

The Effect of Green Products on Green Purchase Intentions Through Consumers' Perception of Electric Motorcycles Products in Indonesia

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Abstract: Environmental pollution is a serious problem that needs to be overcome, one of which is air pollution. The biggest contributor to air pollution is transportation equipment and industry. To reduce air pollution from the transportation aspect, transportation tools that are not causing air pollution are launched, namely the electric motor Garasindo Electric Scooter ITS (GESITS). The purpose of this research is to explain: (1) Green products, consumers' perception, and green purchase intentions; (2) The direct effect of green products on consumers' perception; (3) The direct effect of consumers' perception on green purchase intentions; (4) Direct and indirect effects of green products on green purchase intentions through consumers' perception. The approach used is quantitative and descriptive and explanatory research types. The population in this research is all Indonesian people who are interested in buying GESITS electric motors and at least 18 years old. By using the formula Daniel & Terrel (1989) a sample of 276 respondents was obtained. The sampling technique uses purposive sampling technique. While data analysis techniques use descriptive analysis and path analysis. The results showed: (1) Green products were categorized as "good"; consumers' perceptions are positive; and green purchase intentions are categorized as "high". (2) There is a positive and significant direct effect of green products on consumers' perception; (3) There is a positive and significant influence of consumers' perception on green purchase intentions; (4) There is a direct and indirect positive and significant influence of green products on green purchase intentions through consumers' perceptions.

Keywords: Green Product, Consumers' Perception, Green Purchase Intentions

Introduction

In the current era of globalization, technological developments are very rapid causing intense competition for market share. Not a few new companies have sprung up offering varied products. Producers are also increasingly creative and innovative in enhancing product features and marketing. Producers must have the right marketing strategy to attract many consumers and not compete with competitors. The features and services provided are expected to attract as many consumers as possible. In this era, people are smart in determining quality product choices, namely products that not only focus on the quality inherent in the product itself but also have high socioeconomic value.

Along with the development of technology and the increasing need for transportation for human beings, manufacturers are developing the latest innovations in transportation. To attract consumers' buying interest, many marketing strategies can be utilized, one of which is differentiation. One that is currently developing is a green product, which is an environmentally friendly product. Seeing consumer awareness of current environmental conditions that can trigger interest in purchasing environmentally friendly products. Through consumer perception of available information is expected to increase buying interest in environmentally friendly products.

Many companies are competing to launch pollution-free products, one of which is ITS with Garasindo. Since first introducing an electric motor product in May 2016, Garasindo has continued to research and develop electric vehicles. The vehicle was given the name GESITS (Garasindo Electric Scooter ITS) and cooperated with several BUMN and BUMS companies. On October 17, 2018 the prototype of an electric motorcycle was tested by President Jokowi at the merdeka palace which had previously been tested from Jakarta to Bali. With the President present in the trial which is attacked by the media is expected to foster a positive perception of the product.

According to Gurau and Ranchhod (2005) many environmentally friendly products regained consumer confidence in the 2000s. Nowadays consumers are getting smarter in choosing products and starting to pay attention to the impact on the environment. According to Kasali (2005) green products are products that are not harmful to humans and the environment, are not wasteful of resources, do not produce excessive waste, and do not involve cruelty to animals. Eco-Labels, eco-brands, and environmental-themed advertisements are identified as green marketing tools that can increase consumer knowledge about environmentally friendly products (Rahbar and Wahid, 2011 in Setiyaningrum, 2015). These green marketing tools are believed to be tools that make it easy for consumers to perceive green products, raise awareness of green products, and encourage consumers to buy environmentally friendly products (Setiyaningrum et al, 2015). This is supported by research conducted by Mahapatra (2014) showing that green products significantly influence green purchase intention. Meanwhile, Juwaheer, et al (2012) in their research also concluded that green products influence buying interest in green products.

