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DIMENSIONS OF BEHAVIOR OF GREEN PRODUCT USING ORGANIC FERTILIZER (QUALITATIVE AND COUNTITATIVE STUDY OF FARMING COMMUNITIES IN MULYOAGUNG VILLAGE)

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ABSTRACT

The purpose of this research is to analyze the direct and indirect relationship between green perceived quality, green perceived value, green perceived risk, green purchase intention, and green purchase behavior. This study examines the mediating role of green purchase intention in the relationship between the orientation of green perceived quality, green perceived value, green perceived risk, and green purchase behavior. This research is included in the mixed method research where both quantitative and qualitative are used. The research method used in this research is an unbalanced mixed method (concurrent embedded design) conducted on farmers in Mulyoagung Village. The research sample was taken using the quota sampling method with the sample size calculator as the method for determining the number of samples. Data collection was carried out online through a questionnaire form for 2 months on 219 farmers in Mulyoagung Village. Data analysis in this study used SEM-PLS assisted by SmartPLS 3.3.3 software. as well as for qualitative research using documentation and interviews. The results of the study show that there is a direct and indirect relationship between green perceived quality, green perceived value, green perceived risk, green purchase intention, and green purchase behavior. Not only that, there is a mediating role of green purchase intention in the relationship between the orientation of green perceived quality, green perceived value, green perceived risk, and green purchase behavior. This research is also supported by the qualitative results obtained from several predetermined informants. there is a mediating role of green purchase intention in the relationship between the orientation of green perceived quality, green perceived value, green perceived risk, and green purchase behavior. This research is also supported by the qualitative results obtained from several predetermined informants. there is a mediating role of green purchase intention in the relationship between the orientation of green perceived quality, green perceived value, green perceived risk, and green purchase behavior. This research is also supported by the qualitative results obtained from several predetermined informants).

Keywords: ***Green Perceived Quality, Green Perceived Value, Green Perceived Risk, Green Purchase Intention, Green Purchase Behavior***

1. INTRODUCTION

Green marketing defined as an organization or company's business to design, promote, price and distribute products that are not harmful to the environment(Manongko & Kambey, 2018). Green marketing is the company's proactive strategy to serve market demands by producing environmentally friendly products that do not cause harm to the environment. Considering the AC Nielsen research institute's survey that 90% of Indonesian people are increasingly concerned about the environment. The development of green marketing in Indonesia has been slow, but based on a survey conducted by AC Nielsen, people in Indonesia have shown that consumers have great concern for environmental issues and this can be seen from the "Go Green Campaign" that has been carried out by the central and regional governments. in almost all of Indonesia, such as Semarang which the people responded very well(Hatane et al., 2012). Many companies pay attention to green marketing in their product marketing system.

Consumer behavior is the behavior directed by consumers in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their various needs. Consumer behavior occurs because it is based on a motive, that every consumer action is carried out to achieve a goal which will later lead to a satisfaction of a consumer need or desire.(Wulansari & Suprapti, 2015). Meanwhile, green purchase behavior is an act of consuming products that are conservable, beneficial to the environment, and responds to concern for the environment(Yan, 2013). Green purchase behavior refers to taking into consideration consumers about the related environmental attributes or characteristics of a product in their purchasing process, especially referring to the purchasing behavior of people related to environmentally friendly products.

(Serena & Angela, 2013), indicating the intention to buy environmentally friendly products is the will expressing the intention of an individual to carry out activities that support the green product purchasing movement. Before someone takes action using a product or service, there is an attitude, namely the mental activity that precedes it and is known as intention. Intention or intention is assumed as a motivational factor that influences behavior. Intention is an indication of how hard a person tries or how much effort is put into displaying a behavior(Maghfiroh, 2015). Stating a purchase intention is a desire toowning a product, purchase intention will arise if a consumer has been influenced by the quality and quality of a product, information about the product(Barr, 2007).

They as a group of people who use organic fertilizers can be categorized as green customers. They are no longer looking for low prices, what they are looking for is the quality of green products. A quality product is a product that is highly expected by consumers. Quality is one of the main tools to achieve product positioning. Quality states the level of ability of a particular brand or product in carrying out certain functions. In general, consumers want quality products at low prices. This is not easily fulfilled by both producers and consumers, so what happens is that consumers get products that suit their needs at affordable prices. Most customer-centric companies broaden the definition of quality based on value creation and customer satisfaction(Kotler, 2008). Product quality can be measured through consumer opinion about the quality itself, so that personal taste is very influential. Quality itself is often considered a product or service. The subjective value of a person causes differences in giving an understanding of quality.

There is a need to participate in maintaining environmental sustainability, in the context of green marketing this need can be said to be a green need. With "green" quality which is better than chemical fertilizers, it is aimed at reducing pollution and creating a healthy environment. Research result(Jati, 2014), found that consumers have a growing level of awareness on environmentally friendly products. People are willing to buy green products if the product is accompanied by adequate and reliable information. The right information is provided by the company in order to foster a sense of trust for consumers so that consumers reduce their negative perception of the risk of using the product (Peattie & Crane, 2005). Expectations on green products are often shattered by the perception that these products are of low quality or do not really realize the promises mentioned in the promotions that their products are environmentally friendly. Green products must not be inferior to the non-green product attributes to attract consumers(Jati, 2014).

Purchasing behavior will produce consequences, which cannot be anticipated with certainty so that consumers will see risks in the buying process. Perceived risk is a subjective assessment by consumers related to negative consequences and uncertainties that can occur due to wrong decisions(Rahardjo, 2015). Green perceived riskdefined as an obstacle in entrusting a green product due to past events, negative word of mouth that will lead to distrust in a green product (Ahmed et al., 2014).

