



The Influence of Environmental Knowledge, Green Product Knowledge, Green Word of Mouth, Greenwashing, and Green Confusion as Mediator of Green Purchase Intention

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ABSTRACT

Global warming is a major concern throughout the world. In this context, the role of consumers in preserving the environment is increasingly under the spotlight. Consumer purchasing decisions can have a significant impact on business practices. This research aims to explore the relationship between environmental knowledge, green product knowledge, green word of mouth, and greenwashing practices which often become challenges in the business environment. Apart from that, the research explains the role of green confusion as a mediator of greenwashing on green purchase intention. This research provides insight for business practitioners in their efforts to support consumers in making environmentally friendly purchasing decisions. The research methodology adopted a quantitative survey approach, with a research population of consumers who were aware of single-use gallon products. In this study, 150 samples were used. The analytical tool used in the research is SMART PLS 4. The research results found that environmental knowledge has a positive and significant effect on green purchase intention. Apart from that, green word of mouth also has a positive but not significant effect on green purchase intention. However, the most interesting result is the relationship between greenwashing and green confusion. Greenwashing was found to have a positive and significant effect on green confusion. Interestingly, when greenwashing is mediated by green confusion, the results have a negative but not significant effect on green purchase intention. The limitation of this research is the sample size. In future research, it is hoped that the research subjects and sample size will be expanded so that better results can be obtained.

INTRODUCTION

Increasing population growth is a phenomenon that occurs in several countries. Indonesia is a country located in Southeast Asia with the third largest population. According to data from the Central Statistics Agency for 2021, Indonesia has a land area of 1.9 million km. The size of this area is in line with the increasing rate of population growth. In 2020 Indonesia's population was 270

million people, then in 2021 the number increased to 272 million people and this is always increasing as proven by 2022, the population of Indonesia is 275 million people (*Badan Pusat Statistik*, 2022). Population growth will have serious consequences for environmental balance. Humans directly or indirectly have a big influence on environmental changes, it is the activities carried out by humans that influence environmental balance (Hudha et al., 2019).

The environment is the factor that most influences human life throughout the world. The environment is an interacting space for the survival of humans and other living creatures (Siregar & Nasution, 2020). The environment is all the conditions that surround living things, the environment is grouped into two, namely the biotic environment and the abiotic environment. (Mutakin, 2018). The environment has an important role in human life because it provides various kinds of resources that humans need to survive. Recently, problems and issues related to the environment have become the driving force for changes in the development of industry and companies due to increasing ecological awareness related to existing environmental problems and increasingly stringent laws and regulations regarding preserving the environment for individuals and groups (Adnyana, 2020). A healthy and balanced environment allows living creatures, especially humans, to live healthily, while a polluted environment will give rise to various problems that have a big impact on living creatures (Mutakin, 2018). Environmental problems can be caused by many factors, such as natural factors or caused by human activities, but environmental problems are mostly caused by humans carrying out various kinds of activities. Human activities which, if not managed properly, will have a dangerous impact on the environment include the use of fossil energy, use of plastic, waste of food (food waste), excessive use of electricity, industrial waste. The consequences of these activities include climate change, air pollution, water and land pollution, accumulation of plastic waste, and the most dangerous is global warming. Accumulating waste causes global warming, especially plastic waste.

Environmental damage is increasingly occurring. This environmental damage has many factors and causes behind it. Humans are one of the various factors that cause environmental damage. As time goes by the human population continues to increase. Increasing human population also means increasing activities and activities that occur on earth. Some human activities and activities protect the environment and some pollute the environment, depending on the attitudes and behavior of each individual. This increase in population can have both good and bad impacts, but as can be seen in the surrounding environment and as the population increases, human activities also increase. There are many kinds of human activities, for example consumption activities. Consumption activities can take the form of shopping activities, using goods, carrying out food consumption activities and many other consumption activities. Most types of consumption activities cause plastic waste.

Environmental problems are caused by many causes, one of which is caused by plastic waste pollution. This problem has become a serious issue over the last few years because it has dangerous effects on the environment. The problem of plastic waste is a problem at every level of society, both the government and ordinary people (Permana et al., 2020). Garbage contains organic materials which, when decomposed, emit methane gas, which is known as a greenhouse gas. Methane gas has the potential to cause global warming 28 times greater than carbon dioxide (CO₂) within 100 years. This methane gas emission can be caused by human activities, including agriculture, organic waste, energy production and plastic waste (Rozy et al., 2023). According to Detik.com (2022) about the 10 countries that contribute the most plastic waste in the world. In 2022, Indonesia will be in fifth place as a producer of plastic waste in the world. Indonesia produces 9.13 million tons of plastic waste. Here's the data.

