable, focusing on electric motor vehicle consumers in Palembang City. Using a quantitative approach, primary data was collected through structured questionnaires from 107 respondents selected via purposive sampling. Data analysis employed Structural Equation Modelling (SEM) with Smart-PLS version 3.2.9. Results show that green perceived value and green product positively influence green trust, which in turn enhances green purchase intention. Green trust also mediates the relationship between the independent variables and purchase intention. Practical implications include improving consumer education, ensuring product quality, and implementing sustainability-focused marketing strategies.

KEYWORDS: green perceived value, green product, green trust, green purchase intention, electric vehicles, Palembang City

I. INTRODUCTION

The rapid growth of motorized vehicles in the modern era has become an inevitable phenomenon, including in South Sumatra Province. Along with the increasing need for high mobility, the number of motorized vehicles continues to grow every year (Badan Pusat Statistik Provinsi Sumatera Selatan, 2023). This condition has a significant impact on environmental quality, especially greenhouse gas (GHG) emissions, which are projected to increase from 743 MtCO2e in 2022 to 963 MtCO2e in 2030 (Institute for Essential Services Reform (IESR), 2023). In addition, the air quality index in South Sumatra also shows unfavourable numbers, with an AQI value of 144, which indicates unhealthy air conditions (Indeks Kualitas Udara (AQI), 2024).

In support of the low carbon energy transition, the Indonesian government has set a net zero carbon target by 2060. This is realized through various policies, including Presidential Regulation No. 55/2019 on the Acceleration of the Battery-Based Electric Motor Vehicle Program. However, public interest in electric motorized vehicles is still low, even though the government has provided various stimulus and increased the development of supporting infrastructure (Institute for Essential Services Reform (IESR), 2023).

Initial research shows that the level of green purchase intention in Palembang City is in the low category. Based on a survey of 34 respondents, the average purchase intention score for environmentally friendly products only reached 3.21 or 64.12% of the rating scale (Arikunto, 2006); Initial Survey, 2024). This low level of interest may hinder the target of reducing carbon emissions, improving environmental quality, and achieving government targets in the adoption of electric vehicles.

In previous studies, several factors have been identified as influencing green purchase intention. Sandy and Ignatia (2022) research shows that green trust has a positive influence on green purchase intention, although green product has no significant effect. Meanwhile, research by Pradnyadewi and Warmika (2019) and Wicaksono and Darpito (2023) shows that green trust can act as a mediator that strengthens the relationship between the perceived value of green products and purchase intention. Aldi et al. (2023) found that green products have a significant positive relationship with green purchase intention, which means that the quality of environmentally friendly products can attract consumer attention. Research Anggry et al. (2020) and Sigit and Effed (2023) also strengthen these findings by showing a significant effect of green perceived value and green trust on green purchase intention.

On the other hand, Zhuang et al. (2021) analyzed 54 studies on green purchase intention and identified 11 main variables, such as green perceived value, green perceived quality, green perceived risk, and environmental knowledge. The study states that green perceived value and green trust have the most significant impact in influencing green purchase intention. Meanwhile, Dewi et al. (2019) found that green perceived value does not have a significant effect on green purchase intention due to a lack of information that can shape consumer perceptions. Citra (2019) also found that green brand image has a significant effect on green purchase intention, although green products do not have the same impact. When referring to the previous description, it can be explained that green purchase intention is influenced by green trust, then green trust is influenced by green perceived value and green product. Thus, the green trust variable is between green perceived value, green product and green purchase intention or in other words the green trust variable acts as a mediating variable.

