Southeast Asian Business Review
https://e-journal.unair.ac.id/sabr

e-ISSN: 3025-5171

Original Research

OPEN ACCESS Volume 2, Issue 2, 2024

The Influence of Biospheric Values and Green Advertising on Green Product Purchase Intention with Green Product Values as Intervening

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Abstract

This research discusses the influence of Biospheric Values and Green Advertising on Green Product Purchase Intention, with Green Product Values as an intervening variable. Data for this research were collected using a quantitative approach with a questionnaire method. The data used were primary data from the responses of 110 residents in the Special Region of Yogyakarta selected through purposive sampling. Data collection was measured using a Likert scale and then analyzed using PLS in SMART PLS 3.0 software. The results of the study indicate that 1) Biospheric Values directly and significantly influence Green Product Purchase Intention, 2) Green Advertising directly and significantly influences Green Product Purchase Intention, 3) Green Product Values can act as an intervening variable in the positive and significant influence of Biospheric Values on Green Product Purchase Intention, 4) Green Product Values can act as an intervening variable in the positive and significant influence of Green Advertising on Green Product Purchase Intention.

Keywords: Biospheric values, Green advertising, Green product values, Green product purchase Intention

JEL Classification: M42, M48

DOI: https://doi.org/10.20473/sabr.v2i2.55329
Received: May 13, 2024; Accepted: July 27, 2024

1. Introduction

Health has become crucial amid the evolving complexity of life. In navigating a life filled with various responsibilities such as education, career, and family, maintaining a healthy body is key to successfully fulfilling these activities. Health encompasses not only a physically sound body but also a clear mind and a sound soul. Therefore, health is not merely a need or desire but a vital core component of human life. Many activities contribute to maintaining health, such as exercising, consuming nutritious foods, avoiding stress, ensuring sufficient rest, steering clear of excessive and fatiguing activities, taking vitamins, consulting with a doctor, and various other practices conducive to achieving bodily well-being.

As time progresses, innovations in basic methods, such as modern sports, healthy foods, non-herbal medicines, and medical care, have emerged. Among these methods, exercising and consuming healthy and nutritious foods remain fundamental and practical choices. While exercise may be less favored for certain reasons, opting for healthy foods is generally more preferred as it appeals to almost everyone. As a primary need consuming healthy foods can be a primary effort without requiring specialized skills or extensive time.

With the advancement of innovations in the food and beverage industry, consumers can easily find healthy and nutritious food and beverages. As discussed earlier, numerous innovations have been introduced, including in the realm of healthy and nutritious food and beverages. One such example is "BURGREENS." As stated on their official website (https://www.burgreens.com/), Burgreens or PT Hijau Adil Bahagia is a player in the Food and Beverage (FnB) industry, operating restaurants with menus that consist of 100% plant-based ingredients.

Burgreens stands out with an appealing concept that offers menus from both Asia and the West, including Burgers, Rendang, Bibimbap, and Vegan Boba, all made entirely from plant-based ingredients. They provide a solution for individuals who want to maintain their health without sacrificing the pleasure of consuming foods that are avoided due to animal fat content. With an eco-friendly concept, Burgreens not only lists menu information but also discloses the sources of their organic ingredients. Despite having an intriguing presence, Burgreens faces stiff competition from large fast-food brands like McDonald's and KFC in Indonesia.

The contrast between Burgreens and major fast-food brands is evident in the number of outlets and social media followers. While Burgreens has opened eight outlets, McDonald's and KFC have larger chains with hundreds to thousands of locations across Indonesia. The social media follower comparison also reflects an exposure imbalance, with Burgreens having fewer followers on Instagram compared to McDonald's and KFC. Despite offering innovation and promoting a healthy lifestyle, the challenge lies in understanding the variables that drive interest in plant-based organic foods to compete and thrive in this competitive market.