Assael in Priansa (2017) states that the perception of a product through the process itself is related to its components (packaging, product parts, shapes) and communication designated to influence consumer behavior through the background of words, images and symbolism or through other associated stimuli with the product (price, place of sale, impact of the seller's country). The same thing with research conducted by Kong et al, (2014) which states that green corporate, green advertiser eco-label, green packaging and green products affect green purchase intention through consumer perception.

Literature Review

Green product

Kasali (2005), Green products are products that are not harmful to humans and the environment, are not wasteful of resources, do not produce excessive waste, and do not involve cruelty to animals. Shaikh & Rahman (2011) wrote a journal with the title: "Customers' perception of green products: a survey of Karachi". The results of his

research show that consumers do not have a significant positive attitude towards green products. But customers' awareness and their tendency to protect the environment are very high. Consumers feel responsible for the environment and attach great importance to ecological issues. Consumer awareness of the environment and their attitude towards green products is positive. Kong et al (2014) prove that consumer's perception, eco-label and green product affect green purchase intention. Consumer's perception greatly contributes to purchasing green products. Mahapatra (2013), in the journal "A study on consumer perceptions for green products: An empirical study from India explains that green purchase intentions are influenced by safety, health and personal benefits.

Thus the hypothesis developed as follows:

H1: Green product has a positive and significant direct effect on consumers' perception on Gesits Electric Motor.

Consumers' Perception

Assael in Priansa (2017) states that the perception of a product through the process itself is related to its components (packaging, product parts, shapes) as well as the communication designated to influence consumer behavior through the background of words, images and symbolism or through other associated stimuli with the product (price, place of sale, impact of the seller country).

D'Souza et al (2006) divide consumer perception into 7 indicators, namely: 1) company perception, 2) product perception, 3) security regulations, 4) product labels, 5) past experience, 6) packaging and 7) materials.

Laroche et al. (2001) suggested that environmentally conscious consumers would try to protect the environment in different ways, for example, checking that a package was made from recycled materials and only involved in purchasing environmentally friendly products.

According to research conducted by Mahapatra (2013) in a journal entitled "A study on Consumer's perception of green products: An empirical study from India" shows that green product indicators significantly influence the costs that consumers must pay for green products. The majority of respondents seem to be aware of the concept of green, although there are some differences as far as understanding the green concept is concerned.

Slightly different from research conducted by Mahapatra (2013), in that study it can be seen that only a portion of the green product factors are influenced by consumer's perception. In this research, it is explained that the factors which greatly influence consumer interest in selecting green products are safety, health and personal benefits. Another study by Kong et al (2014) explains consumer's perception, eco-labeling and green products affect green purchase intention. Further explained consumer's perception greatly contributed to the purchase of green products. Thus, if synchronized with previous studies, it can be seen that the relationship between consumers' perception of green products varies based on the product

Research by Chekima (2015) in the journal Determinant Factors of Consumers' Green Purchase Intention: The Moderating Role of Environmental Advertising explains that consumer's perception factors such as environmental attitude, eco-label, and long-term orientation become moderating variables towards green purchase intention in Malaysia,

Based on these explanations, the hypotheses developed:

H2: Consumers' perception has a positive and significant direct effect on green purchase intentions on the Gesits Electric Motor.

Green Purchase Intentions

According to Rahbar and Wahid in Setiyaningrum (2015) eco-labels, eco-brands, and environmental-themed advertisements are identified as green marketing tools that can increase consumer knowledge about environmentally friendly products. The green marketing tools are believed to be a means that makes it easy for consumers to perceive green products, raise awareness of green products, and encourage consumers to buy environmentally friendly products. Barber (2010) explains that consumers will buy more for products that are environmentally friendly. According to Santoso & Fitriyani (2016) green purchase intentions can be measured through 3 indicators namely (1) beneficial to the environment, (2) does not cause environmental pollution and (3) has more attention to the environment than other products.

Rex & Baumann (2006) explain that eco-labeling is a means for consumers to make choices that will reduce environmental impacts and enable them to influence how products are made.