II. LITERATURE REVIEW

Green Purchase Intention

Green purchase intention is the initial process where consumers feel an interest or calm feeling towards a good or service due to the stimulus or stimulus they receive, which raises the possibility of buying the product or service at a certain time *(Sigit & Effed, 2023)*. According to Kotler and Keller (2009) Green Purchase Intention is the possibility of a consumer engage in purchasing activities involving environmentally friendly products and brands. Green Purchase Intention is defined as the tendency of consumers to choose products that are perceived to be environmentally friendly, which is influenced by their beliefs, attitudes, and behavior towards environmental conservation *(Schiffman & Wisenblit, 2014)*. Based on the description above, the tendency of consumers to feel interested or comfortable with an environmentally friendly product or service, triggered by a certain stimulus or stimulus by involving consumer awareness of the environmental benefits of the purchase is green purchase intention. green purchase intention is measured by 5 statement indicators developed by previous researchers Chen and Chang (2012); Halim and Kempa (2016); Lee, (2017) namely : 1. Consumers are interested in buying environmentally friendly products because the products care about the environment; 2. In the future, consumers are interested in buying environmentally friendly products because of their environmentally friendly performance; 3. Consumers will prioritize environmentally friendly products; 4. Consumers will recommend pro-environmental products to people around; 5. Consumers are happy to buy environmentally friendly products.

Green Trust

According to Chen (2010) green trust is the entire desire or willingness to rely on a product, service, or brand based on beliefs or expectations resulting from credibility, good deeds, and proficiency in environmental performance. Green trust is consumer confidence in the performance that will be produced by environmentally friendly products *(Sandy & Ignatia, 2022)*. According to Chen and Chang (2013) it is explained that trust in environmentally friendly products is a unity of loyalty, product characteristics, company characteristics and product brand characteristics as forming trust in environmentally friendly products. The definition of green trust was also conveyed by Wang et al. (2019) which states that green trust can be interpreted as a willingness to rely on a product, service or brand based on trust or expectations resulting from credibility, truth and ability about its environmental performance. From these several definitions, it can be concluded that green trust is consumer trust in the performance of environmentally friendly products, which is built through a proven and testable trust-building process. Green trust is an important factor in shaping long-term consumer attitudes and the quality of relationships that create loyalty to green products.

Green trust is measured using 5 statement indicators developed based on Chen and Chang (2012) namely : 1. Consumers feel that environmentally friendly products have a trusted environmental reputation; 2. Consumers feel that environmentally friendly products have trusted performance; 3. Consumers feel that environmentally friendly products are reliable; 4. Environmentally friendly products concern for the environment according to consumer expectations; 5. Environmentally friendly products provide performance that matches the promises made.

Green Perceived Value

Green perceived value itself is a form of consumer assessment of a product that can have a positive impact on the environment *(Pradnyadewi & Warmika, 2019)*. According to Chen (2010) green perceived value can be interpreted as a comprehensive assessment of consumers of the benefits received and what is sacrificed based on environmental desires, expectations of sustainability and all the needs for green or environmentally friendly products. Another opinion was expressed by Juliana et al. (2020) which states that perceived green value is the perception and assessment of consumers of the net benefits of a product or service related to the environment, such as what is received and what is given based on consumer desires for environmental concerns, sustainable expectations and green needs. Chen and Chang (2012) believe that green perceived value is a comprehensive consumer assessment of all the benefits received and what is sacrificed based on environmental desires. Green perceived value has 5 dimensions in its measurement, namely 1. The benefits that consumers get by using an environmentally

friendly product; 2. The environmental performance provided by an organic product is in accordance with consumer expectations; 3. Environmental care is related to the very large amount of environmental care shown by organic products; 4. Excellent quality standards offered by organic products; 5. good for the environment means that it can reduce environmental damage.

From this description, it can be interpreted that green perceived value is the overall assessment made by consumers of the benefits, environmental performance, environmental care, quality standards, and positive impact on the environment provided by an environmentally friendly product. This includes consumers' evaluation of the usefulness of the product in meeting their needs, in line with expectations of the desired environmental performance and impact, as well as the level of concern for environmental issues.