In the field of marketing, the primary focus is often on the goal of purchase. This research selects several key variables, such as Biospheric Values reflecting value orientation toward biosphere prosperity, driving environmentally friendly behavior, and intentions to consume green products. According to one referenced journal, researchers have devoted considerable attention to factors

facilitating environmentally friendly behavior (e.g., Gifford & Nilsson, 2014; Osbaldiston & Schott, 2012; Schultz & Kaiser, 2012). An essential factor is the concept of biosphere values, defined as a value orientation where "people evaluate phenomena based on the costs or benefits to the ecosystem or biosphere" (Martin & Czellar, 2017). It is also noted that individuals holding biospheric value orientations tend to perceive their own and others' actions in terms of nature's advantages and disadvantages (Martin & Czellar, 2017). Thus, biospheric values represent an intrinsic value that favors environmentally friendly behavior due to an orientation toward biosphere prosperity, and such an orientation or behavior can drive the consumption of green products.

Not confined to a single variable, the author identifies several other variables, such as the Green Advertising variable. Green Advertising is a crucial marketing tool for conveying an organization's green image. It is a driving force behind promoting environmental awareness and environmentally friendly behavior (Akdoğan & Durmaz, 2023). This variable influences purchases from an external perspective. Meanwhile, Green Product Purchase Intention (GPPI) is defined as the consumer's willingness to buy green products (Perera et al., 2022), influenced by Biospheric Values and Green Advertising. The author also includes Green Product Values as a mediating variable. Green Product Values are defined as the product's characteristics, product packaging, and product design related to energy savings, pollution minimization, waste recycling, and environmentally friendly behavior (Ng et al., 2023).

From this background, the research aims to analyze: 1) The Influence of Biospheric Values on Green Product Purchase Intention in the Community in the Special Region of Yogyakarta. 2) The Influence of Green Advertising on Green Product Purchase Intention in the Community in the Special Region of Yogyakarta. 3) The Influence of Biospheric Values on Green Product Purchase Intention through Green Product Values as an intervening variable in the Community in the Special Region of Yogyakarta. 4) The Influence of Green Advertising on Green Product Purchase Intention through Green Product Values as an intervening variable in the Community in the Special Region of Yogyakarta.

2. Literature Review and Hypothesis Development

Biospheric Values

According to The Theory of Human Values, Values are defined as "transsituational goals, desirable, and abstract guiding principles in one's life" (Martin, 2023). It is suggested that there are three dimensions of environmental values: egoistic, altruistic, and biospheric values. One highly crucial value orientation in the environmental domain is Biospheric Values. Biospheric Values reflect the extent to which an individual holds trans-situational goals related to the general protection of the natural environment. Individuals with Biospheric Values will care about the well-being of the natural environment even if they do not have direct benefits from protecting it (Martin, 2023). In this study, the indicators of Biospheric Values refer to the research literature conducted by (Perera et al., 2022), which include 1) Pro-environmental, 2) respecting the earth, 3) protecting the environment, and 4) unity with nature.

Green Advertising

Green Advertising addresses the relationship between services/products and ecology, promotes a green lifestyle, and portrays a cooperative image of environmental responsibility. The company's green advertising reminds consumers of the ecological sustainability values of products through posters, brochures, and billboards (Lavuri et al., 2022). Green Advertising can evoke consumers' potential awareness of green consumption and effectively promote green consumption behavior by disseminating green information, green knowledge, and green concepts (Wenting et al., 2022). In this

study, the indicators of Green Advertising refer to the research literature conducted by Alamsyah et al. (2020) and Lavuri et al. (2022), namely: 1) affective, 2) encouraging, 3) trustworthy, and 4) good.

Green product purchase intention (GPPI)

Green product purchase intention (GPPI) is defined as the willingness of consumers to buy green products (Perera et al., 2022). Green purchase intention is considered a form of pro-environmental consumerism because green products help the environment by conserving resources or energy while minimizing or eliminating pollutants (Tian et al., 2022). In this study, the Green Product Purchase Intention indicator refers to the literature research conducted by (Perera et al., 2022a), which includes 1) desire, 2) satisfaction, 3) repeat purchase, and 4) future.