Lee et al. (2011); Schlosser et al. (2006); Harris and Goode (2010), prove that customer purchase intention is significantly influenced by customers' trusts and determines customers' purchase intentions.

Aibek Doszhanov and Zainal Ariffin Ahmad (2015 in a journal entitled "Customers' intention to use green products: the impact of green brand dimension and green perceived value" shows that there is a positive and significant influence between green brand awareness, green brand trust and green perceived value on green purchase intention. The results of the study are supported by research by Mourad and Ahmed (2012); Cheah and Phau (2011); Chen and Chang (2012). The study identified that brand awareness of products, especially green products, creates positive perceptions about the product and reduce the perceived risk of green products.

Based on these explanations, the hypotheses developed:

H3: Green product has a direct positive and significant effect on green purchase intentions on Gesits Electric Motors.

Consumers' perception

Eco-labels, eco-brands, and environmental-themed advertisements are identified as green marketing tools that can increase consumer knowledge about environmentally friendly products (Rahbar and Wahid, 2011 in Setiyaningrum, 2015). These green marketing tools are believed to be tools that make it easy for consumers to perceive green products, raise awareness of green products, and encourage consumers to buy environmentally friendly products (Setiyaningrum et al, 2015).

According to research conducted by Abdul (2009); Abdul et al. (2009); Rahbar and Abdul (2011); Kong et al. (2014), proving that there is a significant influence of consumers' perception, green products on green purchase intention. Mahapatra (2013), in the journal A study on consumer's perception for green products: An empirical study from India concluded that in addition to green purchase intention is influenced by consumer's perception also influenced by individual benefits, price, comfort when used,

performance, product availability, attention to the environment and pay attention to health. But in previous studies that the green brand image did not significantly influence the green purchase intention. These results are different from other studies namely by Juwaheer (2012); Mourad and Ahmed (2012) Hartmann (2005) and Mourad (2012) which show that there is a significant influence between green brand image on green purchase intention.

Cheah and Phau (2011); Chen and Chang (2012; Steenkamp and Geyskens (2006) and Keller (2012). In the previous study showed that there was a positive and significant effect between green perceived value on green purchase intention. Keller (2012). Green products have good ratings for both that is, for each individual and for the environment, even green perceived value has a fundamental effect on green purchase intentions, another study by Wu et al (2015) states that image, risk, value, and perceived usefulness have a significant effect on green purchase intentions.

Wu et al (2015) in their study entitled Green purchase intentions: An exploratory study of the Taiwanese electric motorcycle market concluded that image, risk, value and perceived usefulness had a positive and significant effect on green purchase intention in India. Abdellatif et al (2015) found that there was an indirect effect of green products on green purchase intentions, namely through social values, social status, social influence, human orientation, environmental stewardship and consumer attitudes. This is also supported by research by Bearden et al (2006); Messick and McClintock (1968); Gupta and Ogden (2009); Schiffman and Kanuk (2004); Lee (2008).

Previously Wu & Chen (2014) in his research resulted that green marketing awareness indirectly affected green purchase intention through perceived quality and perceived value. This is in line with research from Ottman (1999) and Loudon & Bitta (1988) who concluded that there is an indirect effect of green marketing awareness variables on green purchase intention through consumer perceptions. Consumers believe that the benefits, uses and functions of green products will be satisfactory and can reduce pollution to the environment.

Based on these explanations, the hypotheses developed:

H4: Green products affect indirectly and significantly to green purchase intentions through consumers' perception of the Gesits Electric Motor.

RESEARCH METHODS

Research design

This research approach is a qualitative approach. The design of this research is descriptive and explanatory research. This study explains the influence of Green Product (X) variables on Green Purchase Intentions (Y) through Consumers' Perception (Z). The analysis technique used in the study is descriptive statistical analysis and path analysis. The following picture is a research model.

Population and Sample

The research population is all Indonesian people who are at least 18 years old and are interested in buying Gesits electric motorcycles in the flash sale program at Shopee. By using the formula of Daniel and Terrel (1989) a sample of 276 respondents was obtained.

