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Gen Z And E-Bikes: The Impact Of Environmental Awareness

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Abstract

Growing environmental awareness is driving interest in green transportation such as electric bicycles. Generation Z, with their environmental concerns and technological prowess, is a key market, yet research on their purchasing behavior is limited. This study aims to analyze the influence of Environmental Awareness and Green Perceived Value on Green Purchase Intention in the purchase of electric bicycles among Generation Z in Bali, with Green Attitude as a mediating variable. This research uses a quantitative approach with the Partial Least Squares (PLS) analysis method. ========= Data were collected through a structured questionnaire from 128 respondents selected by purposive sampling method. The results showed that Environmental Awarenes and Green Perceived Value have a significant effect on Green Purchase Intention, with Green Attitude as a mediating variable. These findings contribute to the understanding of green consumer behavior, especially among Generation Z.

INTRODUCTION

Amidst growing efforts to adopt sustainable lifestyles, Generation Z is emerging as the most responsive group of people to environmental issues (Radzi et al., 2024). This generation, born between 1997 and 2012, has unique characteristics in terms of values and consumption behavior. They are more concerned about sustainability, social impact and environmental justice than previous generations. According to Zabryna & Farihah (2024), generation Z is also known as the most digitally connected generation, with unlimited access to information through the internet and social media. Their awareness of the importance of sustainability makes Generation Z more open to green product innovations, such as electric bicycles.

The phenomenon of e-bikes among Gen Z has grown rapidly in recent years. There are several main reasons why e-bikes (electric bikes) have become popular among them namely: Gen Z tends to look for cost-effective transportation alternatives to motor vehicles. E-bikes offer a cheaper solution than cars or electric bikes, with lower running costs as they don't require fuel and vehicle taxes like motorcycles or cars. Awareness of environmental issues is also a driving

factor. Many Gen Zs are more concerned with sustainability, thus choosing e-bikes as a greener transportation alternative to fossil fuel vehicles. E-bikes are also becoming part of the urban lifestyle and often appear in social media trends. Many Gen Zs are attracted to the futuristic design of e-bikes, as well as features such as pedal-less mode, digital screens and connectivity to smartphone apps. The emergence of e-bike user communities is also an attraction. Many young people join the e-bike community to ride together, make modifications, or simply share their experiences on social media. However, there are also some challenges that arise, such as regulations that are not yet uniform in various regions, potential accidents due to the high speed of e-bikes, and concerns about battery safety and lifespan.

The phenomenon of e-bike usage among Gen Z in Bali brings a number of specific challenges that need to be addressed. Here are some of the main issues that arise such as: incompatibility with local infrastructure, weak regulation and enforcement, impact on tourism, lack of safety education, and environmental concerns. Bali, as an international tourist destination, has road infrastructure that is often narrow and congested, especially in tourist areas such as Kuta, Seminyak, and Ubud. The surge in e-bike usage by Gen Z could exacerbate congestion and increase the risk of accidents, given that roads are not always designed for this volume and type of vehicle. The use of e-bikes in Bali is often not yet strictly regulated. The lack of clear regulations regarding maximum speed, safety requirements, and operational areas of e-bikes causes users, especially Gen Z, to operate these vehicles without adequate guidance, increasing the potential for traffic violations and accidents.

However, there is limited research on the factors that influence the purchase intention of green products, particularly electric bicycles, among Generation Z in Bali. Understanding the aspects that encourage young consumers to choose green products is very important for manufacturers and marketers of green products (Rani et al., 2024). Several previous studies have shown that Environmental Awareness and Green Perceived Value are important factors that influence consumer intention to buy green products.

Research conducted by (Adialita et al., 2022) shows that consumers who have high environmental awareness tend to have a more positive attitude towards environmentally friendly products. This awareness makes consumers more consider the environmental impact of every product they buy, thereby increasing their intention to choose sustainable products. Ilahi et al. (2024) conducted research and found the results that environmental awareness has a positive effect on green purchase intention.