Green Product Quality

Green Product Quality is reflected in its environmental characteristics and benefits. Green product quality can be defined as dimensions of product features, product design, and packaging that are involved in energy saving, pollution prevention, waste recycling, and environmentally friendly aspects (Gelderman et al., 2021). Value is defined as a positive function of perceived quality and intrinsic and extrinsic attributes (De Medeiros et al., 2016). Green Product Values can be defined as characteristics of product nature, product packaging, and product design related to energy saving, pollution minimization, waste recycling, and environmentally friendly behavior (Ng et al., 2023). In this study, the indicators of Green Product Values refer to the research literature conducted by Ng et al. (2023), namely: 1) eco-friendly, 2) good image, and 3) helpful.

Hypothesis

The Influence of Biospheric Values on Green Product Purchase Intention

Biospheric Values have been proven to be associated with various environmentally conducive preferences and intentions, including sustainable consumption, environmental behaviorism, environmental conduct, and preferences for restaurants that provide organic food. Additionally, biospheric values directly or indirectly influence the development of individuals' eco-centric environmental attitudes (Li et al., 2021).
It aligns with the research conducted by Perera et al. (2022), stating that Biospheric Values have a direct and positive relationship with Green Product Purchase Intention (GPPI).
H1: Biospheric Values have a direct positive and significant influence on Green Product Purchase Intention.

The Influence of Green Advertising on Green Product Purchase Intention

Previous studies have confirmed that Green Advertising can enhance consumer purchase intentions and create value for companies (Alamsyah et al., 2020). Green Advertising helps raise customer awareness of organic products, builds consumer trust, and can influence consumer purchase intentions (Lavuri et al., 2022). This is in line with research conducted by Alamsyah et al. (2020), which states that Green Advertising has a positive relationship with Green Product Purchase Intention (GPPI).
H2: Green Advertising has a direct positive and significant influence on Green Product Purchase Intention.

The Influence of Biospheric Values on Green Product Purchase Intention through Green Product Values

Referring to the study conducted by Ng et al. (2023), it can be observed that Green Product Values can act as a mediating variable for all the variables in their research. However, based on the research by Perera et al. (2022), Biospheric Values have a direct and positive relationship, and even the intervening variable in that study cannot mediate between Biospheric Values and Green Product Purchase Intention, which also reflects the theory that Biospheric Values tend to be pro-environmental without hesitation. Based on previous findings and supported by the existing theory, the researcher concludes that Green Product Values can act as a mediating variable between Biospheric Values and Green Product Purchase Intention.
H3: Green Product Values mediate positively and significantly in the influence of Biospheric Values on Green Product Purchase Intention.

The Influence of Green Advertising on Green Product Purchase Intention through Green Product Values

Previous research has shown that consumer perceptions of green product values influence purchases, attitudes, and green loyalty intentions (Ng et al., 2023). While the literature by Ng et al. (2023)has examined many Perceived Values from customers, it also emphasizes the key role of Green Product Values, which are vital in driving customer motivation factors in the context of Green Purchases. It is in line with the research by Ng et al. (2023) and Alamsyah et al. (2020), indicating that Green Product Values can mediate the relationship between Green Advertising and Green Product Purchase Intention (GPPI). Thus, Green Product Values can mediate the relationship between Green Advertising and Green Product Purchase Intention (GPPI).
H4: Green Product Values mediate positively and significantly in the influence of Green Advertising on Green Product Purchase Intention.

3. Data and Methodology

This research employs a quantitative research method. According to Sekaran & Bougie (2016:2), Quantitative research is a research method in which research data consists of numerical values obtained through structured questions that are then transformed into data. The approach used in this research is the survey method, utilizing a questionnaire as the data collection tool with a 5-point Likert scale. The primary data utilized in this research was obtained directly from consumers of Burgreens. According to Sekaran & Bougie (2017:130), primary data refers to information acquired firsthand by researchers related to variables of interest for the specific purpose of the study. The acquired data will be processed using SmartPLS software.