Green Product

Green products are industrial products that are produced through environmentally friendly technology and do not cause adverse effects on the environment *(Sandy & Ignatia, 2022)*. Hanifah et al. (2019) green products, are products that are good for users and do not pollute the environment. According to Pankaj dan Vishal (2014) green product indicators are divided into 3 (three), namely green products are beneficial to the environment. A quality product is one that is environmentally friendly and does not contribute to pollution. Second is the performance of green products according to consumer expectations. Products that have high performance are the target of consumers to meet their needs. And the third is green product raw materials made from materials that are not harmful. Consumers choose eco-friendly products based on the consideration that they are made from raw materials that are safe for their use. Green product is explained as an effort to minimize waste during the production process in addition to maximizing the products made as well as to meet environmentally friendly requirements (Citra, 2019). There are three components in green products according to D'Souza et al. (2006) namely Product perception is that consumers see green products or environmentally friendly products as products that are not harmful to animals and the environment. Packaging is product packaging presents certain elements and is seen as related to environmental concerns by customers. The composition of the contents is that recycled materials can justify usage to a certain extent and claim overall usage at a lower level, as well as minimum damage to the environment. From some of the above opinions, it can be concluded that green products are industrial products that are produced through environmentally friendly technology and do not cause adverse effects on the environment. This product not only provides benefits to users, but also does not pollute the surrounding environment as an effort to minimize waste in the production process.

III. HYPOTHESIS DEVELOPMENT

Green purchase intention is the initial intention of consumers to buy environmentally friendly products or services. This intention can be influenced by various factors, including consumer perceptions of the environmental value of the product. Thus, the higher consumers' perceptions of the environmental value (green perceived value) of a product, the more likely they are to have the intention to buy the product (green purchase intention). Several previous studies have empirically proven that green perceived value has a positive influence on green purchase intention (Edyson & Ni Made, 2012; Pradnyadewi & Warmika, 2019; Sigit & Effed, 2023; Siregar & Maulana, 2023; Wicaksono & Darpito, 2023). The higher the consumer's perception of a product as a green product, the more likely they are to have the intention to buy the product, which is in line with the concept of green purchase intention. Several previous studies have empirically proven that green products have a positive effect on green purchase intention (Aldi et al., 2023; Hanifah et al., 2019; Hernizar et al., 2020; Kaima & Iriani, 2018; Widodo et al., 2020).

The results showed that the higher the green perceived value felt by consumers for a product, the higher the level of consumer trust (green trust) in the product. Several previous studies have empirically proven that green perceived value has a positive effect on green trust (Ardhy et al., 2021; Dewi et al., 2019; Pradnyadewi & Warmika, 2019; Sigit & Effed, 2023; Wicaksono & Darpito, 2023). The higher the consumer perception of a product as a green product, the higher the level of consumer confidence in the product. Several previous studies have empirically proven that green products have a positive effect on green trust (Hasan et al., 2021; Lestari et al., 2020; Sandy & Ignatia, 2022). Research by Lestari et al. (2020) found that consumers trust brands that offer environmentally friendly products more because these products are considered safer for the environment and health. The study found that green attributes in products, such as the use of organic ingredients and recyclable packaging, significantly increase consumer trust in brands, especially in the household product sector.

Thus, the higher the level of consumer confidence in the performance of green products (green trust), the higher the likelihood that they have the intention to buy these products (green purchase intention). Several previous studies have empirically proven that green trust has a positive effect on green purchase intention (Pradnyadewi & Warmika, 2019; Sandy & Ignatia, 2022; Sigit & Effed, 2023; Siregar & Maulana, 2023; Wicaksono & Darpito, 2023). Pradnyadewi and Warmika (2019) research shows that the higher consumers' perceptions of the environmental value of a product, the greater their trust in the company that offers the

product. In this case, green perceived value, which includes aspects of sustainability and environmental benefits of a product, strengthens green trust, because consumers feel confident that the company really cares about environmental issues. Several previous studies have empirically proven that green perceived value has a positive influence on green trust (Pradnyadewi & Warmika, 2019; Sigit & Effed, 2023) and subsequently green trust has a positive influence on green purchase intention (Dewi et al., 2019; Sandy & Ignatia, 2022; Wicaksono & Darpito, 2023).

