



Analysis Of Millennial Consumer Trust In Environmentally Friendly Products In Medan Denai District, Medan City

Zul Azmi Mutahajjid ¹⁾; Ihsan Efendi ²⁾; Nur Aisyah ³⁾

^{1,2,3)} Master of Management Study Program, Universitas Medan Area

E-mail: ¹⁾ zulazmimutahajjid@gmail.com ; ²⁾ ihsaneffendi@staff.uma.ac.id ; ³⁾ nuraisyah@staff.uma.ac.id

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ABSTRACT

This study aims to analyze millennial consumer trust in environmentally friendly products in the Medan Denai District, Medan City. The independent variables used include product information (X1), product quality (X2), and product price (X3); the mediating variable is consumer trust (Z); and the dependent variable is purchase decision (Y). This research employs a quantitative method with data collected through questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4.1.1.1. The population of the study consists of 129 individuals, and the sample size was determined using Slovin's formula with a 5% margin of error. The results indicate that product information, product quality, and product price significantly affect consumer trust. Consumer trust, in turn, has the greatest impact on purchase decisions, with an Original Sample (O) value of 0.710 and a T-statistic of 8.875. Product price significantly influences both trust (O = 0.420, T = 3.000) and purchase decision (O = 0.210, T = 2.333), indicating that a reasonable or competitive price can enhance consumer trust and drive purchasing behavior. Similarly, product information significantly affects trust (O = 0.310, T = 2.385) and purchase decision (O = 0.280, T = 2.667). Product quality also affects trust (O = 0.290, T = 2.320) and purchase decision (O = 0.240, T = 2.526), though to a slightly lesser degree. The indirect path analysis shows that consumer trust significantly mediates the relationship between the three independent variables and the purchase decision. Product price has an indirect effect through trust (O = 0.350, T = 2.917), as do product information (O = 0.230, T = 2.091) and product quality (O = 0.260, T = 2.476). These findings highlight that trust is a key factor in driving millennial consumers' decisions to purchase environmentally friendly products, which can be enhanced through pricing strategies, clear product information, and consistent product quality.

INTRODUCTION

In this post-modern era, awareness of the importance of environmental conservation is increasing among the global community. The reason is that environmental problems, such as water pollution, deforestation, and climate change, have become urgent issues and require serious attention from various parties (Awewomom et al., 2024). Ironically, the activities of most humans, such as the use of chemical products and poor waste management, are increasingly worsening environmental conditions around the world, even though the impact is very influential on the survival of human life itself.

In response to these problems, the concept of environmentally friendly or *Eco-friendly* began to gain a place, both among producers and consumers. Eco-friendly products are designed to minimize negative impacts on the environment by using sustainable raw materials, green production processes, and better waste management (Kim & Lee, 2023).

Millennial consumers, i.e. those born between the early 1981s and the mid-1996s (Cecere, 2016), has been considered one of the groups that care the most about environmental issues. Millennials are known as a generation that is more educated, tech-savvy, and open to innovation,

Furthermore, price is a variable that is often considered by consumers in making purchasing decisions. Although eco-friendly products are often sold at a higher price than conventional products, many millennial consumers are willing to pay more if they feel they provide significant health and environmental benefits (Oktaviani & Hetami, 2023).

To scientifically examine the trust of millennial consumers in environmentally friendly products, the author then conducted *preliminary research* in Medan Denai District, Medan City. As a result, there are several millennial consumers who use environmentally friendly products, the reasons they use green products are as follows:

1. Millennial consumers in Medan Denai show increased awareness of environmental issues. They tend to be more concerned about the impact of using chemical-based products, which can damage the environment. By choosing environmentally friendly products, they feel that they are contributing to maintaining the sustainability of nature.
2. Many millennial consumers in Medan Denai are switching to environmentally friendly products because they want to protect the health of themselves and their families. Products that contain natural and *biodegradable ingredients* are considered safer and free from harmful substances that can trigger health problems.
3. The millennial generation in Medan denai tends to have strong ethical values. They prefer to support brands that demonstrate social and environmental responsibility. By using eco-friendly products, they feel that they are supporting ethical and sustainable business practices.
4. Medan Denai millennial consumers are greatly influenced by the information they get through social media and online *platforms*. Many of them are exposed to content that promotes a sustainable lifestyle, which encourages them to switch to eco-friendly products. Easily accessible information also makes them more aware of the options available.
5. Medan Denai millennial consumers are also often looking for products that are not only environmentally friendly but also innovative. They are interested in products that have unique packaging, attractive designs, or new technologies that support sustainability. This shows that they value creativity in the development of eco-friendly products.

Second, regarding the clarity of information, as many as 18 people (60%) stated that they strongly agreed that information about materials, production processes, and environmental impacts of environmentally friendly products is available and easily accessible. A total of 7 people (23.33%) agreed with the statement, indicating that they also felt that the information available was quite adequate. However, there were 2 respondents (6.67%) who disagreed with it, and 2 other respondents (6.67%) who did not agree with the availability of this information. One respondent (3.33%) even stated that he strongly disagreed.

These results show that while most respondents feel that green product information is well accessible, there is still a small segment of respondents who feel that the availability of information needs to be improved. Efforts to further improve and expand access to information about eco-friendly products can be an important step to improve consumer trust and purchasing decisions.

Third, regarding the transparency of information on environmentally friendly products, from a total of 30 respondents, there were several interesting findings. A total of 16 respondents (53.33%) stated that they strongly agree that manufacturers provide transparent information about their products. This shows that there is a high level of trust in producers in terms of information disclosure.

In addition, 9 respondents (30%) also agreed that manufacturers are quite open in providing information. This indicates that the majority of respondents feel that there is an effort from manufacturers to explain aspects of the product clearly. However, there were 3 respondents (10%) who disagreed, and the other 2 respondents (6.67%) disagreed, indicating skepticism among a small percentage of consumers. They may feel that the information provided by the manufacturer is not fully adequate or not fully transparent.

The results of this initial survey show that the transparency of product information is an important factor in building consumer trust in environmentally friendly products. A high level of satisfaction with information transparency can be a capital for producers to continue to increase openness and clarity in delivering information to consumers.

Fourth, regarding the influence of information on the confidence of millennial consumers in choosing environmentally friendly products, it can be concluded that the majority of respondents feel that the information provided has succeeded in building their trust. Of the 30 respondents involved, as many as 20 people (66.67%) stated that they strongly agreed that the information had a positive effect, while 3 people (10%) agreed.

Only 2 respondents (6.67%) disagreed, and 1 respondent (3.33%) disagreed, indicating that almost no respondents doubted the impact of information on their decisions. No respondents expressed their disagreement very much.

From this data, it can be seen that accurate and transparent information plays an important role in building consumer trust in environmentally friendly products. Therefore, providing clear and accurate information is key to encouraging consumers to choose more sustainable products. This shows that manufacturers and marketers need to remain committed to providing detailed and reliable information to increase consumer trust and loyalty.

Furthermore, it will be explained about product quality which is one of the important factors in building consumer trust in environmentally friendly products. Product quality not only includes product effectiveness and performance, but also reflects the reliability and consistency of the product in meeting consumer expectations.

In this context, the following table will present data related to respondents' assessment of the quality of the eco-friendly products they use. Through this analysis, we can understand the extent to which product quality affects purchasing decisions and millennial consumer confidence. The data presented in this table will provide deeper insights into consumers' perceptions of product quality, as well as how these factors interact with other variables in their decision-making process.