The sample consists of 110 Burgreens consumers. Data analysis involves descriptive analysis techniques and SEM PLS using SMART PLS 3.0 software. Hypothesis testing utilizes bootstrap and blindfold techniques.

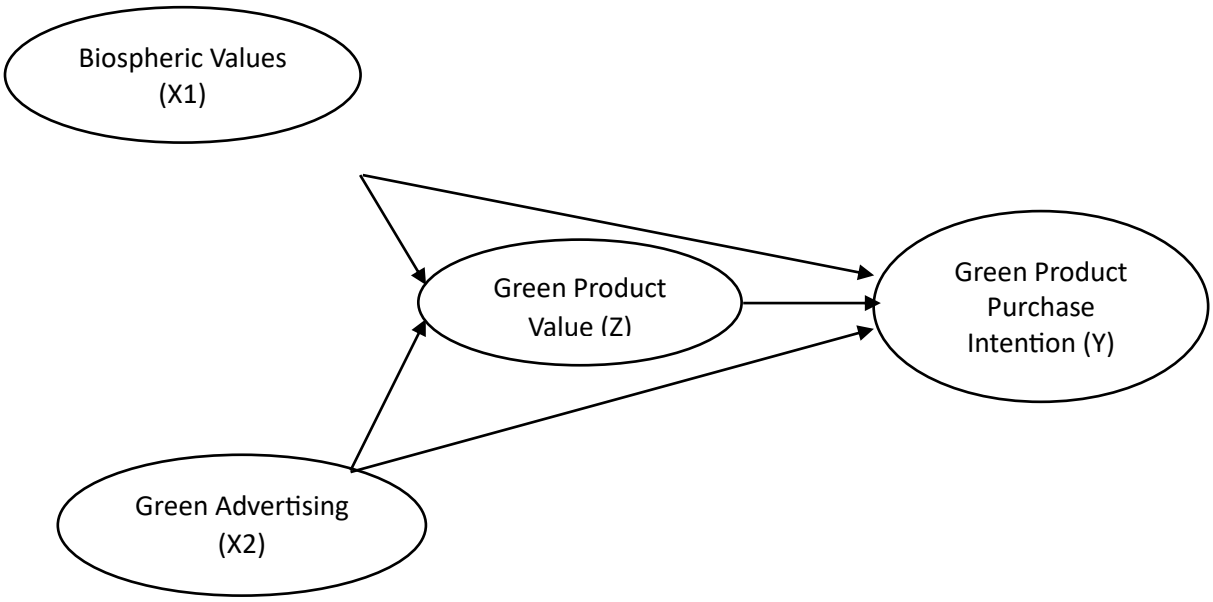
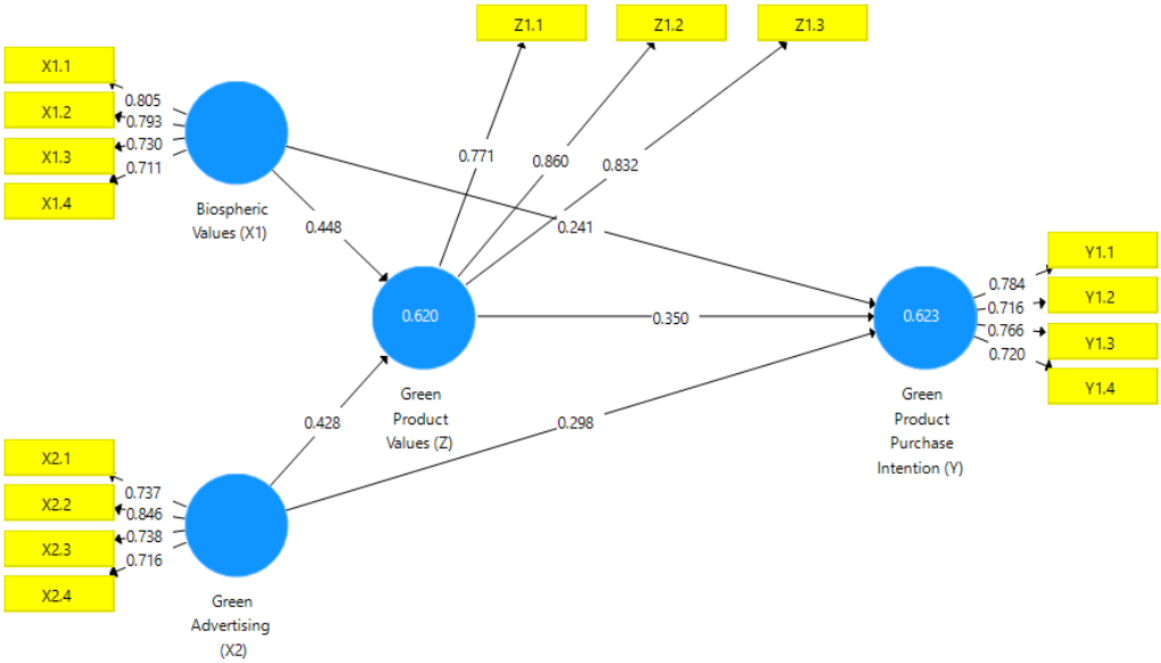