People are willing to carry out green buying behavior if the product provides benefits and reliable information from the product(Wulansari & Suprapti, 2015). The perceived value of consumers can also overcome the negative effects of the risks perceived by consumers, so that if the perceived value is high and the perceived risk is low, it will increase consumer confidence in purchasing a product.(Kwok et al., 2015). Perceived value is the consumer's overall assessment of a product based on the perception of what is received and given. Green perceived value can be interpreted as a net gain from the overall assessment of consumers through the evaluation of a product and service. The greater the consumer's trust from the perceived benefits of a product and the smaller the perceived risk from purchasing a product, the greater the chance that the consumer will carry out a purchasing behavior for that product.

In Mulyoagung Village there is a Mulyoagung TPST with its products, namely organic fertilizer products, green products from waste collection service providers or what the public usually knows is the Garbage Disposal Site (TPS) in Mulyoagung Village, Dau District, Malang Regency. The green product from this place is organic fertilizer. In more detail, organic fertilizer is obtained from environmentally friendly materials, namely leaves. At present, public awareness of the adverse effects of chemical farming has increased, so that alternative methods of carrying out agricultural practices that are environmentally sound and sustainable have begun to be developed. The farming system developed is based on harmonious and harmonious interactions between soil, plants, livestock, humans and the environment.

The sustainability of inorganic farming cannot be separated from the economic dimension, in addition to the environmental and social dimensions. Organic farming is not only limited to eliminating the use of synthetic inputs, but also using natural resources in a sustainable manner, producing healthy food and saving energy. The economic aspect can be sustainable if agricultural production is able to meet the needs and provide

sufficient income for farmers. However, economic motivation often becomes the rudder that drives the direction of organic farming development. Awareness of the dangers posed by the use of synthetic chemicals in agriculture makes organic farming attract attention both at the level of producers and consumers. Most consumers will choose food ingredients that are safe for health and environmentally friendly. thereby driving the increasing demand for organic products. Healthy lifestyles that are environmentally friendly have become a new trend leaving old lifestyles that use non-natural chemicals, such as fertilizers, synthetic chemical pesticides and growth hormones in agricultural production. This healthy lifestyle has been institutionalized internationally which requires guarantees that agricultural products must have the attributes of being safe for consumption (food safety attributes), high nutritional content (nutritional attributes) and environmentally friendly (eco-labelling attributes).

2. THEORETICAL FRAMEWORK

2.1 Green Purchase Behavior

According to (Wulansari & Suprapti, 2015) stated that consumer behavior is defined as the behavior directed by consumers in searching for, purchasing, using, evaluating, and disposing of products and services that will hopefully satisfy various needs. Consumer behavior occurs because it is based on a motive, that every consumer action is carried out to achieve a goal which will later lead to a satisfaction of a consumer need or desire.

Green purchase behaviorcan be interpretedinto an act of consuming products that are conservable, beneficial to the environment and respond to concern for the environment. According to (Yan, 2013) Green purchase behavior refers to taking into consideration consumers about the related environmental attributes or characteristics of a product in their purchasing process, especially referring to the purchasing behavior of people related to environmentally friendly products or organic products.

2.2 Green Perceived Quality

Perceived quality of environmentally friendly products (green perceived quality) is a consumer's assessment of the superiority and quality of a product related to environmental aspects (Zeithaml et al., 1988). Whereas (Chen, 2012)argues that green perceived quality is a consumer assessment of product quality related to environmental aspects.

According to (Chen et al., 2013). The quality factor is a factor that allows to increase product performance and influence consumer purchasing intentions, the perception of product or service quality is determined by consumer decisions about which product or service is the best or better compared to other competitors competitors.

2.3 Green Perceived Value

Green perceived valuecan be obtained from consumers who have experienced or the process of experiencing the benefits that have been obtained from the product. Any benefits that consumers receive from consuming organic matter that will have a good impact on these consumers or become an advantage that can be obtained from consuming the product is a as a perceived value of the product.

According to (Chen, 2012), defines green perceived value as a consumer's overall

assessment of all the benefits received and what is sacrificed based on a desire for the environment. (Liang & Chaipoopirutana, 2014), states that green perceived value is represented as a net gain from the overall assessment of consumers through product or service evaluation.

2.4 Green Perceived Risk

Early awakening of risk perception namely (Turban et al., 2010)states that psychology is included in the factors that influence purchasing decisions in consumer characteristics. Where the field of psychology represents internal influences (perceptions, personality, motivation, attitudes, learning) that influence consumer decision-making processes (Schiffman & Kanuk, 2008). The level of risk perceived by consumers can affect the stages of the decision-making process, where in high-risk situations, consumers may be involved in complex activities in seeking and evaluating information; and vice versa, in low-risk situations, consumers may use very simple tactics in searching and evaluating information (Schiffman & Kanuk, 2008)

According to (Mowen & Minor 2002), risk perception is defined as a consumer's overall negative perception of an action based on an assessment of a negative outcome and the likelihood that it will occur. Meanwhile according to (Schiffman & Kanuk, 2008), perceived risk is the consumer's uncertainty when unable to predict the consequences of a purchase decision. This definition highlights the uncertainty and consequences that are relevant to the two dimensions of perceived risk.

2.5 Green Purchase Intentions

Purchase intentionhas also been discussed in the environmental context. (Chan, 2001) explains the construct of green purchase intention which is defined as the desire or willingness of consumers to buy green products expressed by consumers to be friendly to the environment. In another study, (Chen, 2012) defines green purchase intention as the desire of consumers to buy certain products that can meet their environmental needs.