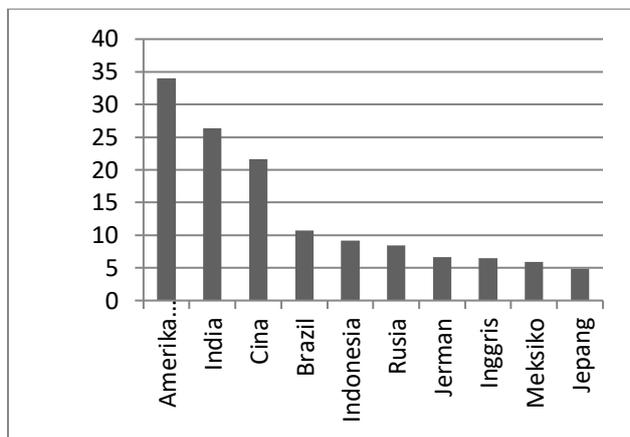


Figure 1. Data on the 10 Countries Contributing the Most Plastic Waste in the World in 2022 (in Million Tons)

According to Detik.com (2022), Indonesia is the largest contributor of plastic waste to the sea, namely in fifth position. Based on data from Detik.com, in 2022 Indonesia will contribute 56,333 tons of plastic waste to the sea. The presence of plastic waste poses a serious threat to the environment and marine ecosystems. The impact of plastic waste pollution is not only a risk to the environment and marine ecosystems, but the damage to the environment and marine ecosystems will ultimately also have an impact on the health of humans and marine animals. Even though it has a lot of plastic waste, Indonesia is still one of the importers of plastic waste in the world.

In 2020, Indonesia's total plastic waste imports reached 138,000 tons (Databoks, 2022). This imported plastic waste is used to make industrial raw materials such as bottles and paper. Indonesia still imports plastic waste due to the unavailability of plastic waste suitable for processing into recycled products. This ineligibility is due to waste not being sorted according to type, which results in difficulties in choosing the type of waste to be used and a lack of adequate waste management infrastructure. According to data from *Pusat Pelaporan dan Analisis Transaksi Keuangan* (PPATK), in 2019 Indonesia imported 283 thousand tonnes of plastic waste worth US\$76.8 million, so in rupiah it amounts to almost 1.8 trillion. Importing plastic waste also has a negative impact on the environment because domestic plastic waste will not be managed and results in environmental damage. This problem can be overcome by the company's role in managing its plastic waste. Waste management can be done by making recycled packaging or other things that can encourage consumers to participate in reducing plastic waste, this will help a little with the problem of plastic waste so that the environment is not polluted. Consumers who have environmental knowledge know what the good and bad impacts of population growth are on the environment.

Based on research (Diash & Syarifah, 2021), shows that environmental knowledge has a positive and significant effect on green purchase intention. Other research results are different, namely that environmental knowledge does not have a significant effect on green purchase intention (Qomariah & Prabawani, 2020). Environmental knowledge is about how a person knows and can identify the environment through concepts, signs and behavioral patterns in that environment (Liu et al., 2020). Residents who have knowledge of the environment are known as residents who have environmental knowledge. All things related to environmental conditions are environmental knowledge. Environmental knowledge consists of how individuals understand and identify environmental development patterns. Creating behavior to create a good environment can be encouraged through environmental knowledge. Residents who have environmental knowledge are able to offer it to residents who do not yet have environmental knowledge so that more and more residents participate in implementing and supporting environmental sustainability. Based on research (Diash & Syarifah, 2021), One of the various ways to preserve

the environment is by using products that do not damage the environment or commonly known as green products.

Knowledge about environmentally friendly products can be known as green product knowledge. Based on the research results, green product knowledge has no effect on green purchase intention (Wiranto & Adialita, 2020). Research result (Suprihartini et al., 2022) states that green product knowledge has a direct and significant effect on green purchase intention. Green product knowledge is subjective knowledge of each consumer's understanding, environmental attributes and environmental impacts that come from environmentally friendly products (Wang et al., 2019). Environmental damage caused by products that are not environmentally friendly makes people start to switch to using products that implement environmentally friendly systems so that they do not have a negative impact on the environment. Based on research that has been conducted, there has been an increase from 2019 to 2020 of 112% of consumers who have begun to become aware of switching to using environmentally friendly products. This awareness can arise due to several causes, one of which is caused by green word of mouth.