Consumers who feel that green products provide more value, both in terms of quality and sustainability, will be more likely to have the intention to buy them. Research conducted by (Rani et al., 2024) found that the higher consumers' perception of the green value of a product, the more likely they are to buy the product. For example, consumers who feel that electric bicycles offer environmental benefits and good performance will be more motivated to buy them, especially if the product also provides emotional satisfaction, such as the feeling of contributing to environmental preservation. Research conducted by (Anisa & Jadmiko, 2023), found that green perceived value has a positive effect on green purchase intention. However, in contrast to research conducted by Yang et al. (2022), shows the result that green perceived value has a negative effect on green purchase intention.

However, the effect of Environmental Awareness and Green Perceived Value on Green Purchase Intention is not always direct. On the basis of the inconsistency of previous research, it provides a research gap solution by using moderating variables, namely green attitude to bridge the previous research gap. Green Attitude plays an important role as a mediating variable in this relationship. According to Widyawati et al. (2023), green attitude refers to an individual's positive attitude towards environmentally friendly products, which is formed through their assessment of the environmental and emotional benefits of these products. Consumers who have a positive attitude towards green products will be more likely to translate awareness and perceived value into purchase actions (Sheikh et al., 2023). In other words, Green Attitude strengthens the

relationship between environmental awareness and perceived value with green product purchase intention.

Research conducted by Khaleeli & Jawabri (2021), shows that Environmental Awareness also affects Green Attitude. Consumers who have a deep understanding of environmental issues, such as climate change and pollution, are more likely to develop a positive attitude towards products that support environmental preservation (Jamal et al., 2024). However, in contrast to research conducted by (Khaleeli & Jawabri, 2021), which found the result that green attitude cannot mediate the effect of environmental awareness on green purchase intention.

LITERATURE REVIEW

Environmental Awareness

Environmental Awareness refers to an individual's level of awareness of environmental issues, such as climate change, pollution, and natural resource degradation. This awareness includes a person's understanding and concern for the environmental impact of human activities and their products. According to (Butar et al., 2024), environmental awareness encourages more responsible and environmentally friendly consumption behavior. Consumers who have environmental awareness tend to consider the ecological impact of the products they buy.

The Environmental Awareness indicators used in this study were adopted from research (Illahi et al., 2024), including:

a. Willingness to buy environmentally friendly products
b. Attention to the environment
c. Prioritize buying environmentally friendly products

Green Percieved Value

Green perceived value is the consumer's perception of the value of environmentally friendly products, which involves the benefits of the product to the environment compared to the costs or sacrifices required to obtain it. The Green Perceived Value indicators used in this study were adopted from research (Charviandi, 2023), including:

a. Emotional values
b. Environmental benefits
c. Quality or performance scores
d. Equity and pricing standards

Green Attitude

Green attitude is the tendency of consumers to support products that have a positive impact on the environment. This attitude plays an important role in shaping purchase intentions for environmentally friendly products. The Green Attitude indicators used in this study were adopted from research (Rahmawati & Setyawati, 2023), including:

a. A sense of excitement about green products.
b. Think positively about the product
c. Trust in the product

Green Purchase Intention

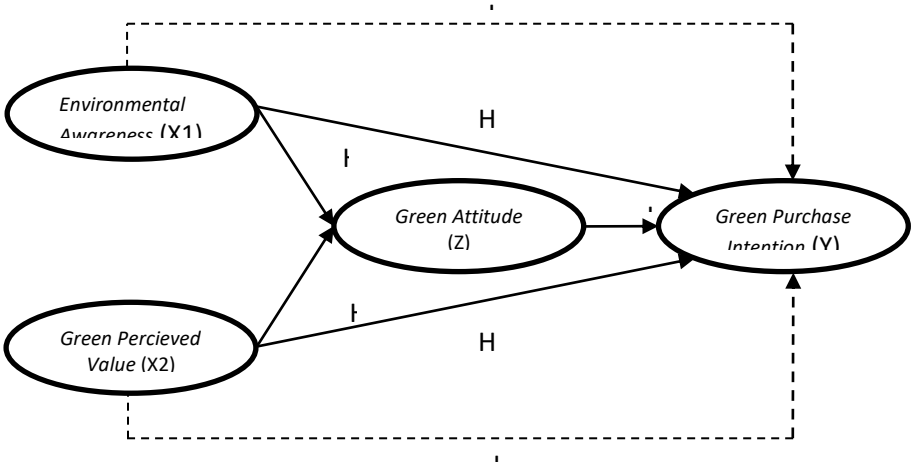
Green purchase intention is the intention or tendency of consumers to buy environmentally friendly products. This intention is influenced by various factors, such as environmental awareness, perceived value, and consumer attitudes towards these products. The Green Purchase Intention indicators used in this study were adopted from research (Hernizar et al., 2020), including:

a. Interest in buying environmentally friendly products because they are beneficial to the environment
b. Interest in buying environmentally friendly products because they do not cause environmental pollution
c. Interest in buying environmentally friendly products because they have more concern for the environment

Conceptual Framework

This study uses 2 (two) independent variables, namely Environmental Awareness (X1), Green Perceived Value (X2). Meanwhile, the dependent variable is Green Purchase Intention (Y), and the mediating variable is Green Attitude (Z). The conceptual framework built in this study can be described as follows:

Figure 1. Conceptual Framework



Hypothesis:
H1 : The better environmental awareness will inc=rease green purchase intention.
H2 : The better environmental awareness will increase green attitude.
H3 : The better the green perceived value, the better the green attitude.
H4 : The better the green perceived value, it will increase green purchase intention.
H5 : The better the green attitude, the more green purchase intention will increase.
H6 : Green attitude is able to mediate the relationship between environmental awareness and green purchase intention.
H7 : Green attitude is able to mediate the relationship between green perceived value and green purchase intention.

METHODS

This research uses a Quantitative approach. The research location was conducted in Bali Province, with a focus on generation Z. Bali was chosen because it has high environmental awareness and there is a trend of adopting environmentally friendly products such as electric bicycles. In addition, generation Z in Bali, which is exposed to global trends related to sustainability, is a relevant segment to be studied regarding green consumption behavior.

Population and Sample

The population in this study is Generation Z in Bali Province born in 1997 - 2012 and has knowledge or awareness about environmentally friendly products, especially electric bicycles. Furthermore, the number of samples will be determined based on the results of the minimum sample calculation. Determination of the minimum sample size according to Hair et al. (2018),

namely: Number of indicators x (5 to 10 times) Based on these guidelines, the number of samples for this study are: n = 32 x 4 = 128. Based on the above formula, the researcher determined the number of samples for this study, namely 128 samples, determining the research sample, the researcher used Purposive Sampling technique. With the following criteria:

1. Birth year 1997 - 2012.
2. Domiciled in Bali Province.
3. Have an interest or have considered buying an electric bicycle.
4. Some samples may include those who already use electric bicycles to gain deeper insights into green behavior.

Data Collection Technique

The data collection technique used in this study was a questionnaire. The questionnaire or list of questions and statements in this study contains independent variables (Environmental Awareness and Green Perceived Value), dependent variables (Green Purchase Intention), and mediating variables (Green Attitude) which use a semantic differential model. In this study, the semantic differential scale can be described as follows.

Strongly Disagree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

Data Analysis Technique

The data analysis technique used in this study uses a variance-based structural equation model or component-based structural equation model, known as Partial Least Square (PLS). PLS can be used for very complex models consisting of many latent and manifest variables without experiencing problems in data estimation. PLS can be used to calculate moderator and mediation variables directly. Path analysis testing in this study will be assisted by SmartPLS 4.0 software.The stages of analysis using Partial Least Square (PLS) consist of two tests or analyses, namely:

1. Design of Measurement Model (Outer Model)
   Outer model, intended to determine the validity and reliability of the indicators that make up the research variables, because the research indicators are reflexive. This measurement model uses Validity test, Reliability test.
2. Structural Model Design (Inner Model),
   The inner model is evaluated by looking at the percentage of variance explained using the method: R-square (R2).