Interest in buying environmentally friendly products (green products) is a desire that arises when consumers feel interested and want to buy the products they see which are environmentally friendly products. (Utami et al., 2014). In addition, green purchases can improve the economic position of a company by reducing company costs, conserving or preventing damage to the surrounding natural resources which will enhance the company's image.

3. METHOD

The research method used by the author is a mixed methods research method. The mixed methods method used in this study is an unbalanced mixed method (concurrent embedded design). The population in this study is the Mulyoagung village community who work as farmers, totaling 233 people. The technique used in this research is quota sampling. In this study, it was known that the number of population studied was 233 people who work as farmers with several sample criteria including:

A. a farmer buys TPST mulyoagung organic fertilizer more than 2 times a year
B. a farmer buys organic fertilizer at a rate of more than 25 kilograms in one

purchase

C. a farmer with a land area of more than ¼ hectare
D. a farmer who has plants on his land

Determining the number of samples for this study uses calculations through the Sample Size Calculator using the formula below:

$$n = \frac{1.96^2 x 0.5(1 - 0.5)}{0.05^2} = 219$$

Notes:
n = Population size
Z = Standard Score = 1.96
ε^2 = Margin of Error = 0.05
P = Proportion of population = 50% = 0.5

Referring to these calculations, the number of samples in this study were 219 research samples. Data collection in this study was carried out using a questionnaire with a Likert scale of 1 (strongly disagree) to 5 (strongly agree). Data collection was carried out offline via a questionnaire form for 2 months, namely in September 2022. Research data that met the criteria and was declared valid would be analyzed using SEM-PLS assisted by SmartPLS 3.3.3 software.

3.1 Variable Measurement

The measurement of this research variable uses several indicators to achieve the research objectives. The indicators and research items are as follows:

No.	Variable	Indicator	Items
1	Green PerceivedQuality (X1)	Concern for the environment.	Organic fertilizers do not pollute the environment
			Organic fertilizers are friendly to the environment
		reliable	Quality organic fertilizer according to the time offered.
			Organic fertilizers are efficient in their use
		Durability	Organic fertilizers have strong resistance to any weather
			Organic fertilizers can be stored longer
		Environmental Reputation	Organic fertilizers are better than chemical fertilizers
			Organic fertilizers as a substitute for chemical fertilizers
2	Green Perceived Value (X2)	Benefits for consumers	Organic fertilizers provide benefits to crop yields
			Organic fertilizers make plants fertile
		environmental benefits	Organic fertilizers are safe for paddy soil
			Organic fertilizers do not cause environmental pollution effects
		environmental concerns	The environment becomes clean

No.	Variable	Indicator	Items
			because the raw material for organic fertilizer is obtained from organic waste
			The results of plants that use organic fertilizers are safer if consumed
		Standard of quality and price	The quality of organic fertilizer is guaranteed
			The price of organic fertilizer is affordable
3	Green Perceived Risk (X3)	functional risk.	Organic fertilizers do not absorb into the soil quickly
			Organic fertilizers are no more useful than non-organic
		Physical risk	Not worried about the use of organic fertilizers
			The use of organic fertilizers will be a loss in terms of harvest
		Environmental impact negatively	The use of organic fertilizers will have a negative effect on plants than non-organic fertilizers.
			Use fertilizer organic will cause negative effects on the soil than non-organic fertilizers
		Damaged reputation.	Using organic fertilizers is considered inefficient in terms of time
			Using organic fertilizers is seen as more productive
4	Green Purchase Intention (Z1)	Transactional Interests	I am interested in buying organic fertilizer
			I am interested in buying organic fertilizer because the product is of high quality
		Referential Interests	I will refer organic fertilizer to others
			When other people have problemsin the selection of good fertilizer, I would recommend it to buy organic fertilizer
		Preferential Interest	Organic fertilizers are of more interest to me
			Organic fertilizer is my choice when buying fertilizer
		Explorative Interests	I would gather as much information as possible before buying organic fertilizer
			I am interested in buying organic fertilizer after receiving information from friends or

No.	Variable	Indicator	Items
			relatives
5	Green Purchase Behavior (Y1)	Repurchases	I interested to buy organic fertilizer again
			I am interested in buying organic fertilizer again because the product is environmentally friendly
		Attitude of consumers purchase	I tend to buy organic fertilizers because the label is environmentally friendly
			I will in form about organic fertilizer because of its good benefits
		Loyalty	I will keep using organic fertilizer
			I want to subscribe to organic fertilizers

Source: (Wulandari & Ekawati, 2015;Hamed, 2014;Yang, 2013;Chen, 2012;Ferdinand, 2006)

4. RESULTS AND DISCUSSION

Evaluation Models

Measurement of the research model was carried out first to test the validity and reliability of latent variable constructs. Measurement of research validity is done by looking at the loading factor and AVE value. Research indicators are said to be valid if the loading value is greater than 0.6 and less than 0.7 can still be used, provided that other indicators have a minimum value of 0.70 (Chin, 1998). According to recommendations (Chin, 1998)which states that questionnaire items whose value is less than the limit value of the loading factor should be deleted or eliminated. Table 1 illustrates all the loading factor values of 15 indicators on 5 variables that have met the limit of 0.6. This shows that 15 indicators can be declared valid. Moreover, the validity of the study was strengthened by the results of the AVE test. The indicators in this study are said to be valid if the AVE value is greater than 0.50 (> 0.50) (Ghozali & Latan, 2015). Table 1 shows that all variables in this study have an AVE (average variance extract) value above 0.50 so that overall the research indicators are said to be valid.