Research Instruments

This research uses a closed questionnaire instrument, using the google form. The questionnaire used in this study used a closed questionnaire, where respondents were asked to choose one of the 5 choices of answers that have been provided namely, strongly agree, agree, quite agree, disagree and strongly disagree.

Before the research instrument is used, it is tested first by conducting a validity and reliability test of 30 respondents who have an interest in buying a flash sale program at Shopee. The following results are the validity and reliability test of the instrument.

1) Validity Test

Validity test has the aim to measure the validity of a questionnaire. Validity test is also useful to find out if there are questions on the questionnaire that must be discarded / replaced because they are considered irrelevant (Umar, 2014).

Table 1. Validity Test Result

No	Variable	Item	R _{count}
1	<i>Green Product (X)</i>	Item 1	0,619
		Item 2	0,580
		Item 3	0,515
		Item 4	0,445
		Item 5	0,723
		Item 6	0,827
		Item 7	0,623
		Item 8	0,625
		Item 9	0,461
2	<i>Consumer's Perception (Z)</i>	Item 10	0,705
		Item 11	0,746
		Item 12	0,574
		Item 13	0,646
		Item 14	0,488
		Item 15	0,517
		Item 16	0,650
		Item 17	0,608
3	<i>Green Purchase Intentions (Y)</i>	Item 18	0,650
		Item 19	0,683
		Item 20	0,739

Based on Table 1, it can be concluded that from the 20 items of statements distributed to 30 respondents, a t_{count} value greater than t_{table} is 0.361. This shows that all statement items are declared valid so that they are eligible to be used as research instruments.

1) Reliability Test

Reliability test is used to test whether an instrument can be used as a data collection tool.

Table 2. Reliability Test Result

No.	Variable	Cronbach's Alpha
1	Green product (X)	0,848
2	Consumer's Perception (Z)	0,815
3	Green Purchase Intentions (Y)	0,932

Based on Table 2 it can be concluded that the three variables used in this study were stated to be reliable, because the three variables had a Cronbach's alpha value greater than 0.6. This shows that the three variables are feasible to be used as research instruments, because they meet the reliability test.

Descriptive statistical analysis

Green Product



Figure 2. Green Product Variable Frequency Distribution
(Source: Processed by Researchers, 2019)

Green product variable has a grand mean of 3.88. The highest mean is in item number 4 of 4.49. While item 7 gets the lowest mean value with a value of 3.10. Thus it can be concluded that grand products are highly perceived by consumers.

Consumers' Perception

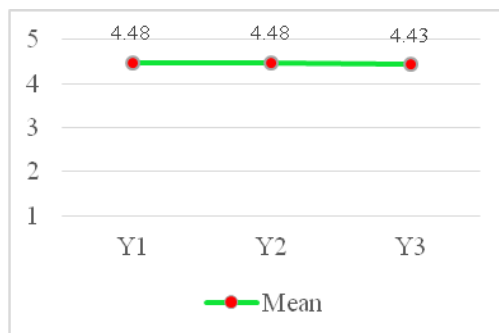


Figure 3. Frequency Distribution of Consumers' Perception

Consumers' perception variable has a grand mean level of 3.70. The highest mean is in item number 15 of 4.46. Meanwhile, item 16 gets the lowest mean value with a value of 3.01. Thus it can be concluded that consumer perception is positive or good.

Green Purchase Intention

The green purchase intentions variable has a grand mean level of 4.46. The meaning of green consumer purchase intention is high.