Green word of mouth is a process when consumers get information from other people about environmentally friendly products (W. Ahmed & Zhang, 2020). Green word of mouth appears when consumers feel satisfied with the products they use and then spread information about environmentally friendly products to other people. Environmentally friendly products are products that in the production process and marketing process do not have a bad impact on the environment because the product does not contain dangerous materials, can be recycled, is safe for the environment, and in the production process the packaging uses materials that are safe for the environment. In the process, sometimes companies only pretend to implement environmentally friendly production and marketing processes in order to create a good company image in front of consumers, this is known as greenwashing.

Greenwashing began to emerge in 1980, known as implementing an environmentally friendly marketing strategy, even though in practice it did not apply an environmentally friendly concept. Currently, greenwashing does not only occur in developed countries but has started to enter developing countries such as Indonesia (Ghassani et al., 2022). Greenwashing is caused by a company's desire to attract the attention of consumers who care about the environment. Several companies in Indonesia carry out greenwashing by purchasing the "green product" label on their products. Greenwashing causes concern for consumers because whether the products they buy actually care about the environment or not. The existence of greenwashing will cause confusion for consumers (green confusion) because the information conveyed does not match reality. This is because consumers are confused about whether a company really cares about the environment or is just implementing a marketing strategy (Y. S. Chen & Chang, 2013). Green confusion is the result of consumers inability to interpret information related to a product (Y. S. Chen & Chang, 2013). The information provided by the company sometimes does not match the actual reality. This mismatch in information causes confusion for consumers in choosing, using, and even deciding to buy an environmentally friendly product. Green confusion is motivated by three causes, namely the large choice of shops and products offered, the product is similar to similar products, the information given to consumers is difficult to understand. (Mitchell & Papavassiliou, 1999).

Le Minerale is a bottled drinking water (AMDK) which is quite well known in Indonesia. Le Minerale is also suspected of carrying out greenwashing efforts by producing 330 ml bottle packaging which violates regulations from *Kementerian Lingkungan Hidup dan Kehutanan* (KLHK). Le Minerale violated regulations on using plastic bottles under 1 liter made by the *Kementerian Lingkungan Hidup dan Kehutanan* (KLHK) because small packaging has a large target market. Packaging under 1 liter is packaging that is not included in the recycling cycle because usually small packaging is easily scattered everywhere. Le Minerale has indeed provided bottle collection points

at several locations, but this is still less effective because it is only spread across the Jakarta area. Apart from bottle packaging products, Le Minerale also provides disposable gallon packaging. On the leminerale.com website, the advantages offered by the le minerale gallon are that the gallon is always new, free of dangerous BPA (Bisphenol A.), and has an anti-seepage screw cap. Even though disposable le minerale gallons have good health benefits, they have received a lot of criticism as a threat to the increase in the amount of plastic waste in Indonesia. One of the criticisms was stated in the following petition on the change.org platform.



Figure 2 . Disposable gallon petition

Source: change.org/tolakgalonsekalipakai

Based on an article on finance.detik.com, the chairman of *Asosiasi Pengusaha Sampah Indonesia* (APSI) in the bottled drinking water industry is aggressively conveying false impressions or false information (greenwashing). Le Minerale is considered to be one of the causes of the plastic waste problem, however, they are making these disposable gallons as an effort to greenwash and transfer this waste problem to competitors. The phenomena above show that Le Minerale is suspected of greenwashing practices, for example, saying their products are environmentally friendly products even though they have the potential to cause more damage to the environment with single-use gallons, so this will have an impact on the intention to purchase Le Minerale products. Apart from that, this research was conducted to find out whether consumers who have knowledge of the environment and knowledge about environmentally friendly products care about the environment or do not care about the environment even though they have knowledge of the dangers posed by always using disposable gallons. Apart from that, this research is important to carry out because the impact of accumulated plastic waste is very dangerous for the environment and even causes global warming, the impact of which will be global if not managed properly.