Table 1. Validity and Reliability

Variable	Items	Factor Loading	Cronbach Alpha	Composite Reliability	AVE	Interpretation
Green Perceived Quality (X1)	X1.1	0.975	0.981	0.945	0.986	**Legitimate**
	X1.2	0.973				**Legitimate**
	X1.3	0.977				**Legitimate**
	X1.4	0.948				**Legitimate**
Green Perceived Value (X2)	X2.1	0.921	0.980	0.931	0.982	**Legitimate**
	X2.2	0.940				**Legitimate**
	X2.3	0.924				**Legitimate**
	X2.4	0.945				**Legitimate**
Green	X3.1	0.912	0.975	0.943	0.985	**Legitimate**

Perceived Risk (X3)	X3.2	0.931				**Legitimate**
	X3.3	0.916				**Legitimate**
	X3.4	0.923				**Legitimate**
Green Purchase Intention (Z1)	Z1	0.914	0.980	0.953	0.984	**Legitimate**
	Z2	0.926				**Legitimate**
	Z3	0.911				**Legitimate**
	Z4	0.904				**Legitimate**
Green Purchase Behavior (Y1)	Y1	0.911	0.975	0.942	0.985	**Legitimate**
	Y2	0.917				**Legitimate**
	Y3	0.902				**Legitimate**

(Source: Author Prepared, 2023)

Reliability testing is carried out with a composite reliability value. The size of this study was declared reliable if the composite reliability was > 0.70(Ghozali & Latan, 2015;Hair & Brunsveld, 2019)and the limit value of Cronbach alpha used is above 0.60 (> 0.60)(Muafi, 2016;van Griethuijsen et al., 2015). Table 1 shows that the composite reliability value of each latent variable is higher than 0.7 and the Cronbach alpha value for each variable is also higher than 0.6 so that overall the research indicators are said to be reliable.

The next test is the evaluation of the overall research model. Evaluation of the internal model can be done with three parameters, namely the coefficient of determination (R2), Predictive Relevance (Q2), and Goodness of Fit Index (GoF). Model evaluation uses R-square (R2) for the dependent construct. The R-square value reflects the predictive power of the entire model (Falk and Miller, 1992; Pirouz, 2006) with the limitation that the R-square value is greater than 0.10 or greater than 10 percent (or the goodness-fit of the model). Based on data processing with PLS, the value of the coefficient of determination (R-square) is generated as follows:

Table 2. R-Square Value

Construct	R-Square
Green Purchase Intention (Z1)	0.635
Green Purchase Behavior (Y1)	0.665

(Source: Author Prepared, 2023)

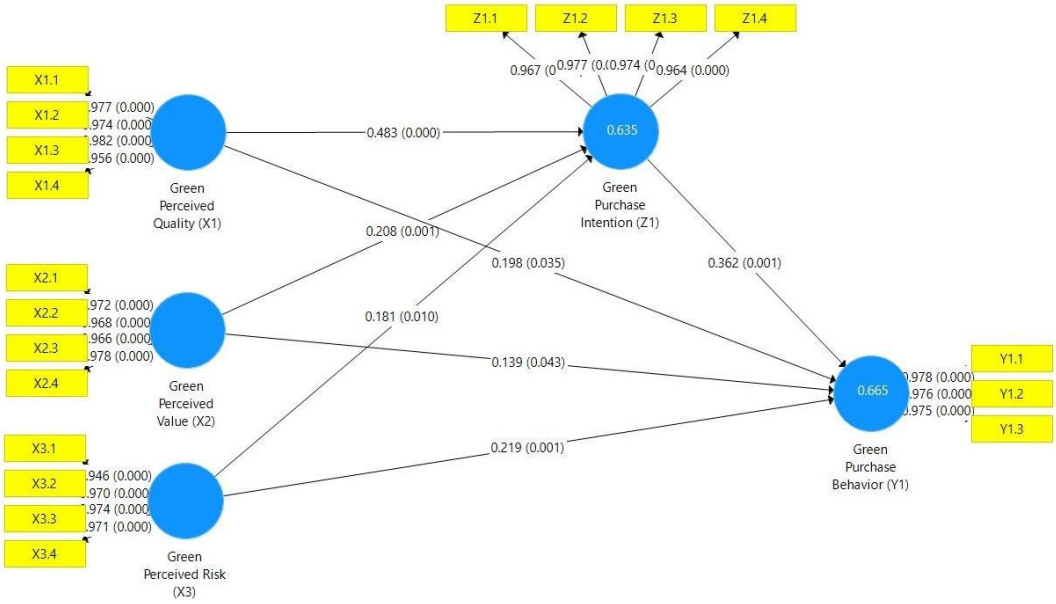
It is known that the R-square for the variable Green Purchase Intention (Z1) is 0.635, which means that Green Purchase Intention (Z1) is influenced by Green Perceived Quality (X1), Green Perceived Value (X2), Green Perceived Risk (X3) of 63.5% . While the other 36.5% is influenced by other factors. The R-square value for the variable Green Purchase Behavior (Y1) is 0.665, which means that Green Purchase Behavior (Y1) is influenced by Green Perceived Quality (X1), Green Perceived Value (X2), Green Perceived Risk (X3), Green Purchase Intention (Z1), of 66.5%. While the other 33.5% is influenced by other factors. As for the variables Green Perceived Quality (X1), Green Perceived Value (X2), Green Perceived Risk (X3) do not have an R square value because there are no arrows pointing in the direction of these variables.