RESULTS

Validity Test

Table 1. Validity Test Results

No	Variables	Question Item	Correlation Coefficient	Description
1	*Environmental Awareness* (X1)	$X_{1.1}$	0,848	Valid
		$X_{1.2}$	0,900	Valid
		$X_{1.3}$	0,889	Valid
		$X_{1.4}$	0,875	Valid
		$X_{1.5}$	0,905	Valid
		$X_{1.6}$	0,891	Valid
		$X_{1.7}$	0,478	Valid
	Green Perceived Value (X2)	$X_{2.1}$	0,592	Valid

2		$X_{2.2}$	0,741	Valid
		$X_{2.3}$	0,596	Valid
		$X_{2.4}$	0,609	Valid
		$X_{2.5}$	0,762	Valid
		$X_{2.6}$	0,883	Valid
		$X_{2.7}$	0,832	Valid
		$X_{2.8}$	0,790	Valid
		$X_{2.9}$	0,760	Valid
3	*Green attitude (Z)*	$Z1_{.1}$	0,737	Valid
		$Z1_{.2}$	0,718	Valid
		$Z1_{.3}$	0,885	Valid
		$Z1_{.4}$	0,881	Valid
		$Z1_{.5}$	0,917	Valid
		$Z1_{.6}$	0,861	Valid
		$Z1_{.7}$	0,903	Valid
		$Z1_{.8}$	0,870	Valid
		$Z1_{.9}$	0,896	Valid
4	*Green Purchase Intention* (Y)	$Y_{1.1}$	0,691	Valid
		$Y_{1.2}$	0,682	Valid
		$Y_{1.3}$	0,686	Valid
		$Y_{1.4}$	0,893	Valid
		$Y_{1.5}$	0,941	Valid
		$Y_{1.6}$	0,841	Valid
		$Y_{1.7}$	0,852	Valid

Source: data processed

Based on Table 1. above, it is concluded that all question items from the environmental awareness, green perceived value, social media marketing, green attitude and green purchase intention variables used in this study are valid. This can be seen from each question item having a correlation coefficient value greater than 0.30.

Reliability Test

Table 2. Reliability Test Results

No	Variables	*Cronbach Alpha*	Description
1	*Environmental Awareness* (X1)	0,918	Reliable
2	*Green Perceived Value* (X2)	0,885	Reliable
3	*Green attitude (Z)*	0,952	Reliable
4	*Green Purchase Intention* (Y)	0,903	Reliable

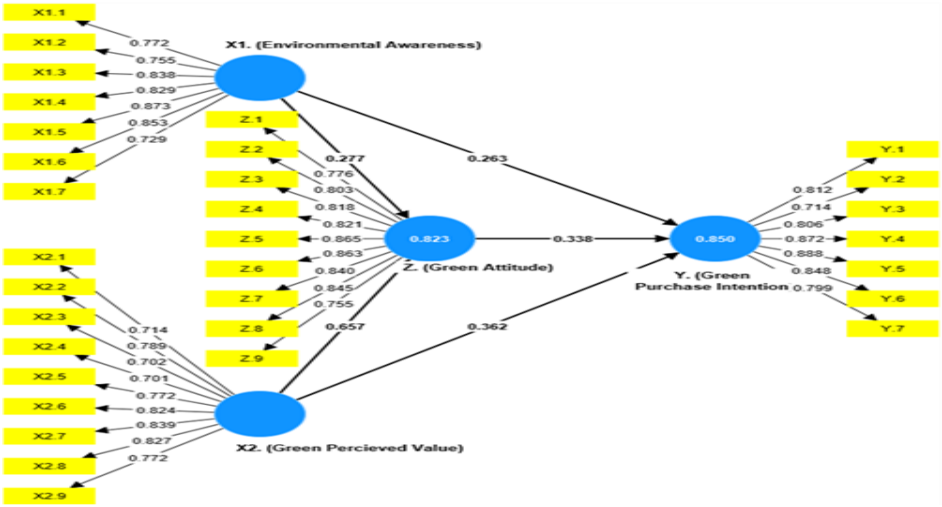
Source: data processed

Based on Table 2 above, it can be seen that the value of each variable has a Cronbach Alpha coefficient value above 0.60. So the conclusion is that all the variables used in this study are reliable, so they are suitable as research instruments.