LITERATURE REVIEW

Environment Knowledge

According to (Zhang et al., 2021) environment knowledge is how much knowledge an individual has about the environment. Knowledge related to environmental problems and how to overcome problems faced when taking the role as a consumer constitutes effective handling of environmental problems. All kinds of data and information possessed by individuals regarding attitudes towards the environment and their impact on the behavior of other individuals regarding knowledge about the environment is the definition of environmental knowledge. Consumers who adhere to the principles of environmental knowledge have a very important position in contributing their good intentions to environmental sustainability. If individuals already have environmental knowledge, there will be an indirect increase in consumer interest and interest in shopping for environmentally friendly products.

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Green Product Knowledge

Green product knowledge is knowledge that refers to consumers' understanding of environmental attributes and the impact of green products on the environment (Wang et al., 2019). When consumers do not have green product knowledge, there will be a gap between consumer attitudes and behavior. Green products or what are usually called environmentally friendly products are products that during the production process pay attention to the environmental impacts that will arise. Consumers who have green product knowledge usually tend to choose environmentally friendly products over ordinary products (M. A. Ahmed et al., 2020). However, in order for consumers to choose the right green products, consumers must have sufficient knowledge about green products. Green products during the process of production, distribution, consumption and product finalization always pay attention to their impact on the environment. Green product knowledge is the first thing that becomes a reference for someone when looking for information before a decision is made. Green product knowledge is consumer memory that contains information about products (Ojiaku et al., 2018). When buying environmentally friendly products, consumer behavior is very complex because they need to find out and evaluate various attributes contained in the product, for example, price, quality, availability. Someone who has little knowledge about green products usually will not buy green products (Ojiaku et al., 2018). So someone who only has little knowledge or even no knowledge at all about green products will not know the various benefits that arise from buying green products so that in the end they will not buy green products. Someone who has knowledge about green products tends to care about the environment because they know the consequences of not buying green products so they will be more likely to buy green products (Wang et al., 2019).

Green Word of Mouth

Green word of mouth is the process when consumers get information from other people about environmentally friendly products (W. Ahmed & Zhang, 2020). Green word of mouth appears when consumers feel satisfied with the products they use and then spread information about environmentally friendly products to other people. When someone spreads green word of mouth, what is being discussed is that the production process and marketing process do not have a bad impact on the environment because the product does not contain dangerous materials, can be recycled, is safe for the environment, and the packaging production process uses materials that are safe. safe for the environment (M. A. Ahmed et al., 2020).

Greenwashing

Greenwashing leads to consumer recognition of a company's increased communication towards the environment. However, this communication is just discourse and is not accompanied by real action (Nyilasy et al., 2014). This can have a negative impact on consumers and consumers tend not to buy products from companies that practice greenwashing. Greenwashing is a marketing practice that attempts to deceive consumers by showing that their products are

environmentally friendly, when in reality the products have little or no positive impact on the environment. (Setiawan & Yosephani, 2022).

Green Confusion

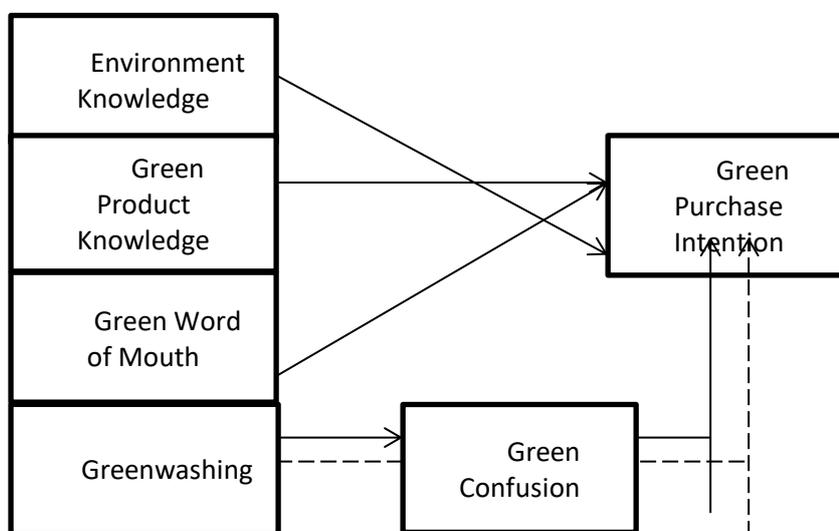
Green confusion is when consumers find it difficult or even do not understand information related to environmentally friendly products. Green confusion occurs due to a lack of information and a mismatch between consumers' expected perceptions and existing reality (Y. S. Chen & Chang, 2013). Green confusion is when consumers find it difficult or even do not understand information related to environmentally friendly products. Green confusion occurs due to a lack of information and a mismatch between consumers expected perceptions and existing reality (Tarabieh, 2021) including: Information is unclear and difficult to understand, labels or certifications are not standardized, perceptions do not match reality. According to (Tarabieh, 2021) green confusion can be overcome in several ways, such as standardizing labels and certification so that consumers do not feel confused. In addition, the company educates consumers about environmental issues and how to choose products that are truly environmentally friendly. Providing information that is easy for consumers to understand is also the right way to overcome green confusion.