There is a positive relationship between green products, green trust, and green purchase intention. The higher the consumer's perception of the environmental sustainability of a product (green product), the higher the consumer's trust in the product's performance (green trust), and the more likely they are to have the intention to buy the product (green purchase intention). Several previous studies have empirically proven that green products have a positive influence on green trust (Lestari et al., 2020; Sandy & Ignatia, 2022) and then green trust has a positive influence on green purchase intention (Sandy & Ignatia, 2022; Wicaksono & Darpito, 2023).

Based on the previous description, further hypotheses can be developed in this study as follows:

H_1: Green perceived value has a positive effect on green purchase intention.

H_2: Green product has a positive effect on green purchase intention

H_3: Green perceived value has a positive effect on green trust

H_4: Green products have a positive effect on green trust

H_5: Green trust has a positive effect on green purchase intention

H_6: Green trust mediates the relationship between green perceived value and green purchase intention.

H_7: Green trust mediates the relationship between green product and green purchase intention.

The theoretical framework presented in Figure 1

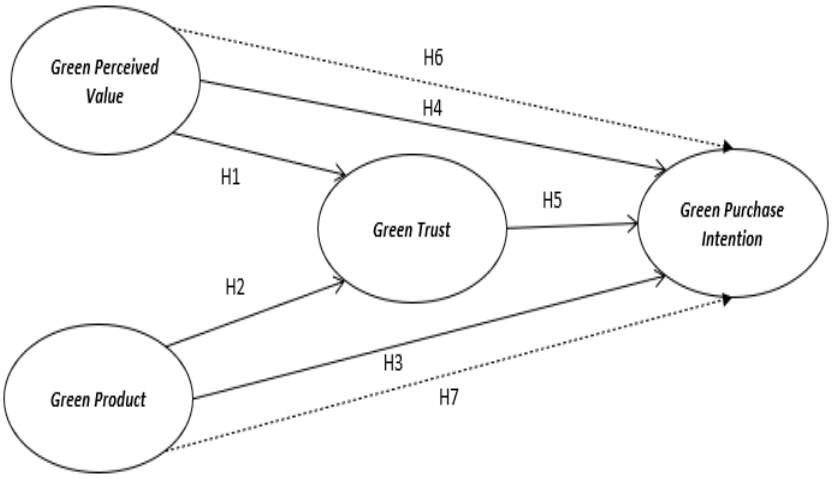

Figure 1: Theoretical Framework

IV. RESEARCH METHODS

This research is a quantitative study designed to examine the effect of green perceived value and green product on green purchase intention with green trust as a mediating variable. The object of this research is consumers of electric motorcycle vehicles in Palembang City. The population in this study were all people in Palembang City who did not yet own an electric motorcycle vehicle but had the interest and ability to buy an electric motorcycle vehicle. In this study, the number of samples that can be used is 107 respondents using purposive sampling. To obtain valid and reliable variable measures, this study used previously validated scales to measure all variables (Chen & Chang, 2012; D'Souza et al., 2006; Halim & Kempa, 2016; Imam & Fitriyani, 2016).

The data analysis process in this study involves multiple stages. First, the measurement model was tested to evaluate the validity and reliability of the instrument. Convergent validity was evaluated based on the outer loading value (>0.7), Cronbach's alpha (>0.7), composite reliability (>0.7), and average variance extracted (AVE) (>0.5). Discriminant validity was assessed using the Fornell-Larcker criteria, cross-loading, and HTMT ratio. Second, descriptive statistical analysis was used to describe the distribution of the data as well as calculate the Respondent Achievement Rate (TCR). Furthermore, structural model testing was conducted to evaluate the causal relationship between latent variables. The parameters used were T-statistic (>1.96) and P-value (<0.05). In terms of hypothesis testing, this study used SEM-PLS, which is supported by previous researchers (Pradnyadewi & Warmika, 2019; Sandy & Ignatia, 2022; Sigit & Effed, 2023).