Hypothesis Testing

SmartPLS 4.0 data processing results in the form of images, which are presented in Figure 1 below.

Figure 2 Path Diagram of the Relationship between Environmental Awareness, Green Perceived Value, Green Purchase Intention and Green Attitude



Source: Data processed

Based on the results of data processing carried out with the SmartPLS 4.0 program as shown in Figure 2, a table can be made regarding the relationship between variables, as shown in Table 3 below.

Table 3. Direct Relationship Between Variables Environmental Awareness, Green Perceived Value, Green Purchase Intention and Green Attitude

Relationship between Variables	Path Coefficient	T Statistics	P values	Summary
Environmental Awareness (X1) -> Green Purchase Intention (Y1)	0,263	2,581	0,010	accepted
Environmental Awareness (X1) -> Green Attitude (Z1)	0,277	2,528	0,011	Accepted
Green Perceived Value (X2) -> Green Attitude (Z1)	0,657	6,238	0,000	accepted
Green Perceived Value (X2) -> Green Purchase Intention (Y1)	0,362	2,323	0,020	accepted
Green Attitude (Z1) -> Green Purchase Intention (Y1)	0,338	2,718	0,007	accepted

Based on Table 3, the relationship testing between variables can be described as follows:

The Effect of Environmental Awareness on Green Purchase Intention

Testing the effect of environmental awareness on green purchase intention can be explained through Figure 1 summarized in Table 3 which shows that environmental awareness has a positive and significant effect on green purchase intention. This is indicated by the path

coefficient from the environmental awareness variable to green purchase intention of 0.263, with a t-statistic coefficient of 2.581> t-statistic 1.96, and a significance value of 0.010 < 0.05. The results of this test indicate that the first hypothesis (H1), which states that environmental awareness affects green purchase intention, can be accepted.

The Effect of Environmental Awareness on Green Attitude

Testing of the effect of environmental awareness on green attitude can be explained through Figure 2 summarized in Table 4.19 which shows that environmental awareness has a positive and significant effect on green attitude. This is shown from the path coefficient between environmental awareness to green attitude of 0.277 with a t-statistic coefficient of 2.528> t-statistic 1.96, and a significance value of 0.011 < 0.05. The results of this test prove the second hypothesis (H2), which states that environmental awareness affects green attitude can be accepted.

The Effect of Green Perceived Value on Green Attitude

Testing the effect of green perceived value on green attitude can be explained through Figure 1. which is summarized in Table 3 which shows that green perceived value has a positive and significant effect on green attitude. This is shown from the path coefficient between green perceived value to green attitude of 0.657 with a t-statistic coefficient of 6.238> t-statistic 1.96, and a significance value of 0.000 < 0.05. The results of this test prove the third hypothesis (H3), which states that green perceived value has an effect on green attitude can be accepted.

The Effect of Green Perceived Value on Green Purchase Intention.

Testing the effect of green perceived value on green purchase intention can be explained through Figure 1 which is summarized in Table 3 which shows that green perceived value has a positive and significant effect on green purchase intention. This is indicated by the path coefficient from the green perceived value variable to green purchase intention of 0.362, with a t-statistic coefficient of 2.323> t-statistic 1.96, and a significance value of 0.020 <0.05. The results of this test indicate that the fourth hypothesis (H4), which states that green perceived value on green purchase intention is acceptable.

The Effect of Green Attitude on Green Purchase Intention.