Green Purchase Intention

Green purchase intention is the consumer's intention to purchase environmentally friendly products (Zhuang et al., 2021). Green purchase intention is the initial stage before purchasing environmentally friendly products. Green purchase intention is influenced by consumer awareness of the environment and knowledge about environmentally friendly products (Debora Indriani et al., 2019). Meanwhile, according to (W. Ahmed & Zhang, 2020) green purchase intention is influenced by five aspects, namely environmental awareness, knowledge of the environment, knowledge of environmentally friendly products, psychological factors, and environmental factors. Relationships between variables are a way of showing how the variables in research have relationships or interactions in a particular context.

FRAMEWORK AND HYPOTHESIS

Framework



Relationship between Environmental Knowledge and Green Purchase Intention

The research results are described Debora Indriani et al., (2019), Environmental knowledge does not have a positive relationship with green purchase intention. Meanwhile, research conducted by Zhang et al., (2021), Environmental knowledge has a positive effect on green purchase intention because consumers who have environmental knowledge will know the dangers that will arise if they do not buy environmentally friendly products. Other research conducted Qomariah & Prabawani (2020), also explained that environmental knowledge has a positive effect on green purchase intention.

H₁ : Environmental knowledge has a positive effect on green purchase intention

The relationship between Green Product Knowledge and Green Purchase Intention

According to Suprihartini et al., (2022) research, Green product knowledge has a positive influence on green purchase intention because consumers who have knowledge about environmentally friendly products will prefer to buy these products because they care about the environment. Meanwhile, research conducted by Wiranto & Adialita (2020), The results show that green product knowledge does not have a positive effect on green purchase intention, but will have a positive effect if mediated by green trust.

H₂ : Green product knowledge has a positive effect on green purchase intention

The relationship between Green word of mouth and Green Purchase Intention

Green word of mouth has a positive influence on green purchase intention (W. Ahmed & Zhang, 2020). When someone spreads green word of mouth, what is said can influence consumers in purchasing environmentally friendly products.

H₃ : Green word of mouth has a positive effect on green purchase intention

The Relationship between Greenwashing and Green Confusion

Greenwashing has a negative and significant influence on green confusion (Tarabieh, 2021). This research also shows that green washing and green confusion have a negative impact on green purchase intention because greenwashing practices will make consumers confused about whether the products offered are truly environmentally friendly products or even just a way to attract consumers. This is in line with the results of Setiawan & Yosephani (2022) research which shows the same research results.

H₄ : Greenwashing has a positive effect on green confusion

The relationship between Green Confusion and Green Purchase Intention

According to research results Tarabieh (2021), green confusion has a negative and significant impact on green purchase intention. This is because consumers who are confused about environmentally friendly products will not intend to buy the products offered.

H₅ : Green confusion has a negative effect on green purchase intention

H₆ : Greenwashing has a negative effect on green purchase intention, mediated by green confusion

METHODS

According to Handayani (2020), Population is a general area which includes subjects and objects that have the same or different characteristics, subjects or objects can be individuals or groups depending on the desired characteristics and have been determined by the researcher regarding an event or event being studied. This research uses a population of men and/or women who live in Bengkulu City and know the Le Minerale disposable gallon product. According to Purba et al., (2021), There are two types of populations, namely finite populations and infinite populations. An infinite population is a population that is not limited or the number of the

population is not known for certain. An infinite population whose exact number is unknown means sampling is needed to represent the population. According to Sugiyono (2018), A sample is a small portion of a population. Researchers use samples because they cannot take a population to be used as research objects due to limited time, costs, energy, and so on. The sample taken must be representative of the population because the research results will be considered valid for all populations that have been selected. According to Hair et al., (2010), A good sample size to use is 100 samples or larger. In this study the number of samples was 150 people, the samples that will be used must know the disposable gallon product.