V. FINDING AND DISCUSSION

The results of the study begin with the presentation of the respondent profile which can be seen in the following table:

Table 1. Profile of Participating Respondents

Demographics	Category	Number of Consumers	Percentage (%)
Gender	Male	68	63,6
	Female	39	36,4
Age	20 - 30 Years	58	54,2
	31 - 40 Years	28	26,2
	41 - 50 Years	14	13,1
	51 - 60 Years	7	6,5
Formal education	Junior High School	3	2,8
	High School	17	15,9
	Diploma	44	41,1
	Bachelor's degree	31	29,0
	Master's degree	9	8,4
	Doctor Degree	3	2,8
Occupation	Civil Servant	16	15
	Indonesian National Army & Police	10	9,3
	Private Employees	29	27,1
	State-Owned Enterprises/Owned Enterprises	33	30,8
	Farmers	4	3,7
	Businessman	6	5,6
	Artist	2	1,9
	Retired	3	2,8
	Housewife	4	3,7
Area	Ilir Timur I Sub-district	4	3,7
	Ilir Timur II Sub-district	6	5,6
	Ilir Timur III Sub-district	6	5,6
	Ilir Barat I Sub-district	8	7,5
	Ilir Barat II Sub-district	3	2,8
	Bukit Kecil Sub-district	5	4,7
	Kemuning Sub-district	5	4,7
	Sukarami Sub-district	8	7,5
	Sako Sub-district	7	6,5
	Kalidoni Sub-district	8	7,5
	Seberang Ulu I Sub-district	6	5,6
	Seberang Ulu II Sub-district	9	8,4
	Gandus Sub-district	6	5,6
	Sematang Borang Sub-district	2	1,9
	Alang-Alang Lebar Sub-district	10	9,3
	Plaju Sub-district	5	4,7
	Kertapati Sub-district	6	5,6
	Jakabaring Sub-district	3	2,8
Electric Vehicle Knowledge	< 1 Tahun	30	28
	> 1 Tahun	77	72

Based on table 1, most respondents are male, namely 68 people (63.6%), while the rest are women as many as 39 people (36.4%). From the data on the distribution of respondents based on age, grouping was carried out so that the results obtained in the age group between 20-30 years were 58 people (54.2%), the age group between 31-40 years was 28 people (26.2%), the age group between 41-50 years was 14 people (13.1%) and 50-60 years was 7 people (6.5%). The third respondent profile is based on the last education of the respondent where most respondents have a Diploma level of education, as many as 44 people (41.1%). Then followed by bachelor's degree as many as 31 people (29.0%), high school 17 people (15.9%), master's degree as many as 9 people (8.4%), and for Doctor Degree and Junior High School education levels as many as 3 people each (2.8%). The fourth respondent profile is distinguished by the type of work of the respondents where the majority have the type of work as State-Owned Enterprises/Owned Enterprises employees as many as 33 people (30.8%), followed by respondents with the category of private employee employment as many as 29 people (27.1%), then respondents with the category of employment as civil servants as many as 16 people (15.0%). Then followed by respondents with the type of work as Indonesian National Army & Police as many as 10 people (9.3%), respondents with the type of work as an Businessman as many as 6 people (5.6%), the types of work as farmers and housewives both have the same number of 4 people (3.7%), while for respondents with the type of work as a retired as many as 3 people (2.8%) and for the lowest respondent is in the category of work as an artist as many as 2 people (1.9%).
For the profile of respondents where the majority of respondents live in Alang-Alang Lebar Sub-district, namely 10 people (9.3%), followed by Seberang Ulu II Sub-district with 9 people (8.4%), Ilir Barat | Sub-district, Kalidoni Sub-district and Sukarami Sub-district with 8 people (7.5%) each, Sako Sub-district with 7 people (6.5%), respondents in Gandus Sub-district, Ilir Timur II Sub-district, Ilir Timur III Sub-district, Kertapati Sub- district and Seberang Ulu I Sub-district with 6 people (5.6%) each. Bukit Kecil, Kemuning Sub-district and Plaju sub-districts had 5 respondents each (4.7%). Ilir Timur I sub-districts had 4 respondents (3.7%), Ilir Barat II sub-districts and Jakabaring sub-districts each had 3 respondents (2.8%). The sub-district with the lowest number of respondents was Sematang Borang with 2 people (1.9%). The last respondent profile is distinguished based on knowledge related to electric motorized vehicles with most respondents who have more than 1 year of knowledge, as many as 77 people (72.0%) and for those who have less than 1 year of knowledge as many as 30 people (28.0%).