Path Analysis

a) The Direct Effect of X On Z

The results of the structural equation analysis can be seen in Table 3 as follows:

Table 3. The Analysis Result of the Green Product (X) Path to Consumers' Perception (Z)

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std error	Beta	t	
1 (Constant)	17,431	2,218		7,858	0,000
Green Product	0,403	0,058	0,385	6,900	0,000
Dependent Variable	:	Consumers' Perceptions			
R Square	:	0,148			
Adjusted R Square	:	0,145			

Based on Table 3 it can be concluded that consumers' perception (Z) can be explained by green product (X) of 0.385. If green product (X) increases by 1%, consumer's perceived risk (Z) will increase by 38.5%. The results of the path analysis test on green product variables directly have a positive and significant effect on consumers' perception of Gesits electric motors in Indonesia, explained that the standardized beta

coefficient of 0.385 with a significant level of $t = 0,000 < 0.05$ and a positive t value of 6.900 . This means that in this study was accepted.

b) The Direct Effect of X On Y

The results of the structural equation analysis can be seen in Table 4 as follows:

Table 4. Results of Green Product (X) and Consumers' Perception (Z) Analysis of Green Purchase Intentions (Y)

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients	Std. Error	Standardized Coefficients		
1 (Constant)	7,194	1,095		6,567	,000
Green Product	,080	,028	,176	2,831	,005
Consumers' Perception	,094	,027	,215	3,474	,001
Dependent variable	: <i>Green Purchase Intentions</i>				
R Square	: 0,106				
Adjusted R Square	: 0,100				

(Source: Data processed by Researcher, 2019)

Based on Table 4, green purchase intentions (Y) can be explained by consumers' perception (Z) of 0.215. This means that if the variable value of consumers' perception (Z) increases by 1%, then green purchase intentions (Y) will increase by 21.5%. As well as green purchase intentions (Y) can be explained by green product (X) of 0.176. This means that if the variable value of the discount price (X) increases by 1%, buying interest will increase by 17.6%.

The path analysis test results on consumers' perception variables directly have a positive and significant effect on green purchase intentions in Gesits electric motor consumers in Indonesia, it is explained that the standardized beta coefficient is 0.215 with a significant level of $t = 0.001 < 0.05$ and a positive t value amounted to 3,474. Thus received. Thus it can be concluded that when consumers' perception of Gesits electric motors is high, the level of green purchase intentions is higher.

In testing the hypothesis of the effect of green products on green purchase intentions on Gesits electric motors in Indonesia, it can be explained that the standardized beta coefficient is 0.176 with a significant level of $t = 0.005 < 0.05$ and a positive value of = 2.831. Based on these results then H_4 be accepted. Green product has a positive and significant direct effect on green purchase intentions on the Gesits electric motor in Indonesia.

The Indirect Effect of X on Y through Z

Based on testing the path analysis of indirect green products (X) against green purchase intentions (Y) through consumers' perception (Z), the following results can be obtained:

$$\begin{aligned}
 PTL &= \rho_{zx} \times \rho_{yz} \\
 &= 0.385 \times 0.215 \\
 &= 0.082
 \end{aligned}$$

Based on these calculations it can be explained that the indirect effect of green product (X) on green purchase intentions (Y) through consumers' perception (Z) of 8.2%. Sobel test results that show the value of $t_{count} > t_{table}$ ($6.92328408 > 1.979$). That means H_4 is accepted.

Effect of Total Variable X Against Y Through Z

The effect of the total variable X on Y through the variable Z can be calculated using the following formula.

$$\begin{aligned} PT &= \rho_{yx} + PTL \\ &= 0.176 + 0.082 \\ &= 0.258 \end{aligned}$$

Based on the calculation above, it can be explained that the effect of total green product (X) on green purchase intentions (Y) through consumers' perception (Z) is 25.8%.

The effect of green products on green purchase intentions through consumers' perception of Gesits electric motors in Indonesia, can be explained that the indirect effect of 0.082. Based on the results of the Sobel Test that has been done to get a t value of 6.92328408 ($t_{count} > t_{table}$ that is 1.979) with a significance level of 5%, it proves that consumers' perception is able to mediate the effect of green products on green purchase intentions. Based on these results, it was accepted

The following is a summary of the results of the analysis of the path of X's influence on Y directly or through Z.