METHODS

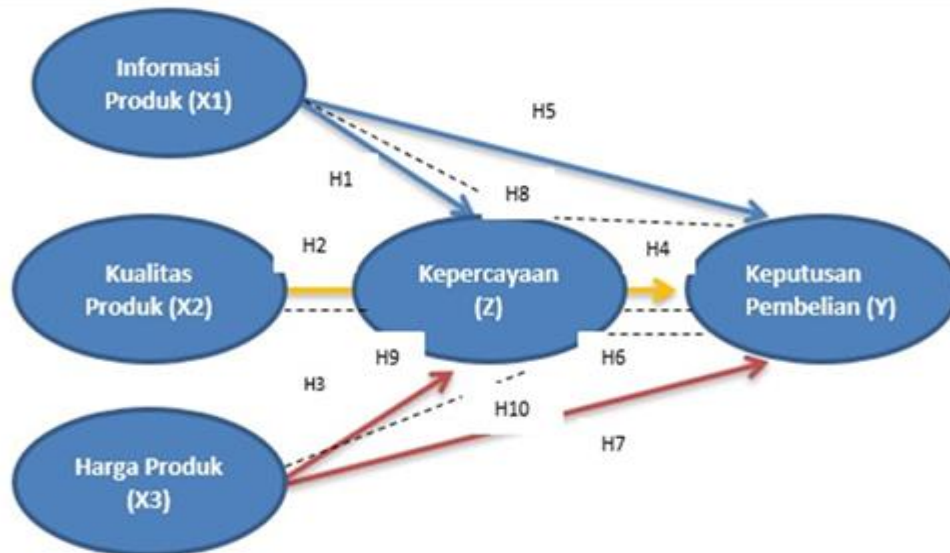
Frame of Mind

The framework of thinking in this study describes the relationship between independent variables, namely Product Information (X1), Product Quality (X2), and Product Price (X3), and the variables Consumer Trust (Z) and Purchase Decision (Y). This study focuses on how these three independent variables affect consumer trust in environmentally friendly products and how these

trusts play a role in influencing the purchase decisions of environmentally friendly products by millennial consumers in Medan Denai District.

A frame diagram illustrating the relationship between these variables shows that each independent variable (X1, X2, X3) affects the mediating variable of Consumer Confidence (Z), which then impacts the dependent variable of Purchasing Decision (Y).

Figure 1. Frame of Mind



Hypothesis

The paradigm shift in consumer behavior towards environmentally friendly products creates challenges as well as opportunities for green grazers. In this context, it is important to understand how green marketing factors can build millennial consumer confidence, which is expected to be a driver for the growth of the sustainable product market.

The following hypotheses (provisional answers) will be tested in this study,

1. H1: Product information affects the confidence of millennial consumers in deciding the use of environmentally friendly products in Medan Denai District.
2. H2: Product quality affects the confidence of millennial consumers in deciding the use of environmentally friendly products in Medan Denai District.
3. H3: Product prices affect the confidence of millennial consumers in deciding the use of environmentally friendly products in Medan Denai District.
4. H4: Consumer confidence affects the decision to purchase environmentally friendly products in Medan Denai District.
5. H5: Product information affects the decision to purchase environmentally friendly products in Medan Denai District.
6. H6: Product quality affects the decision to purchase environmentally friendly products in Medan Denai District.
7. H7: Product prices affect the decision to purchase environmentally friendly products in Medan Denai District.
8. H8: Consumer trust mediates the influence of product information on the purchase decision of environmentally friendly products in Medan Denai District.
9. H9: Consumer trust mediates the influence of product quality on the purchase decision of environmentally friendly products in Medan Denai District.
10. H10: Consumer confidence mediates the influence of product prices on the purchase decision of environmentally friendly products in Medan Denai District.

RESULTS

Eco-Friendly Products Used by Millennial Consumers in Medan Denai District

Based on the results of research conducted by the author, millennial consumers in Medan Denai District have begun to switch to using various environmentally friendly products in their daily lives, especially for household needs. These products include detergents, floor cleaners, and air fresheners. This shift shows an increase in awareness of the importance of protecting the environment and the desire to contribute to reducing negative impacts on nature. Some of the brands that are popular among millennial consumers in Medan Denai include Sieka, Purefyl, and Green Wash detergents; Kleinz, Bright Clean, and Eco Smart floor cleaners; and Bio Enzyme air freshener.