Measurement Model Assessment

Measurement Model Assessment (MMA) is useful for knowing the relationship between statement items and variables consisting of convergent validity and discriminant validity (Hair et al., 2014).

Tabel 2. The Results of Convergent Validity

	Valid Item	Outer Loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Green Percieved Value	4	0.880 - 0.952	0.941	0.958	0.850
Green Product	3	0.818 - 0.889	0.831	0.888	0.726
Green Purchase Intention	5	0.748 - 0.885	0.871	0.907	0.662
Green Trust	4	0.833 - 0.934	0.909	0.936	0.787

The results of convergent validity analysis in Table 2 indicate that all research variables meet the established criteria. First, the Green Perceived Value variable includes 4 valid statement items with outer loadings ranging from 0.880 to 0.952, a Cronbach's Alpha of 0.941, a Composite Reliability of 0.958, and an Average Variance Extracted (AVE) of 0.850. These values demonstrate high internal consistency and reliability. Second, the Green Product variable comprises 3 valid statement items with outer loadings between 0.818 and 0.889, a Cronbach's Alpha of 0.831, a Composite Reliability of 0.888, and an AVE of 0.726, indicating strong validity. Third, the Green Purchase Intention variable has 5 valid statement items with outer loadings ranging from 0.748 to 0.885, a Cronbach's Alpha of 0.871, a Composite Reliability of 0.907, and an AVE of 0.662, confirming adequate validity. Lastly, the Green Trust variable includes 4 valid statement items with outer loadings between 0.833 and 0.934, a Cronbach's Alpha of 0.909, a Composite Reliability of 0.936, and an AVE of 0.787, reflecting high reliability and validity. Overall, all variables have AVE values above 0.5 and Composite Reliability values exceeding 0.7, confirming that all research variables satisfy the criteria for convergent validity (Hair et al., 2014).

Table 3. Results of Discriminant Validity-Fornell-Larcker Criterion

	Green perceived value	*Green Product*	*Green Purchase Intention*	*Green Trust*
Green perceived value	**0.922**			
Green Product	0.579	**0.852**		
Green Purchase Intention	0.803	0.579	**0.814**	
Green Trust	0.547	0.573	0.677	**0.887**

The results of the discriminant validity test using the Fornell-Larcker criterion in Table 3 indicate that each variable's AVE square root value is higher than its correlations with other variables. The Green Perceived Value variable has an AVE square root value of 0.922, which exceeds its correlations with other variables: 0.579 with Green Product, 0.803 with Green Purchase Intention, and 0.547 with Green Trust. Similarly, the Green Product variable has an AVE square root value of 0.852, which is higher than its correlations with Green Purchase Intention (0.579) and Green Trust (0.573). Furthermore, the Green Purchase Intention variable has an AVE square root value of 0.814, exceeding its correlation with Green Trust (0.677). Lastly, the Green Trust variable has an AVE square root value of 0.887, which is greater than its correlations with all other variables. These findings confirm that the analysis satisfies the Fornell-Larcker criterion as expected (Hair et al., 2014).

Table 4: The Results of Discriminant Validity -Cross Loadings

	Green perceived value	*Green Product*	*Green Purchase Intention*	*Green Trust*
GP.1	0.693	**0.889**	0.681	0.635
GP.3	0.358	**0.818**	0.366	0.340
GP.4	0.250	**0.848**	0.264	0.368
GPI.1	0.514	0.428	**0.761**	0.687
GPI.2	0.709	0.513	**0.748**	0.592
GPI.3	0.765	0.590	**0.824**	0.490
GPI.4	0.655	0.483	**0.885**	0.589
GPI.5	0.572	0.277	**0.842**	0.361
GPV.1	**0.952**	0.517	0.750	0.512
GPV.3	**0.949**	0.600	0.809	0.552
GPV.4	**0.880**	0.436	0.596	0.507
GPV.5	**0.906**	0.568	0.784	0.445
GT.1	0.480	0.615	0.669	**0.933**
GT.2	0.612	0.554	0.568	**0.833**
GT.3	0.359	0.396	0.531	**0.934**
GT.4	0.456	0.428	0.612	**0.843**