Testing the effect of green attitude on green purchase intention can be explained through Figure 1 summarized in Table 3 which shows that green attitude has a positive and significant effect on green purchase intention. This is shown through the path coefficient from green attitude to green purchase intention of 0.338, with a t-statistic coefficient of 2.718 > t-statistic 1.96, and a significance value of 0.007 <0.05. The results of this test prove that the fifth hypothesis (H5), which states that green attitude affects green purchase intention, is acceptable.

Testing the effect of environmental awareness and green perceived value on green purchase intention with green attitude as a mediating variable is shown in Table 4 below.

Table 4. Total Indirect Effect Calculation Results

Relationship between Variables	Path Coefficient	T Statistics	P values	Conclusion
Environmental Awareness (X1) -> Green Attitude (Z1) -> Green Purchase Intention (Y1)	0,094	1,663	0,096	accepted
Green Perceived Value (X2) -> Green Attitude (Z1) -> Green Purchase Intention (Y1)	0,2220	2,549	0,011	accepted

Based on Table 4. it can be described testing the indirect relationship between variables as follows:

The Effect of Environmental Awareness on Green Purchase Intention with Green Attitude as a Mediating Variable

Table 4. shows that environmental awareness has an influence on green purchase intention through green attitude as a mediating variable. This is shown through the path coefficient of 0.094, with a t-statistic coefficient of 1.663> t-statistic 1.96 and a significance value of 0.096 < 0.05. The results of this test prove the sixth hypothesis (H6) which states that there is an indirect effect of environmental awareness on green purchase intention through green attitude can be accepted.

The Effect of Green Perceived Value on Green Purchase Intention with Green Attitude as a Mediating Variable

Table 4. shows that green perceived value has an influence on green purchase intention through green attitude as a mediating variable. This is shown through the path coefficient of 0.222, with a t-statistic coefficient of 2.549> t-statistic 1.96 and a significance value of 0.011 < 0.05. The results of this test prove the seventh hypothesis (H7) which states that there is an indirect effect of green perceived value on green purchase intention through green attitude can be accepted.

DISCUSSION

The Effect of Environmental Awareness on Green Purchase Intention

The results of hypothesis testing show that environmental awareness has an influence on green purchase intention. This is indicated by the path coefficient from the environmental awareness variable to green purchase intention of 0.263, with a t-statistic coefficient of 2.581> t-statistic 1.96, and a significance value of 0.010 <0.05. The results of this test indicate that the first hypothesis (H1), which states that environmental awareness affects green purchase intention, can be accepted. This means that increasing environmental awareness has an impact on green purchase intention in generation Z in Bali Province.

Theory of Planned Behavior (TPB) explains that environmental awareness affects green purchase intention through three main factors, namely Attitude towards Behavior, environmental awareness increases positive attitudes towards environmentally friendly products, thus encouraging the intention to buy them. Subjective Norms, social norms from family or society strengthen the influence of environmental awareness on the intention to buy green products. Perceived Behavioral Control (PBC), if someone feels able to buy and get green products easily, the intention to buy them is stronger. So, environmental awareness directly shapes attitudes, social norms, and perceived control which ultimately affect green purchase intention.

The Effect of Environmental Awareness on Green Attitude

The results of hypothesis testing show that environmental awareness has an influence on green attitude. This is shown from the path coefficient between environmental awareness to green attitude of 0.277 with a t-statistic coefficient of 2.528> t-statistic 1.96, and a significance value of 0.011 <0.05. The results of this test prove the fourth hypothesis (H4), which states that environmental awareness has an effect on green attitude can be accepted. This means that the better environmental awareness has an impact on the green attitude of generation Z in Bali Province.In the Theory of Planned Behavior (TPB), environmental awareness influences green attitude through individual understanding of environmental impacts. The connection can be explained through the three main components of TPB, namely Attitude toward Behavior,

environmental awareness increases understanding of the benefits of environmentally friendly behavior, thus forming a positive attitude towards green practices and products (green attitude). Subjective Norms, environmental awareness is also influenced by social norms, where individuals tend to develop green attitudes if their surroundings support pro-environmental behavior. Perceived Behavioral Control (PBC), if individuals feel they have the control and ability to act in an environmentally friendly manner, they are more likely to develop a stronger green attitude. In other words, the higher the environmental awareness, the more positive green attitude is formed, which can then influence environmentally friendly behavior.