Goodness of fitin PLS can be known from the value of Q2. The Q2 value has the same meaning as the coefficient of determination (R-square / R2) in the regression analysis. The higher R2, the model can be said to be more fit with the data. A Q-Square value greater than 0 (zero) indicates that the model has predictive relevance, while a Q-Square value less than 0 (zero) indicates that the model has less predictive relevance(Ghozali, 2006). From the table above, it can be seen the value of Q2 as follows:

Q2 value = 1 – (1 – R21) (1-R22) (1 – R23) …. (1 – R 2n)
= 1- (1-0.635) (1-0.665)
= 1 – 0.1220 = 0.8780 = 87.8%

In this research model the Q-square (Q2) value generated in the overall model equation is 87.8%, which is of high value, so this means that the structural model has high predictive relevance, the model is getting better and more feasible to use in predictions. The results of the structural analysis of the model (Inner Model) after the 500 times bootstrap calculation process can be seen in the following figure.

Figure 1. Path diagram (path analysis) for PLS Output Results



(Source: Author Prepared, 2023)

Researchers find qualitative data that is used to strengthen the results of quantitative data. Qualitative data obtained from interviews with several informants. Based on information from Mr. Jumadi in the interview results which stated that in purchasing fertilizers, then in the statement of Mr. Miftah as one of the key informants in this study, he provided information stating that in making purchasing decisions on organic fertilizers, he considered the benefits of the product based on what he wanted. on environmental sustainability,

Another statement provided by Mr. Jumadi, he stated that there is awareness to protect the environment by paying attention to the effects of fertilizers on the

environment. Farmers are looking into whether the use of organic fertilizers which are more environmentally friendly can cause negative or detrimental impacts. Therefore, they pay more attention and seek information regarding the effects of using non-organic fertilizers in order to make the right decisions and be responsible for the environment.

From Mr. Amin's statement, it can be seen that the community also pays attention to product quality. The quality that is considered is not only the quality of the plants, but also the quality of the environment. Information was also obtained from Mr. Mifta who stated that in purchasing fertilizers, he paid attention to aspects of the benefits of fertilizers for plants and also the environment. Meanwhile, Mr. Arman gave a statement stating that initially he did not know anything about the problems that existed in the environment due to the use of inappropriate fertilizers. Another statement provided by Mr. Jumadi also stated that product quality was one of the considerations in selecting fertilizers. The information provided is as follows:

Mr. Amin gave a statement which, if concluded, then his statement supports the results of quantitative data where green perceived value products have a positive effect on green purchase behavior. From this statement, it can be seen that with the risks that must be faced by farmers from using organic fertilizers, this does not affect farmers' interest in environmental issues and then make purchasing decisions for organic fertilizers. Based on the results of an interview with Mr. Jumadi, he stated that awareness and interest in protecting the environment can be one of the considerations in purchasing fertilizer.

Hypothesis test

Testing the direct effect hypothesis can be seen from the path coefficient value which indicates the significance of the hypothesis (see Table 3). The test results show thatdirect influence Green Perceived Quality (X1) on Green Purchase Behavior (Y1) positive and significant effect ($p=0.035$; $\beta=0.198$), H1 is accepted. The test results show thatdirect effect of Green Perceived Quality (X1) on Green Purchase Intention (Z1) positive and significant effect ($p=0.000$; $\beta=0.483$). The test results show thatdirect influence Green Perceived Risk (X3) on Green Purchase Behavior (Y1) positive and significant effect ($p=0.001$; $\beta=0.219$), H3 is rejected. The test results show thatdirect influence Green Perceived Risk (X3) towards Green Purchase Intention (Z1) positive and significant effect ($p=0.010$; $\beta=0.181$), H4 is rejected. The test results show thatdirect influence Green Perceived Value (X2) to Green Purchase Behavior (Y1) positive and significant effect ($p=0.043$; $\beta=0.139$), H5 is accepted. The test results show thatdirect influence Green Perceived Value (X2) to Green Purchase Intention (Z1) positive and significant effect ($p=0.001$; $\beta=0.208$), H6 is accepted. The test results show thatdirect influence Green Purchase Intention (Z1) on Green Purchase Behavior (Y1) positive and significant effect ($p=0.001$; $\beta=0.362$), H7 is accepted.

Table 3. Results of Direct Influence

Hypothesis	Notation	Path Coefficient	SE	P-value	Decision
H1	Green Perceived Quality (X1) -> Green Purchase Behavior (Y1)	0.198	0.094	0.035	**Accepted**

H2	Green Perceived Quality (X1) -> Green Purchase Intentions (Z1)	0.483	0.068	0.000	**Accepted**
H3	Green Perceived Risk (X3) -> Green Purchase Behavior (Y1)	0.219	0.064	0.001	**Accepted**
H4	Green Perceived Risk (X3) -> Green Purchase Intention (Z1)	0.181	0.070	0.010	**Rejected**
H5	Green Perceived Value (X2) -> Green Purchase Behavior (Y1)	0.139	0.069	0.043	**Accepted**
H6	Green Perceived Value (X2) -> Green Purchase Intentions (Z1)	0.208	0.064	0.001	**Accepted**
H7	Green Purchase Intentions (Z1) -> Green Purchase Behavior (Y1)	0.362	0.109	0.001	**Accepted**

(Source: Author Prepared, 2023)

Testing the indirect effect hypothesis can be seen from the path coefficient value which indicates the significance of the hypothesis (see Table 4).Path coefficient value for indirect effect between Green Perceived Quality (X1) through Green Purchase Intention (Z1) on Green Purchase Behavior (Y1)positive and significant effectof 0.175 indicates a p-value of 0.003.H8 accepted.Path coefficient value for indirect effect between Green Perceived Value (X2) through Green Purchase Intention (Z1) on Green Purchase Behavior (Y1)positive and significant effect of 0.075 indicates a p-value of 0.012.H9 accepted.Path coefficient value for indirect effect between Green Perceived Risk (X3) through Green Purchase Intention (Z1) on Green Purchase Behavior (Y1)positive and significant effectof 0.066 indicates a p-value of 0.037.H10 is rejected.