All items in Table 4 demonstrate that the correlation coefficient between each item and its primary variable is higher than its correlation coefficient with other variables outside its block. This finding indicates that each item effectively reflects the variable it measures and shows no significant overlap with other variables. In other words, each item possesses unique qualities, enabling it to consistently and significantly explain the associated variable. This enhances the validity of the measurement and confirms that the research instrument is well-designed to accurately measure each variable.

Table 5. The Results of Discriminant Validity-Heterotrait-Monotrait Ratio

	Green perceived value	*Green Product*	*Green Purchase Intention*	*Green Trust*
Green perceived value				
Green Product	**0.562**			
Green Purchase Intention	0.868	**0.577**		
Green Trust	**0.582**	**0.583**	**0.746**	

Table 5 indicates that all correlation coefficients are below 0.90, demonstrating that each of the four constructs possesses good discriminant validity (Hair et al., 2014).

Table 6. R Square

	R Square	*R Square Adjusted*	*Category*
Green Purchase Intention	0.726	0.718	Moderate
Green Trust	0.398	0.387	Weak

Based on Table 6, the green purchase intention variable has an R-squared (R^2) value of 0.726, indicating that 72.6% of the variance in green purchase intention can be explained by green perceived value and green product. According to Hair et al. (2014), this falls into the moderate category. Meanwhile, the green trust variable has an R^2 value of 0.398, meaning that 39.8% of the variance in green trust is influenced by green perceived value and green product, which is classified as weak (Hair et al., 2014).

Structural Model Assessment

Structural Model Assessment (SMA) is conducted to evaluate the influence of one or more variables on other variables. The results of the SMA using the bootstrapping method are presented as follows:

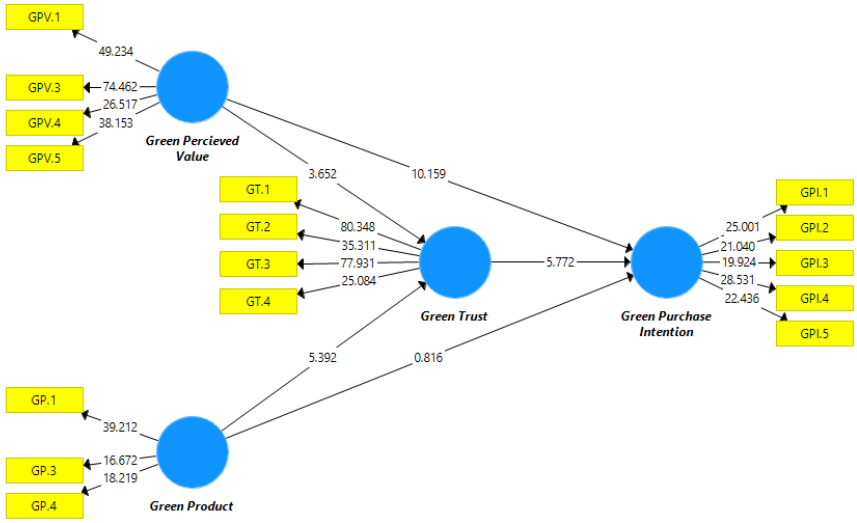

Figure 2: Structural Model Assessment

Table 7. The Results of Direct Relationship

	Original Sample (O)	*T Statistics (|O/STDEV|)*	*P Values*	*Hipotesis*
Green perceived value -> Green Purchase Intention	0.599	10.236	**0.000**	**H1 Accepted**
Green perceived value -> Green Trust	0.323	4.132	**0.000**	**H3 Accepted**