Figure 1. The Relationship Between Variables

4. Results and Discussion

Validity Test Result

To examine validity in this study, the author employs the MultiTrait-MultiMethod (MTMM) approach, which encompasses convergent and discriminant validity. Additionally, in testing the validity of this research, the author also uses Average Variance Extracted (AVE) following the Rule of Thumb outlined by Ghozali and Latan (2015:74).



Source: processed primary data (2023)

Figure 2. Outer Models

Convergent Validity

Convergent validity is measured using the loading factors of each indicator. Each indicator is considered valid if it has a loading factor greater than 0.7. However, loading factors in the range of 0.5-0.6 are still considered acceptable (Ghozali & Latan, 2015, p. 74). The results of the loading factor values are presented in the following table.

Table 1. Convergent Validity

Variable	Indicator	Outer Loading	Explanation
Biospheric Values	X1.1	0,805	Valid
	X1.2	0,793	Valid
	X1.3	0,730	Valid
	X1.4	0,711	Valid
Green Advertising	X2.1	0,737	Valid
	X2.2	0,846	Valid
	X2.3	0,739	Valid
	X2.4	0,716	Valid
Green Product Values	Z1.1	0,711	Valid
	Z1.2	0,860	Valid
	Z1.3	0,832	Valid
Green Product Purchase Intention	Y1.1	0,784	Valid
	Y1.2	0,716	Valid
	Y1.3	0,766	Valid
	Y1.4	0,720	Valid

Source: processed primary data (2023)

Discriminant Validity

Discriminant validity can be tested using the cross-loading factors of each indicator on its latent variable. This test is considered good and valid by comparing the cross-loading factor values, ensuring that they are greater for the intended construct than for other constructs. Additionally, discriminant validity can also be measured by comparing the square root of the Average Variance Extracted (AVE) for each construct with the correlation values between constructs in the model. Good discriminant validity is indicated when the square root of the AVE for each construct is greater than the correlations between constructs in the model (Ghozali & Latan, 2015, p. 74).