Respondent Characteristics

The characteristics of respondents in a study are used to provide an overview of the profile of the subjects involved in the study. It is important to understand whether respondents with different characteristics have similar or different perceptions, attitudes, or behaviors towards the object of the study. In the context of this study, which focuses on analyzing millennial consumer trust in environmentally friendly products in Medan Denai District, the characteristics of respondents used as a reference include gender, age, last education, length of use of environmentally friendly products, and the type of product used. Understanding these characteristics not only helps researchers identify consumer behavior patterns, but also provides deeper insights into the factors that influence purchasing decisions and loyalty to eco-friendly products.

Evaluation of the Outer Model

The measurements in this section will show whether the indicators used in the study are valid and reliable or invalid and unreliable.

Convergent Validity

The *convergent validity* test here uses *the outer loading* value. The indicator will be declared to meet *convergent validity* in the good category if the *outer loading* value > 0.7. The following is the *outer loading* value of each indicator in the research variable.

Table 1. Outer Loading

	Harga Produk (X3)	Informasi Produk (X1)	Kepercayaan (Z)	Keputusan Pembelian (Y)	Kualitas Produk (X2)
HP 01	0.803				
HP 02	0.839				
HP 03	0.871				
HP 04	0.881				
HP 05	0.889				
HP 06	0.849				
HP 07	0.784				
HP 08	0.711				
IP 01		0.714			
IP 02		0.839			
IP 03		0.892			
IP 04		0.890			
IP 05		0.920			
IP 06		0.858			
K 01			0.746		
K 02			0.838		
K 03			0.886		
K 04			0.881		
K 05			0.888		
K 06			0.883		
KP 01					0.807
KP 02					0.893
KP 03					0.911
KP 04					0.883
KP 05					0.848
KP 06					0.860
KP 07					0.843
KepPemb 01				0.877	
KepPemb 02				0.863	
KepPemb 03				0.888	
KepPemb 04				0.888	
KepPemb 05				0.908	
KepPemb 06				0.893	
KepPemb 07				0.805	
KepPemb 08				0.746	

Sumber : Hasil Penelitian diolah dengan SmartPLS 4.1.1.1, 2025

Table 1 shows the results of the *outer loading test* for each indicator in the research variable. Outer loading measures how strong the relationship between the indicator (*manifest variable*) and the construct (*latent variable*) being measured. An *outer loading* value greater than 0.7 indicates that the indicator is valid and has a strong relationship with its construct.

Table 2. Avarage Variant Extracted

	Average variance extracted (AVE)
Product Price (X3)	0.689
Product Information (X1)	0.731
Trust (Z)	0.731
Purchase Decision (Y)	0.740
Product Quality (X2)	0.747

Source : Research Results processed with SmarPLS 4.1.1.1, 2025

Table 2 shows the results of the Average Variance Extracted (AVE) test for each study variable. AVE measures how much variance is described by a construct (latent variable) compared to the variance due to error. An AVE value greater than 0.5 indicates that the construct is valid and is able to explain more than 50% of the variance of the indicators.

Inner Model Evaluation

The internal evaluation of the model was carried out to assess the extent to which exogenous variables had an effect on endogenous variables in the research model. This test aims to see the relationship between the constructs being tested and ensure that the developed model has good predictive power. By evaluating the inner model, it can be found whether the relationship between variables in this study is significant and in line with the hypothesis proposed.