According to Sugiyono (2018), Sampling techniques are used to determine or select samples used in research. The sampling technique is used so that when carrying out sampling, samples that are truly appropriate are obtained and by paying attention to the distribution and characteristics of the population to obtain a representative sample. The sampling technique used in this research is nonprobability sampling technique. There are many types of non-probability sampling techniques, in this research the type of non-probability sampling technique is purposive sampling.

Table 1. Variable Indicator

	Items	Reference
Environment Knowledge (EK)		Hamzah & Tanwir (2021)
EK 1	I know about environmental problems such as plastic waste which is increasingly piling up	
EK 2	I understand environmental problems such as plastic waste	
EK 3	If it accumulates more and more, plastic waste is very dangerous for the environment	
EK 4	Accumulating plastic waste will cause global warming	
Green Product Knowledge (GPK)		Chen & Deng (2016)
GPK 1	I know drinking water products that use an environmentally friendly concept	
GPK 2	When I buy environmentally friendly products, I know information about the product	
GPK 3	I trust authoritative agencies when identifying environmentally friendly products	

Green Word Of Mouth (GWM)		Ahmed & Zhang (2020)
GWM 1	Because of its image, this disposable gallon product is not recommended by other people	
GWM 2	Because its function is not environmentally friendly, this disposable gallon product is considered negative	
GWM 3	Because its function is not environmentally friendly, this disposable gallon product is considered negative	
GWM 4	If a product is bad for the environment, I will pass it on to others	

Greenwashing (GW)		Tarabieh (2021)
GW 1	Advertisements have environmentally friendly product claims that are not or have not been proven	
GW 2	Advertisements tend to hide the bad effects of Le Minerale's disposable gallon products	
GW 3	Advertisements tend to only show the good side	

Green Confusion (GC)		Tarabieh (2021)
GC1	The environmental features present in the product are difficult to identify	
GC2	I am confused about which drinking water gallon product to buy	
GC3	I'm not sure about the eco-friendly claims of this product	

Green Purchase Intention (GPI)		Tarabieh (2021)
GPI 1	So that the environment is not polluted, I choose to buy products that are more environmentally friendly	

GPI 2	I buy environmentally friendly products because I don't want plastic waste to pile up
GPI 3	I buy environmentally friendly products because I don't want global warming

Data Analysis Technique

Structural Equation Modelling (SEM) Analysis

Structural Equation Modelling (SEM) is the data processing method that will be used in this research. Structural Equation Modelling (SEM) is a development of path analysis. The SEM method can determine the causal relationship between endogenous and exogenous variables completely (Abdullah, 2015). Apart from knowing the causal relationship or construct being observed, Structural Equation Modelling (SEM) can also detect the components that cause the formation of the construct and can also determine their magnitude so that the causal relationship between variables is complete and accurate.

Evaluation of Measurement Models (Outer Model)

The Measurement Model (Outer Model) is used to determine and see the validity and reliability of a model. The validity test aims to ensure that the measuring instrument has accuracy and reliability in measuring the desired thing (Abdullah, 2015). The validity test is a very important test because valid measurements can provide and reflect that the results obtained reflect the construct being measured. Meanwhile, reliability tests are used to measure a concept or the consistency of respondents in answering a measurement tool (questionnaire or test). Apart from that, reliability testing is also used to find out and evaluate whether a measurement tool (questionnaire or test) is consistent and can measure the intended variable. (Sugiyono, 2018). In this research, measuring the outer model is by using convergent validity, discriminant validity and composite reliability tests, one order confirmatory factor analysis.

Structural Model Evaluation (Inner Model)

The structural model (inner model) is a specification of the relationship between latent variables in the structural model. The inner model provides an overview of the expected relationships based on the theory underlying the research (Abdullah, 2015). The inner model shows how latent variables are interconnected in a construct or phenomenon being researched which is based on existing theory. Evaluation of the inner model involves testing the extent to which the model fits the empirical data collected and the extent to which the model provides a good explanation of the relationships between the latent variables.

Hypothesis Testing (Bootstrapping)

Bootstrapping needs to be done to assess the significance of the influence between variables. When carrying out the bootstrapping procedure, you must use the original sample for resampling (Hamid & Anwar, 2019). The significance value used in the bootstrap resampling method is (two tailed) t-value 1,65 (significant level = 10%), 1,96 (significance level = 5%), and 2,58 (significant level = 1%).