The Effect of Green Perceived Value on Green Attitude

The results of hypothesis testing show that green perceived value has an influence on green attitude. This is shown from the path coefficient between green perceived value to green attitude of 0.657 with a t-statistic coefficient of 6.238> t-statistic 1.96, and a significance value of 0.000 <0.05. The results of this test prove the fifth hypothesis (H2), which states that green perceived value to green attitude is acceptable. This means that the better the green perceived value has an impact on the green attitude of generation Z in Bali Province.

In the Theory of Planned Behavior (TPB), Green Perceived Value affects Green Attitude because the perceived benefits of a green product shape an individual's attitude towards it. If a person sees a green product as having greater benefits than the cost or effort involved (e.g. more environmentally friendly, healthier, or more energy efficient), then their attitude towards green products will be more positive. In TPB, attitude is the main factor that shapes a person's intention to act, so the higher the Green Perceived Value, the more positive the Green Attitude towards green products.

The Influence of Perceived Green Value on Green Purchase Intentions

The results of hypothesis testing show that green perceived value has an influence on green purchase intention. This is indicated by the path coefficient from the green perceived value variable to green purchase intention of 0.362, with a t-statistic coefficient of 2.323> t-statistic 1.96, and a significance value of 0.020 <0.05. The results of this test indicate that the second hypothesis (H2), which states that green perceived value affects green purchase intention, is acceptable. This means that the better the green perceived value has an impact on green purchase intention in generation Z in Bali Province.

In the Theory of Planned Behavior (TPB), green perceived value plays a role in influencing green purchase intention through three main factors, namely Attitude toward Behavior, if a person sees green products as having benefits that outweigh the cost or effort involved (for example, healthier, environmentally friendly, or energy efficient), then a positive attitude towards green products increases, which encourages the intention to buy them. Subjective Norms, when individuals realize that their social environment values green products for their sustainability value, social pressure can strengthen the intention to buy the product. Perceived Behavioral Control (PBC), if someone feels able to buy and use green products easily, then the impact of green perceived value on purchase intention is stronger. Thus, green perceived value increases positive attitudes, social norms, and perceived control over green products, which ultimately affect green purchase intention.

According to Rani et al. (2024), consumer perceptions of environmentally friendly products that offer positive contributions to the environment and better quality than conventional products, they tend to be more interested in buying these products.

The Effect of Green Attitude on Green Purchase Intention

The results of hypothesis testing show that green attitude has an influence on green purchase intention. This is shown through the path coefficient from green attitude to green purchase intention of 0.338, with a t-statistic coefficient of 2.718> t-statistic 1.96, and a

significance value of 0.007 <0.05. The results of this test prove that the third hypothesis (H3), which states that green attitude affects green purchase intention, is acceptable. This means that an increase in green attitude has an impact on green purchase intention in generation Z in Bali Province.

Attributed to the Theory of Planned Behavior (TPB), green attitude affects green purchase intention because this theory underlines the importance of attitudes towards behavior in influencing individual intentions to take an action. According to Theory of Planned Behavior, a positive attitude towards behavior (in this case, buying environmentally friendly products) will increase the intention to do so. According to (Rani et al., 2024), positive green attitudes strengthen consumers' desire to buy environmentally friendly products, because they believe that such actions support their sustainability values and contribute positively to the environment. (Amallia et al., 2022) conducted research and found the results that green attitude has a positive effect on green purchase intention.

The Effect of Environmental Awareness on Green Purchase Intention through Green Attitude as a Mediating Variable

The results of hypothesis testing show that environmental awareness has an influence on green purchase intention through green attitude as a mediating variable. This is shown through the path coefficient of 0.094, with a t-statistic coefficient of 1.663> t-statistic 1.96 and a significance value of 0.096 < 0.05. The results of this test prove the sixth hypothesis (H6) which states that there is an indirect effect of environmental awareness on green purchase intention through green attitude can be accepted.