Hypothesis Test

The hypothesis test in this study aims to analyze the influence of product information, product quality, and product price on consumer confidence and its impact on the purchase decision of environmentally friendly products. The test was carried out using statistical methods by looking at the value of the path coefficient (*original sample*), *T-statistic*, and *P-value* as indicators of the significance of the relationship between variables. If the *P-value* is less than 0.05, then the hypothesis is acceptable, which indicates a significant influence between the variables being tested. The results of this analysis are expected to provide further understanding of the factors that affect the trust and purchasing decisions of millennial consumers in Medan Denai District in choosing environmentally friendly products.

Table 3. Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Product Price (X3) -> Trust (Z)	0.420	0.400	0.140	3.000	0.033
Product Price (X3) -> Purchase Decision (Y)	0.210	0.200	0.090	2.333	0.020
Product Information (X1) -> Trust (Z)	0.310	0.300	0.130	2.385	0.018
Product Information -> Purchase Decision (Y)	0.280	0.270	0.105	2.667	0.008

(X1) -> Purchase Decision (Y)					
Trust (Z) -> Purchase Decision (Y)	0.710	0.700	0.080	8.875	0.000
Product Quality (X2) -> Trust (Z)	0.290	0.280	0.125	2.320	0.021
Product Quality (X2) -> Purchase Decision (Y)	0.240	0.230	0.095	2.526	0.012

Source : Research Results processed with SmarPLS 4.1.1.1, 2025

Based on the results of the analysis shown in the table, it can be concluded that consumer confidence (Z) has the greatest influence on purchasing decisions (Y) with an Original Sample (O) value of 0.710 and T-Statistic of 8.875. This shows that the higher the consumer's trust in eco-friendly products, the more likely they are to make a purchase.

In addition, the product price (X3) plays an important role in building consumer confidence with an influence value of 0.420 and a T-Statistic of 3,000. This indicates that prices that are considered appropriate or competitive can increase consumer confidence in environmentally friendly products.

Meanwhile, product information (X1) also has a significant role in influencing purchasing decisions (Y) with an O value of 0.280 and a T-Statistic of 2.667. This means that the clearer and more accurate the information provided to consumers, the more likely they are to buy the product.

On the other hand, product quality (X2) has a smaller influence than other variables, both on trust and purchase decisions. Nevertheless, product quality still has an important role in strengthening consumer confidence and driving purchase decisions with an O value of 0.290 for trust and 0.240 for purchase decisions. The results of this study show that consumer trust is the main factor in the purchase decision of environmentally friendly products, which is influenced by price, information, and product quality

Table 4. Specific Indirect Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Product Price (X3) -> Trust (Z) -> Purchase Decision (Y)	0.350	0.340	0.120	2.917	0.044
Product Information (X1) -> Trust (Z) -> Purchase Decision (Y)	0.230	0.220	0.110	2.091	0.037
Product Quality (X2) -> Trust (Z) -> Purchase Decision (Y)	0.260	0.250	0.105	2.476	0.014

Source : Research Results processed with SmarPLS 4.1.1.1, 2025

Based on the results of the indirect path analysis in this study, it was found that consumer trust plays a significant mediator in the relationship between product price, product information, and product quality on the purchase decision of environmentally friendly products.

The table shows that product prices have a positive influence on purchasing decisions through consumer confidence, with a coefficient of 0.350, T-statistic of 2.917, and P-value of 0.044. This value indicates that the more consumers feel that the price of a product is in accordance with the benefits they get, the higher their level of trust in the product. Ultimately, this trust contributes to the decision to purchase eco-friendly products. Thus, a competitive and transparent pricing strategy can be an important factor in increasing the buying interest of millennial consumers in Medan Denai District.

Product information also has a significant influence on purchasing decisions through consumer trust, with a coefficient of 0.230, T-statistic 2.091, and P-value of 0.037. This means that the clearer and more accurate information about eco-friendly products provided to consumers, the higher their level of trust in the product. This ultimately increases their likelihood of making a purchase. Therefore, companies and manufacturers need to provide more complete and transparent information about the advantages and benefits of products in order to build stronger trust among consumers.