Table 4. Indirect Influence Results

Hypothesis	Notation	Path Coefficient	SE	P-value	Decision
H1	Green Perceived Quality (X1) -> Green Purchase Behavior (Y1)	0.175	0.059	0.003	**Accepted**
H2	Green Perceived Value(X2) -> Green Purchase Intentions (Z1)	0.066	0.031	0.037	**Accepted**
H3	Green Perceived Risk (X3) -> Green Purchase Behavior (Y1)	0.075	0.030	0.012	**Rejected**

(Source: Author Prepared, 2023)

Discussion

a) Effect of Green Perceived Quality Product on Green Purchase Behavior in Organic Fertilizers

Based on the R-square value for the variable Green Purchase Behavior (Y1) is 0.665, which means that Green Purchase Behavior (Y1) is influenced by Green Perceived Quality (X1) of 66.5%. While the other 33.5% is influenced by other factors that are not present in the variables in this study.

Meanwhile, the estimation results of the inner model for the direct effect of Green Perceived Quality (X1) on Green Purchase Behavior (Y1) show a p-value (p-value) of 0.035, where the value is smaller than alpha 0.05, so it can be concluded that there is a direct effect (direct effect) which is positively significant between Green Perceived Quality (X1) on Green Purchase Behavior (Y1) of 0.198. The positive influence of Green Perceived Quality (X1) on Green Purchase Behavior (Y1) can be interpreted that the higher the Green Perceived Quality (X1), then it will increase Green Purchase Behavior (Y1). Vice versa, the lower the Green Perceived Quality (X1), the lower the Green Purchase Behavior (Y1).

This is in line with the statement from Mr. Jumadi in the results of the interview which stated that in purchasing fertilizers, he also pays attention to the environmental friendliness of the product. In carrying out green purchase behavior on organic fertilizers, people tend to pay attention to green perceived quality where consumers evaluate products related to the environmental friendliness of these products. From this it can be concluded that green perceived quality has a positive effect on green purchase behavior in organic fertilizers.

b) Effect of Green Perceived Value Product on Green Purchase Behavior in Organic Fertilizers.

Based on the R-square value for the variable Green Purchase Behavior (Y1) is 0.665, which means that Green Purchase Behavior (Y1) is influenced by Green Perceived Value (X2) of 66.5%. While the other 33.5% is influenced by other factors that are not present in the variables in this study.

Meanwhile, the estimation results of the inner model for the direct effect of Green Perceived Value (X2) on Green Purchase Behavior (Y1) show a p-value (p-value) of 0.043, where the value is smaller than alpha 0.05, so it can be concluded that there is a direct effect (direct effect) which is positively significant between Green Perceived Value (X2) on Green Purchase Behavior (Y1) of 0.139. The positive influence of Green Perceived Value (X2) on Green Purchase Behavior (Y1) means that the higher the Green Perceived Value (X2), then it will increase Green Purchase Behavior (Y1). Vice versa, the lower the Green Perceived Value (X2), the lower the Green Purchase Behavior (Y1).

This is supported by the statement of Mr. Miftah who stated that in making purchasing decisions on organic fertilizers, he considers the benefits of the product based on his desire to preserve environmental conditions. In determining green purchase behavior, people tend to base product benefits on fulfilling their desires for the environmental conditions they desire in a sustainable manner. In this case it can be concluded that green perceived value product has a positive and significant effect on green purchase behavior in Organic Fertilizers.

c) Green Perceived InfluenceRisk ProductsAgainst Green Purchase Behavior In

Organic Fertilizers

Based on the R-square value for the variable Green Purchase Behavior (Y1) is 0.665, which means that Green Purchase Behavior (Y1) is influenced by Green Perceived Risk (X3) of 66.5%. While the other 33.5% is influenced by other factors that are not present in the variables in this study.

Meanwhile the inner model estimation results for the direct effect of Green Perceived Risk (X3) on Green Purchase Behavior (Y1) show a p-value (p-value) of 0.001, where the value is smaller than alpha 0.05, so it can be concluded that there is a direct effect (direct effect) which is positively significant between Green Perceived Risk (X3) on Green Purchase Behavior (Y1) of 0.219. The positive influence between Green Perceived Risk (X3) on Green Purchase Behavior (Y1) can be interpreted. This shows that the third hypothesis is rejected. Green Perceived Risk (X3) has a positive effect on Green Purchase Behavior (Y1).

This is in accordance with the information given by Mr. Jumadi. Green perceived risk is actually considered by the community where the community does not want the environment to be damaged due to distorted negative impacts, but for the reason that not everything can be overcome with organic fertilizers, so people still mix organic fertilizers and chemical fertilizers.

d) Effect of Green Perceived Quality Product on Green Purchase Intention on Organic Fertilizers.

Based on the R-square value for the variable Green Purchase Intention (Z1) is 0.635, which means that Green Purchase Intention (Z1) is influenced by Green Perceived Quality (X1) of 63.5%. While the other 36.5% is influenced by other factors that are not present in the variables in this study.