Table 2. Discriminant Validity

Variable	Biospheric Values (X1)	Green Advertising (X2)	Green Product Values (Y)	Green Product Purchase Intention (Z)
X1.1	**0.805**	0.423	0.551	0.587
X1.2	**0.793**	0.492	0.601	0.554
X1.3	**0.73**	0.48	0.444	0.552
X1.4	**0.711**	0.491	0.433	0.465
X2.1	0.524	**0.737**	0.476	0.627
X2.2	0.557	**0.846**	0.662	0.649
X2.3	0.416	**0.738**	0.502	0.43
X2.4	0.328	**0.716**	0.425	0.369
Y1.1	0.57	0.53	**0.784**	0.592
Y1.2	0.537	0.472	**0.716**	0.524

Variable	Biospheric Values (X1)	Green Advertising (X2)	Green Product Values (Y)	Green Product Purchase Intention (Z)
Y1.3	0.498	0.518	**0.766**	0.587
Y1.4	0.394	0.511	**0.72**	0.471
Z1.1	0.559	0.531	0.533	**0.771**
Z1.2	0.612	0.559	0.606	**0.86**
Z1.3	0.538	0.639	0.655	**0.832**

Source: processed primary data (2023)

Based on the table above, it can be observed that all indicators for the variables Biospheric Values, Green Advertising, Green Product Values, and Green Product Purchase Intention have cross-loading factor values greater for their corresponding constructs than for other constructs. Therefore, the indicators used in this study are deemed valid, and reliability testing can be conducted.

Average Variance Extracted (AVE)

Validity testing can also be performed using the square root of the Average Variance Extracted (AVE). According to the Rule of Thumb by Ghozali & Latan (2015:75), the recommended AVE value should be greater than 0.5, signifying that 50% or more of the variance of the indicators can be explained.

Table 3. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Explanation
Biospheric Values	0.579	Valid
Green Advertising	0.579	Valid
Green Product Values	0.558	Valid
Green Purchase Intention	0.676	Valid

Source: processed primary data (2023)

Reliability Test Result

Cronbach's Alpha

According to Ghozali & Latan (2015:77), a construct is considered reliable if it has a value (α) > 0.70. However, in Exploratory Research, a construct can still be considered reliable if the value (α) > 0.60.

Table 4. Cronbach's Alpha

Variable	Cronbach's Alpha	Explanation
Biospheric Values	0.758	Reliable
Green Advertising	0.760	Reliable
Green Product Values	0.736	Reliable
Green Purchase Intention	0.759	Reliable

Source: processed primary data (2023)

Based on the table above, it can be observed that all variables have Cronbach's Alpha values > 0.60 and even > 0.70. It indicates that all variables in this study have a good level of credibility and are considered reliable.

Composite Reliability

The Rule of Thumb commonly used to assess construct reliability is that the Composite Reliability value should be greater than 0.70. However, for exploratory research, a range of 0.6 to 0.7 is still acceptable (Ghozali & Latan, 2015, p. 77).

Table 5. Composite Reliability

Variable	Composite Reliability	Explanation
Biospheric Values	0.846	Reliable
Green Advertising	0.845	Reliable
Green Product Values	0.835	Reliable
Green Purchase Intention	0.862	Reliable

Source: processed primary data (2023)

Based on the table above, it can be seen that all variables in this study have Composite Reliability values greater than both 0.6 and 0.7. Therefore, all variables in this study are reliable.

Inner Models

Inner models are structural models used to predict causality between variables. The main goal of SEM analysis is to evaluate the fit of the proposed model, the compatibility between the theoretical model constructed, and the empirical data obtained. In this study, SEM is measured by fitness criteria.

Descriptive Statistics

Based on the statements in the provided questionnaire, respondent identities include the respondent's name, gender, age, place of residence, and occupation, as follows:

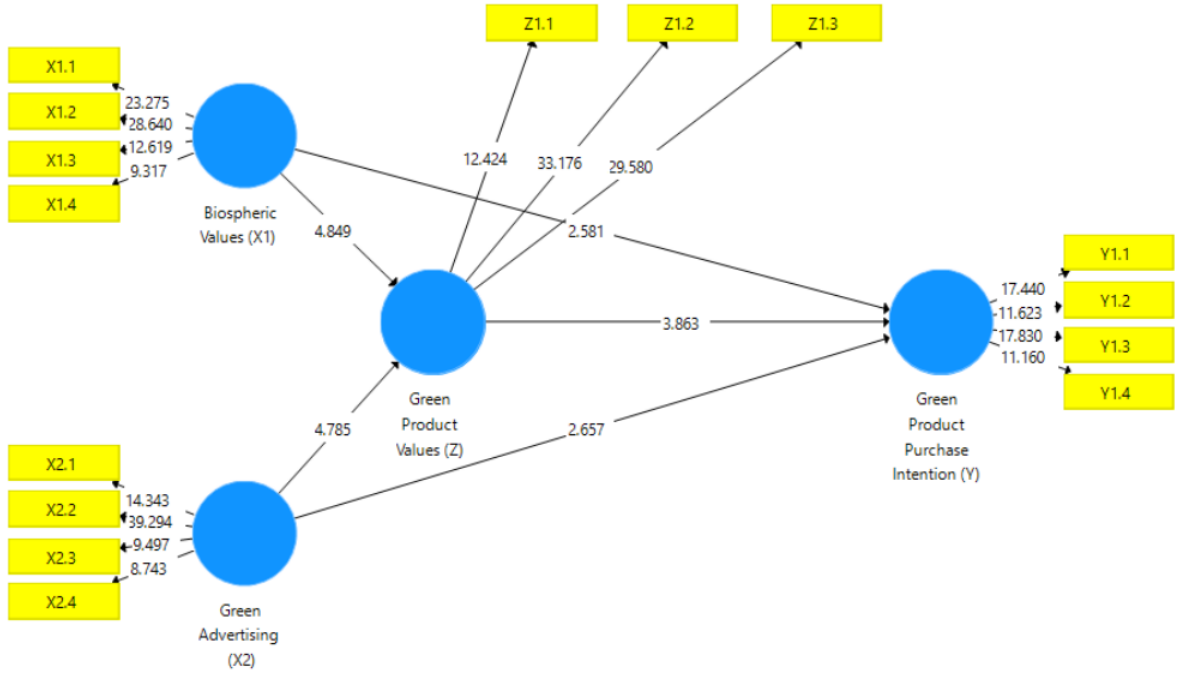
Table 6. Descriptive Statistic

	Frequency	Percentage (%)
Gender		
Male	52	47.3%
Female	58	52.7%
Age		
17-20	30	27,3%
21-24	72	65.5%
>25	8	7.3%
Place of Residence		
Yogyakarta City	31	28.2%
Sleman Regency	59	53.6%
Bantul Regency	17	15.5%
Gunungkidul Regency	1	0.9%
Kulon Progo Regency	2	1.8%
Job		
Students	96	87.3%
Office Workers	10	9.1%
Entrepreneurs	3	2.7
Police	1	0.9%
Total	**110**	**100%**

Source: processed primary data (2023)

Hypothesis Test

The explanatory research method is an approach that uses PLS, as there is hypothesis testing in this method (Hussein, 2015, p. 20). Hypothesis testing is used to examine the truth of a hypothesis statement in this study. The purpose of hypotheses is also to establish a basis for determining whether the statements (hypotheses) are rejected or accepted. According to Hussein (2015), hypothesis testing in this research can be conducted using SMARTPLS 3.0 software and through bootstrapping procedures using one-tailed significance analysis at a 5% level to assess direct effects through path coefficients and to examine indirect effects through the indirect effect.



Source: processed primary data (2023)

Figure 3. Inner Models

Table 7. R-Square (R^2) Test Result

Variable	R-Square (R^2)	R-Square Adjusted
Green Product Values (Z)	0.620	0.613
Green Purchase Intention (Y)	0.623	0.613

Source: processed primary data (2023)

According to the results in the above table, it indicates that the R-Square value for the Green Product Values variable is 0.620 or 62%, meaning that the independent variables Biospheric Values and Green Advertising can influence the Green Product Values variable well by 62%. The remaining 38% is influenced by constructs or other factors not included in this study. Then, the R-Square value for Green Product Purchase Intention is 0.623 or 62%, indicating that the dependent variable Green Product Purchase Intention can be well explained by the independent variables Biospheric Values and Green Advertising by 62%. The remaining 38% is influenced by constructs or other factors not included in this study.