In the Theory of Planned Behavior (TPB), Environmental Awareness affects Green Purchase Intention indirectly through Green Attitude as a mediating variable. The relationship between Environmental Awareness and Green Attitude is that environmental awareness makes individuals better understand the negative impact of human activities on the environment. This understanding forms a positive attitude towards environmentally friendly behavior (Green Attitude), such as supporting and choosing green products. The relationship between Green Attitude and Green Purchase Intention is that a positive attitude towards green products increases the intention to buy them. If someone believes that buying green products provides benefits to the environment and personal well-being, they are more likely to have a strong intention to make green purchases. Research conducted by (Lius & Salim, 2024) states that green attitude mediates the influence of environmental awareness on green purchase intention.

The Effect of Green Perceived Value on Green Purchase Intention through Green Attitude as a Mediating variable

The results of hypothesis testing show that green perceived value has an influence on green purchase intention through green attitude as a mediating variable. This is shown through the path coefficient of 0.222, with a t-statistic coefficient of 2.549> t-statistic 1.96 and a significance value of 0.011 <0.05. The results of this test prove the seventh hypothesis (H7) which states that there is an indirect effect of green perceived value on green purchase intention through green attitude can be accepted. This means that the better the green attitude that comes from green perceived value, it will be able to increase green purchase intention in generation Z in Bali Province.

In the Theory of Planned Behavior (TPB), Green Perceived Value affects Green Purchase Intention indirectly through Green Attitude as a mediating variable. The relationship between Green Perceived Value and Green Attitude is that if someone sees green products as having greater benefits than costs (for example, more environmentally friendly, energy efficient, or healthier), then they will have a more positive attitude towards green products (Green Attitude). The relationship between Green Attitude and Green Purchase Intention is that a positive attitude towards green products encourages individuals to intend to buy them more. The stronger the

belief that green products have benefits, the higher the intention to make green purchases. The relationship between Green Perceived Value on Green Purchase Intention (with Green Attitude as a mediator) is that the perceived value of green products does not directly increase purchase intention. However, if this value forms a positive attitude towards green products (Green Attitude), then the intention to buy green products (Green Purchase Intention) will be stronger. In TPB, Green Attitude is a key factor that bridges the influence of Green Perceived Value on Green Purchase Intention, because a positive attitude is the main element in shaping a person's intention to act. Research conducted by (Lius & Salim, 2024) states that green attitude mediates the influence of environmental awareness on green purchase intention.

CONCLUSION

Based on the results of the panellation and discussion above, the authors conclude that: Environmental awareness affects green purchase intention. The results of this study mean that the better environmental awareness has an impact on green purchase intention in generation Z in Bali Province. Environmental awareness affects green attitude. The results of this study mean that the better environmental awareness has an impact on green attitude in generation Z in Bali Province. Green perceived value affects green attitude. The results of this study mean that the better the green perceived value has an impact on the green attitude of generation Z in Bali Province. Green perceived value has an effect on green purchase intention. The results of this study mean that the better the green perceived value has an impact on green purchase intention in generation Z in Bali Province. Green attitude affects green purchase intention. The results of this study mean that an increase in green attitude has an impact on green purchase intention in generation Z in Bali Province. Green attitude is able to become a mediating variable in the influence of environmental awareness on green purchase intention. The results obtained can be interpreted that the better the green attitude that comes from good environmental awareness, it will be able to increase green purchase intention in generation Z in Bali Province. Green attitude is able to become a mediating variable in the influence of green perceived value on green purchase intention. The results obtained can be interpreted that the better the green attitude which comes from a good green perceived value, it will be able to increase green purchase intention in generation Z in Bali Province.

SUGGESTIONS

The research results and limitations found in the study can be used as a source of ideas for the development of this research in the future, further research is expected to expand the scope of research which is not only limited to generation Z in Bali Province and it is also recommended to use different analytical techniques such as Stata or e-views, so that future researchers are not fixated on just one technique, so that the research results can vary.

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