Green Product -> Green Purchase Intention	0.047	0.981	**0.329**	**H2 Rejected**
Green Product -> Green Trust	0.386	6.115	**0.000**	**H4 Accepted**
Green Trust -> Green Purchase Intention	0.323	5.752	**0.000**	**H5 Accepted**

Based on Table 7, the analysis results can be interpreted as follows. Green perceived value has a positive and significant effect on green purchase intention, with an original sample value of 0.599, T-statistics of 10.236 (greater than 1.96), and P-values of 0.000 (less than 0.05), confirming that H_1 is accepted. On the other hand, green product does not significantly affect green purchase intention, as indicated by an original sample value of 0.047, T-statistics of 0.981 (less than 1.96), and P-values of 0.329 (greater than 0.05), leading to the rejection of H_2. Furthermore, green perceived value has a positive and significant effect on green trust, with an original sample value of 0.323, T-statistics of 4.132 (greater than 1.96), and P-values of 0.000 (less than 0.05), supporting H_3. Similarly, green product also positively and significantly affects green trust, with an original sample value of 0.386, T-statistics of 6.115 (greater than 1.96), and P-values of 0.000 (less than 0.05), confirming H_4. Additionally, green trust has a positive and significant effect on green purchase intention, with an original sample value of 0.323, T-statistics of 5.752 (greater than 1.96), and P-values of 0.000 (less than 0.05), supporting H_5. Lastly, the mediating role of green trust in the relationship between green perceived value and green purchase intention is further analyzed and presented in Table 8.

Table 8. The Results of the Mediating Effect

	Original Sample (O)	**T Statistics (|O/STDEV|)**	**P Values**	**Hipotesis**
Green perceived value -> Green Trust -> Green Purchase Intention	0.104	3.104	**0.002**	**H6 Accepted**
Green Product -> Green Trust -> Green Purchase Intention	0.125	4.724	**0.000**	**H7 Accepted**

The results of the analysis regarding the impact of green trust as a mediating variable between green perceived value and green purchase intention (GPV → GT → GPI) show an original sample value of 0.104, T-statistics of 3.104 (greater than 1.96), and P-values of 0.002 (less than 0.05). These results indicate that green trust effectively mediates the relationship between green perceived value and green purchase intention, confirming that H_6 is accepted. Similarly, the analysis of the impact of green trust as a mediating variable between green product and green purchase intention (GP → GT → GPI) reveals an original sample value of 0.125, T-statistics of 4.724 (greater than 1.96), and P-values of 0.000 (less than 0.05). These findings confirm that green trust also mediates the relationship between green product and green purchase intention, thus supporting the acceptance of H_7.

VI. CONCLUSIONS

Based on the research findings and discussion presented earlier, the following conclusions can be drawn from this study: 1) Green perceived value has a positive and significant effect on green purchase intention among consumers of electric motorized vehicles in Palembang City; 2) Green product does not have a positive and significant effect on green purchase intention among consumers of electric motorized vehicles in Palembang City; 3) Green perceived value has a positive and significant effect on green trust among consumers of electric motorized vehicles in Palembang City; 4) Green product has a positive and significant effect on green trust among consumers of electric motorized vehicles in Palembang City; 5) Green trust has a positive and significant effect on green purchase intention among consumers of electric motorized vehicles in Palembang City; 6) Green trust mediates the relationship between green perceived value and green purchase intention among consumers of electric motorized vehicles in Palembang City; 7) Green trust mediates the relationship between green product and green purchase intention among consumers of electric motorized vehicles in Palembang City.

This study identifies the key determinants of green purchase intention in the context of electric motorized vehicles. Future research could investigate additional factors such as green perceived risk, environmental knowledge, and social influence to achieve a more comprehensive understanding of consumer behavior. Furthermore, expanding the geographical scope beyond Palembang City and incorporating longitudinal data could provide deeper insights into the dynamics of green purchase intention

over time. Lastly, integrating qualitative methods such as interviews or focus groups could complement the quantitative findings by capturing nuanced consumer perceptions and motivations.

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