Meanwhile the estimation results of the inner model for the direct effect of Green Perceived Quality (X1) on Green Purchase Intention (Z1) show a p-value (p-value) of 0.000, where the value is smaller than alpha 0.05, so it can be concluded that there is a direct effect (direct effect) which is positively significant between Green Perceived Quality (X1) on Green Purchase Intention (Z1) of 0.483. The positive influence of Green Perceived Quality (X1) on Green Purchase Intention (Z1) means that the higher the Green Perceived Quality (X1), then it will increase the Green Purchase Intention (Z1). Vice versa, the lower the Green Perceived Quality (X1), the lower the Green Purchase Intention (Z1).

This is supported by the statement given by Mr. Amin who stated that the quality of fertilizer to fertility and crop yields is very important. But apart from that, environmental aspects must also be considered. In fact, in making any purchase, people tend to pay attention to the product quality factor. In this case, the quality that is considered is not only the quality of the plants, but also the quality of the environment. From this it can be concluded that green perceived quality product has a positive effect on green purchase intention in Organic Fertilizers.

e) Effect of Green Perceived Value Product on Green Purchase Intention on Organic Fertilizers.

Based on the R-square value for the variable Green Purchase Intention (Z1) is

0.635, which means that Green Purchase Intention (Z1) is influenced by Green Perceived Value (X2) of 63.5%. While the other 36.5% is influenced by other factors that are not present in the variables in this study.

Meanwhile the estimation results of the inner model for the direct effect of Green Perceived Value (X2) on Green Purchase Intention (Z1) show a p-value (p-value) of 0.001, where the value is smaller than alpha 0.05, so it can be concluded that there is a direct effect (direct effect) which is positively significant between Green Perceived Value (X2) on Green Purchase Intention (Z1) of 0.208. The positive influence of Green Perceived Value (X2) on Green Purchase Intention (Z1) means that the higher the Green Perceived Value (X2), then it will increase the Green Purchase Intention (Z1). Vice versa, the lower the Green Perceived Value (X2), the lower the Green Purchase Intention (Z1).

This is supported by a statement given by Mr. Miftah who stated that previously no one cared about environmental problems, then after learning about the impact that fertilizer had on the environment, he became interested in environmental issues. From this it can be concluded that green perceived value product has a significant positive effect on green purchase intention in Organic Fertilizers.

f) Green Perceived InfluenceRisk ProductsAgainst Green Purchase Intention on Organic Fertilizers.

Based on the R-square value for the variable Green Purchase Intention (Z1) is 0.635, which means that Green Purchase Intention (Z1) is influenced by Green Perceived Risk (X3) of 63.5%. While the other 36.5% is influenced by other factors that are not present in the variables in this study.

Meanwhile, the estimation results of the inner model for the direct effect of Green Perceived Risk (X3) on Green Purchase Intention (Z1) show a p-value (p-value) of 0.010, where the value is smaller than alpha 0.05, so it can be concluded that there is a direct effect (direct effect) which is positively significant between Green Perceived Risk (X3) and Green Purchase Intention (Z1) of 0.181. This shows that the sixth hypothesis is rejected. Green Perceived Risk (X3) has a positive effect on Green Purchase Intention (Z1).

This is in line with what was said by Mr. Arman who stated that initially he did not know anything about the problems that existed in the environment due to the use of inappropriate fertilizers. However, he also said that using organic fertilizers would result in his plants not being too fertile, but he still wanted to try using organic fertilizers. It can be concluded that the community is more interested and concerned about the problems that exist in the environment even though there are parts that must be sacrificed.

g) The Effect of Green Perceived Quality Product on Green Purchase Behavior in Organic Fertilizers Through Green Purchase Intention

Based on the indirect influence test, the path coefficient value for the indirect effect between Green Perceived Quality (X1) through Green Purchase Intention (Z1) on Green Purchase Behavior (Y1) is 0.175 indicating a p-value of 0.003 which is smaller than alpha 0.05, so it can be concluded that the indirect effect of Green Perceived Quality (X1) through Green Purchase Intention (Z1) on Green Purchase Behavior (Y1) is

significant. In other words, the higher the Green Perceived Quality (X1), it will affect the increase in Green Purchase Intention (Z1), so that by increasing Green Purchase Intention (Z1) it will increase Green Purchase Behavior (Y1). And vice versa, the lower the Green Perceived Quality (X1),

This is in accordance with the information given by Mr. Jumadi who stated that knowing about environmental issues and awareness to care for the environment can influence a person to be more careful in choosing good quality products to have a positive impact. This shows that green perceived quality product has a significant and positive effect on green purchase behavior in Organic Fertilizers through green purchase intention.

h) Effect of Green Perceived Value Product on Green Purchase Behavior in Organic Fertilizers Through Green Purchase Intention

Based on the indirect effect test, the path coefficient value for the indirect effect between Green Perceived Value (X2) through Green Purchase Intention (Z1) on Green Purchase Behavior (Y1) is 0.075 indicating a p-value of 0.012 which is smaller than alpha 0.05, so it can be concluded that the indirect effect of Green Perceived Value (X2) through Green Purchase Intention (Z1) on Green Purchase Behavior (Y1) is significant. In other words, the higher the Green Perceived Value (X2), it will affect the increase in Green Purchase Intention (Z1), so that by increasing Green Purchase Intention (Z1) it will increase Green Purchase Behavior (Y1). Vice versa, the lower the Green Perceived Value (X2),