SEM Analysis with Mediation Effects

Testing the mediation effect in the analysis using partial least squares. The first model is to test the influence of endogenous variables on endogenous variables and has a significance value > 1,96. Next, the second model is to test exogenous variables against the mediating variable

and must be significant t-statistic $> 1,96$. The third model is to simultaneously test the influence of exogenous and mediating variables on endogenous variables (Baron & Kenny, 1986).

RESULTS

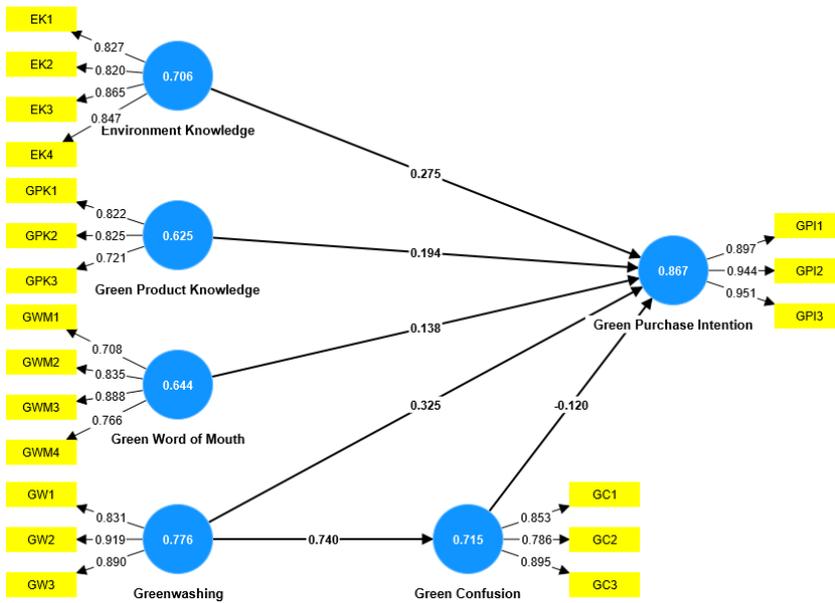
It was found that 80% of women and 20% of men were among the 150 respondents. The educational level is 61% high school, 30% bachelor's degree, 80% D3, and the rest are junior high school graduates. The following is the research model and the results of the structural equation modelling-partial least squares (SEM-PLS) test.

Table 2. Construct Reliability And Validity

Construct	Outer Loading Range	Average Variance Extracted (AVE)	Composite Reliability (CR)	Cronbach's Alpha
Environment Knowledge (EK)	0.745-0.843	0.616	0.813	0.795
Green Product Knowledge (GPK)	0.865-0.896	0.767	0.852	0.848
Green Word Of Mouth (GWM)	0.754-0.839	0.644	0.835	0.818
Greenwashing (GW)	0.845-0.848	0.707	0.793	0.793
Green Confusion (GC)	0.854-0.878	0.697	0.800	0.783
Green Purchase Intention (GPI)	0.838-0.946	0.818	0.902	0.888

Source: primary data (processed), 2023

Based on Table 2, the test results show that the outer loading value for all variables is > 0.7 and the Average Variance Extracted (AVE) is > 0.5 , which means that all indicators in the variables are declared valid. Then the composite reliability values all have a value of > 0.6 and Cronbach's Alpha also has a value of > 0.6 , which means that all the indicators in each variable are reliable. If an indicator is considered valid and reliable, then it shows that the indicator is an effective tool for measuring the concept or variable in question in an accurate and consistent way.



Picture 2. Path coefficient after indicator test (primary data, 2023)

Hypothesis testing is carried out to determine whether a hypothesis is accepted or not. SMART PLS software version 4.0 can be used to test this hypothesis. The hypothesis is accepted if the t-statistic value is more than 1.96 with a significance level of 0.05. The results are presented in the following table.