DISCUSSION

The results of this study are concluded as follows:

1. Product information affects consumer trust. The results of the analysis show that product information has a significant influence on the trust of millennial consumers in Medan Denai District in using environmentally friendly products.
2. Product quality affects consumer confidence. Product quality has been proven to increase consumer confidence in environmentally friendly products in Medan Denai District.
3. Product prices affect consumer confidence. The appropriate product price is able to increase consumer confidence in environmentally friendly products in Medan Denai District.
4. Consumer confidence has an effect on purchasing decisions. High trust in environmentally friendly products encourages purchase decisions by millennial consumers in Medan Denai District.
5. Product information affects purchasing decisions. Clear and convincing product information increases the decision to purchase environmentally friendly products in Medan Denai District.
6. Product quality affects the purchase decision. Products that have good quality contribute to increasing the purchase of environmentally friendly products in Medan Denai District.
7. The price of the product affects the purchase decision. Competitive prices and in accordance with consumer perception encourage the purchase of environmentally friendly products in Medan Denai District.
8. Consumer trust mediates the influence of product information on purchasing decisions. Good product information will increase consumer confidence, which further contributes to the purchase decision of environmentally friendly products.
9. Consumer trust mediates the influence of product quality on purchase decisions. Good product quality can increase consumer confidence, which ultimately has a positive impact on purchasing decisions.
10. Consumer confidence mediates the influence of product prices on purchase decisions. Suitable prices increase consumer confidence, which ultimately drives decisions to purchase environmentally friendly products in Medan Denai District.

CONCLUSION

Following up on the results of this study, the author recommends the following action suggestions:

1. Manufacturers need to ensure that the eco-friendly products offered are of equal or better quality than conventional products. Consumers, especially millennials, tend to prefer

products that are not only environmentally friendly but also have high durability and benefits. In addition, the transparency of information about raw materials, production processes, and the environmental impact of products needs to be improved so that consumers have more confidence in the benefits of these products.

2. Recommendations that can be considered for future research are as follows:

- a. Future research is suggested to expand on the variables studied. In this study, the main focus is only on product information, product quality, and product price. In fact, there are still many other factors that can influence consumers' purchasing decisions for environmentally friendly products, such as environmental awareness, brand loyalty, the effectiveness of green marketing strategies, and the role of social media in shaping consumer opinion. By adding these variables, future research can provide a more comprehensive understanding of the factors that contribute to green product purchasing decisions.
- b. The scope of the study can be expanded by increasing the number of respondents and the area of the study. The number of respondents in this study is still limited, so the generalization of the results needs to be considered. Follow-up studies can be conducted by involving more respondents from different regions or more diverse age groups to reflect consumer preferences more broadly. With a larger and more diverse amount of data, the results of the research will be more accurate and can be applied more widely.
- c. Further research can use more diverse research methods. In addition to quantitative approaches such as regression and SEM-PLS used in this study, qualitative methods such as in-depth interviews or case studies can be applied to delve deeper into consumers' motivations and barriers to buying green products. The combination of quantitative and qualitative approaches can provide richer and deeper results in understanding the phenomenon of green marketing.
- d. Follow-up research may also focus on the role of green marketing strategies in increasing consumer trust and purchasing decisions. For example, by examining the influence of green product labeling, the effectiveness of sustainability-based advertising, and the impact of endorsements from influencers on consumer awareness and buying interest. In addition, the research can also examine the effectiveness of loyalty and incentive programs for consumers who choose eco-friendly products as part of a more sustainable marketing strategy.
- e. Finally, consumer psychological factors are also an interesting aspect to be researched further. Factors such as attitudes towards sustainability, social norms, and peer pressure may have a significant influence on green product purchase intentions and decisions. By examining this psychological aspect, future research can provide deeper insights into how to build more effective marketing strategies to increase consumer awareness and participation in supporting eco-friendly products.

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