Table 8. Q-Square (Q^2) Test Result

Variable	Q-Square (Q^2)
Green Product Values (Z)	0.408
Green Purchase Intention (Y)	0.329

Source: processed primary data (2023)

According to the results in the above table, it shows that the Q-Square value for the Green Product Values variable is 0.408, and the Product Purchase Intention is 0.329. Both of these Q-Square values are > 0, which can be interpreted that the analyzed values in this model have predictive relevance in this study.

Table 9. Direct Effect Hypothesis Result

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P-Value	Explanation
X1→Y	0.241	0.255	0.093	2.581	0.006	Significant
X1→Z	0.448	0.460	0.092	4.849	0.000	Significant
X2→Y	0.298	0.287	0.112	2.657	0.005	Significant
X2→Z	0.428	0.419	0.089	4.785	0.000	Significant
Z→Y	0.350	0.348	0.091	3.863	0.000	Significant

Source: processed primary data (2023)

Based on the results from the table above, Biospheric Values have a direct positive and significant impact on Green Product Purchase Intention, as indicated by the original sample (o) of 0.241, showing a positive influence. Furthermore, for the level of significance, the t-statistic value > 1.65 is shown, where Biospheric Values obtain a t-statistic value of 2.581 and a p-value < 0.05 or 0.006. Meanwhile, Green Advertising has a direct positive and significant impact on Green Product Purchase Intention, as indicated by the original sample (o) of 0.298, showing a positive influence. Furthermore, for the level of significance, the t-statistic value > 1.65 is shown, where Green Advertising obtains a t-statistic value of 2.657 and a p-value < 0.05 or 0.005. Thus, H1 and H2 are accepted.

Table 10. Indirect Effect Hypothesis Result

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P-Value	Explanation
X1→Z→Y	0.157	0.159	0.049	3.222	0.001	Significant
X2→Z→Y	0.150	0.147	0.051	2.927	0.002	Significant

Source: processed primary data (2023)

Based on the results from the table above, Green Product Values can be an intervening variable in the positive and significant influence of Biospheric Values on Green Product Purchase Intention, as indicated by the original sample (o) of 0.157, showing a positive influence. Furthermore, for the level of significance, the t-statistic value > 1.65 is shown, with a value of 3.222 and a p-value < 0.05, namely 0.001. Then, Green Product Values can be an intervening variable in the positive and significant influence of Green Advertising on Green Product Purchase Intention, as indicated by the original sample (o) of 0.150, showing a positive influence. Furthermore, for the level of significance, the t-statistic value > 1.65 is shown, with a value of 2.927 and a p-value < 0.05, namely 0.002.

5. Conclusion

Based on the results of the data analysis in this study, to understand the influence of Biospheric Values and Green Advertising on Green Product Purchase Intention with Green Product Values as an intervening variable at Burgreens Restaurant (Survey on the Community in the Special Region of Yogyakarta), the following conclusions can be drawn:

1. Biospheric Values have a positive and significant influence on Green Product Purchase Intention.
2. Green Advertising has a positive and significant influence on Green Product Purchase Intention.
3. Biospheric values can indirectly and significantly influence green product purchase intention, which is mediated by green product values.
4. Green Advertising can indirectly and significantly influence Green Product Purchase Intention, mediated by Green Product Values.

Given this study's limitations, the author suggests conducting further research by adding other variables that may affect Green Product Purchase Intention. The suggested variables include those closely related to marketing and green products because Green Product Purchase Intention is closely related to these aspects. Variables such as Price, Price Discount, Brand Image, Brand Awareness, Green Attitude, Green Awareness, Environmental Values, Customer Preference, Customer Taste, and others are recommended to gain additional insights for the development of research on Green Product Purchase Intention.

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