Table 3. Direct Effect

	Construct	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Ket
H1	Environment Knowledge (EK) → Green Purchase Intention (GPI)	0.328	0.342	0.088	3.710	0.000	Significant
H2	Green Product knowledge (GPK) → Green Purchase Intention (GPI)	0.199	0.193	0.102	1.951	0.026	Significant
H3	Green Word of Mouth → Green Purchase Intention (GPI)	0.131	0.145	0.089	1.469	0.071	Not Significant
H4	Greenwashing → Green Purchase Intention (GPI)	-0.112	-0.125	0.090	1.233	0.109	Not Significant
H5	Green Confusion → Green Purchase Intention (GPI)	-0.155	-0.167	0.112	1.382	0.083	Not Significant

Source: Research Results (2023)

Based on the results of data processing, a direct effect was obtained that all hypotheses were accepted and there were three hypotheses whose results were not significant because the t-statistic value was less than 1.96 and the P value was more than 0.05. The indirect effect of green confusion on green purchase intention as mediation can be seen from the following table.

Table 4. Indirect Effect

Construct	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Ket
H6 Greenwashing → Green Confusion → Green Purchase Intention (GPI)	-0.089	-0.123	0.115	0.777	0.219	Not Significant

Source: Research Results (2023)

Based on table 4, the results show that the role of green confusion as a mediator between greenwashing and green purchase intention has a negative but not significant influence, because the t statistic value is less than 1.96 and the P value is more than 0.05.

DISCUSSION

The test results show that the outer loading value for all variables is > 0.7 and Average Variance Extracted (AVE) value > 0.5 which means that all indicators in the variable are declared valid. Then the composite reliability values are all worth > 0.6 and Cronbach's Alpha is also worth > 0.6 which means that all the indicators for each variable are reliable. If an indicator is considered valid and reliable, then it shows that the indicator is an effective tool for measuring the concept or variable in question in an accurate and consistent way. Based on test results, environmental knowledge has a positive and significant influence on green purchase intention, meaning that people who have knowledge about the environment will buy environmentally friendly products. Green product knowledge has a positive and significant influence on green purchase intention, the same as environmental knowledge, that people who have knowledge about green products will buy environmentally friendly products. Green word of mouth has a positive but not significant influence on green purchase intention, meaning that suggestions and recommendations from other people about environmentally friendly products have quite an influence on a person's purchase intention towards environmentally friendly products. Greenwashing has a positive and significant influence on green confusion, meaning that the more greenwashing a company carries out, the more confused consumers will be about whether the products offered are proven to be environmentally friendly or not. Green confusion has a negative but not significant influence on green purchase intention, this means that the more confused consumers are about an environmentally friendly product, the less likely they are to buy that product. Greenwashing which is mediated by green confusion has a negative but not significant effect on green purchase intention. This means that the greenwashing practice carried out makes consumers confused about the products offered and results in a decrease in their intention to buy environmentally friendly products.

CONCLUSION

The conclusion from the results of this research shows that knowledge about the environment (environmental knowledge) and knowledge about environmentally friendly products (green product knowledge) have a positive and significant influence on green purchase intention. This indicates that consumers who have a better understanding of the environment and eco-friendly products are more likely to make sustainable purchases. Apart from that, the research results also found that word of mouth (recommendations from other people) related to green products had a positive influence, although not significant, on green purchase intentions. This shows that recommendations from friends or family can influence green purchasing intentions, although not as strongly as knowledge about the environment or green products. However, it is important to remember that greenwashing, namely the practice of companies claiming that their products are environmentally friendly without real evidence, has a positive and significant influence on consumer confusion about green products. Green confusion in turn has a negative influence, although not significant, on green purchase intentions. This suggests that when consumers are exposed to greenwashing, they tend to be confused about products that are actually environmentally friendly, which may ultimately reduce their intention to make green purchases. In this context, it is important for companies to ensure that their claims about green products are verifiable and beyond doubt. The research results also show that greenwashing mediated by green confusion has a stronger negative influence on green purchase intentions. Therefore, companies should strive to avoid greenwashing practices and provide consumers with clear and accurate information about their environmentally friendly products. In conclusion, a company's knowledge, recommendations, and credibility regarding green products play an important role in shaping consumers' green purchasing intentions.

LIMITATION

In this study, researchers faced limitations due to the number of samples. By only involving a small number of respondents in this study, researchers realize that the results of the study may not be widely generalized to a larger population. Variability in the data is also a major concern, given the potential impact of small samples on the results of statistical analysis. Therefore, it is important to consider the results of this study carefully and acknowledge these limitations in the context of interpreting these findings. The researcher hopes that future research can expand the sample scope and deepen understanding of this topic.

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