This is in line with the explanation from Mr. Amin who stated that environmental issues are able to attract the attention of the community so that it can make people think more about buying fertilizer which benefits are also good for the environment. From this, it can be concluded that green perceived value product has a significant positive effect on green purchase behavior in organic fertilizers through green purchase intention.

i) Green Perceived InfluenceRisk ProductsAgainst Green Purchase Behavior on Organic Fertilizers Through Green Purchase Intention

Based on the indirect effect test, the path coefficient value for the indirect effect between Green Perceived Risk (X3) through Green Purchase Intention (Z1) on Green Purchase Behavior (Y1) is 0.066 indicating a p-value of 0.037 which is smaller than alpha 0.05, so it can be concluded that the indirect effect of Green Perceived Risk (X3) through Green Purchase Intention (Z1) on Green Purchase Behavior (Y1) is significant. In other words, the higher the Green Perceived Risk (X3), it will affect the increase in Green Purchase Intention (Z1), so that by increasing Green Purchase Intention (Z1) it will increase Green Purchase Behavior (Y1). Vice versa, the lower the Green Perceived Risk (X3), the lower the Green Purchase Intention (Z1),

This is supported by a statement from Mr. Arman who stated that with the risks that must be faced by farmers from using organic fertilizers, this does not affect farmers' interest in environmental issues and then make purchasing decisions for organic fertilizers.

j) Effect of Green Purchase IntentionAgainst Green Purchase Behavior In Organic Fertilizers

Based on direct influence testing, the inner model estimation results for the direct effect of Green Purchase Intention (Z1) on Green Purchase Behavior (Y1) show a p-value (p-value) of 0.001, where the value is smaller than alpha 0.05, so it can be it was concluded that there was a direct effect (direct effect) that was significantly positive between Green Purchase Intention (Z1) on Green Purchase Behavior (Y1) of 0.362. The positive influence of Green Purchase Intention (Z1) on Green Purchase Behavior (Y1) means that the higher the Green Purchase Intention (Z1), the higher the Green Purchase Behavior (Y1). Vice versa, the lower the Green Purchase Intention (Z1), the lower the Green Purchase Behavior (Y1).

This is in line with the information given by Mr. Jumadi who stated that people's interest in environmentally friendly objects can be a consideration in purchasing organic products with minimal impact on the environment. From this it can be seen that the higher the Green Purchase Intention, the higher the Green Purchase Behavior. Therefore, it can be concluded that green purchase intention towards green purchase behavior in Organic Fertilizers.

5. CONCLUSION

Based on the results of research on the effect of Green Perceived Quality (X1), Green Perceived Value (X2), and Green Perceived Risk (X3), on Green Purchase Behavior (Y1) with Green Purchase Intention (Z1) as a mediating variable. (Case Study of Farming Communities in Mulyoagung Village), indicating that there is a significant direct positive effect between Green Perceived Quality (X1) on Green Purchase Behavior (Y1). In carrying out green purchase behavior on organic fertilizers, people tend to pay attention to green perceived quality where consumers evaluate products related to the environmental friendliness of these products. In addition, based on the results of the study, it showed that there was a significant direct positive effect between Green Perceived Value (X2) on Green Purchase Behavior (Y1).

Not only that, the research results also show that there is a significant direct positive effect between Green Perceived Risk (X3) on Green Purchase Behavior (Y1). Green perceived risk products tend to be considered by the community where people do not want their environment to be damaged due to distorted negative impacts. Based on the results of the study, it showed that there was a significant direct positive effect between Green Perceived Quality (X1) on Green Purchase Intention (Z1). Which can be interpreted that the higher the Green Perceived Quality (X1), then it will increase the Green Purchase Intention (Z1). Vice versa, the lower the Green Perceived Quality (X1), the lower the Green Purchase Intention (Z1). In fact, in making any purchase, people tend to pay attention to product quality factors. In this case, the quality that is considered is not only the quality of the plants, but also the quality of the environment.

In addition, the research results also show that there is a significant direct positive effect between Green Perceived Value (X2) on Green Purchase Intention (Z1). Previously, people tended not to care about environmental problems, but after understanding the negative effects of non-organic fertilizers, people made Green Perceived Value a consideration before buying environmentally friendly fertilizers. Based on the results of the study, it shows that there is a significant direct positive effect between Green

Perceived Risk (X3) on Green Purchase Intention (Z1). It can be concluded that the negative impact produced by non-organic fertilizers makes people more interested in and concerned about the problems that exist in the environment.

It was found that there was a significant indirect positive effect between Green Perceived Quality (X1) through Green Purchase Intention (Z1) on Green Purchase Behavior (Y1). Knowing about environmental issues and awareness to care for the environment can influence someone to be more careful in choosing good quality products to have a positive impact. From the results of the study it can also be seen that there is a significant indirect positive effect between Green Perceived Value (X2) through Green Purchase Intention (Z1) on Green Purchase Behavior (Y1). Environmental issues are able to attract public attention so as to make society think more about buying fertilizers whose benefits are also good for the environment.

An indirect positive effect is also seen between Green Perceived Risk (X3) through Green Purchase Intention (Z1) on Green Purchase Behavior (Y1). The greater the negative impact of the use of inappropriate fertilizers will increase public interest in environmental issues. significant direct relationship between Green Purchase Intention (Z1) and Green Purchase Behavior (Y1). Public interest in environmentally friendly objects can be a consideration in purchasing organic products with minimal impact on the environment. From this it can be seen that the higher the Green Purchase Intention, the higher the Green Purchase Behavior

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