Table 5 Summary of path analysis results

Relationship Between Variables	Direct Effect	Indirect Effect	Total Effect	Significant Value	Information
$X \rightarrow Z$	0,385			0,000	H_1 accepted
$Z \rightarrow Y$	0,215			0,001	H_2 accepted
$X \rightarrow Y$	0,176			0,005	H_3 accepted
$X \rightarrow Z \rightarrow Y$	0,176	0,082	0,256	0,001	H_4 accepted

DISCUSSION

Green Product

Based on the results of descriptive statistical analysis the average score of all green product items is 3.88 which indicates that green products are categorized as very high. Green products are measured by: (1) green brand awareness, (2) green brand trust, (3) green brand image and (4) green perceived value. Doszhanov & Ahmad (2015) in his study entitled Customers' intention to use green products: the impact of green brand dimension and green perceived value in Malaysia; Maloney and Ward, (1073) and Chan & Yam (1995), stated that a low level of knowledge would lead to the rejection of environmentally friendly products. Consumers are said to have a high predicate in green brand trust is that when consumers have a sense of trust in producers, it is likely that

consumers will consume these products. Marketing strategies to create a positive brand image can remind product purchases and consumers become more loyal (Juwaher 2012)

This shows that the Indonesian people care about environmentally friendly products. Environmentally friendly products are increasingly being liked by the public. Today's consumers in buying products not only refer to quality or price but also take into account environmental aspects so as not to damage the environment or just minimize the impact of environmental damage.

Consumers' Perception

According to Suryani (2013), perception is a psychological process that involves physiological aspects. The important psychological processes involved begin with the activity of choosing, organizing, and interpreting stimuli so that consumers can give meaning to an object. According to Kotler and Keller (2012), that perception is the process by which we choose, organize and translate, input information to create a meaningful picture of the world. Schiffan and Kanuk (2010) in Priansa (2017) define perception as a process that makes a person to choose, organize and interpret the stimuli received into a meaningful and complete picture of his world. According to Assael in Priansa (2017) perception of a product through a process related to its components (packaging, product parts, shapes) and communication designated to influence consumer behavior through the background of words, images and symbolic or through other stimuli associated with the product (price, selling place, the impact of the seller country).

D'Souza et al (2006) in Kong et al. (2014) divides customer's perception into 7 indicators, namely:

- a. corporate perception
- b. product perception
- c. regulatory protection
- d. product label
- e. past experience
- f. packaging
- g. ingredients

Based on the results of descriptive statistical analysis the average score of all items of consumers' perception is 3.70 which indicates that consumers have a positive perception of products that are environmentally friendly.

Green Purchase Intention

According to Lee (2008) green purchase intention is a purchase effort that prioritizes products or services that are not harmful to the environment and human health. Chan (2001) defines green purchase intention as a type of environmentally friendly behavior by consumers to express their concern for the environment. Santoso & Fitriyani (2016) suggested indicators of green purchase intention, namely: a). beneficial for the environment, b). does not cause environmental pollution and c). has more attention to the environment than other products. Based on the results of descriptive statistical analysis the average score of all green product items is 4.46 which indicates that consumer interest in consuming environmentally friendly products is high. Green purchase intention can be measured using 3 indicators: beneficial to the environment, does not cause environmental pollution and has more attention to the environment than other products (Santoso &

Fitriyani, 2016). High consumer's intention to buy environmental products because of the higher public awareness.

The Direct Effect of Green Products on Consumers' Perceptions

Based on the research results obtained empirical evidence that the green product variable has a positive and significant effect on consumers' perception. The results of this study are in line with previous research by Mahapatra (2013) entitled "A study on customer perception for green products: an empirical study from India" with 162 respondents and using the KMO and Bartlett's Tests method shows that green products have a positive and significant to personal benefits, price, convenience of use, performance, availability, concern for the environment and health concern which are dimensions of consumers' perception. Research by Shaikh & Rahman (2011) entitled "Consumer Perception of Green Products: A Survey of Karachi" with 180 respondents in which respondents are students and using the One Sample t test method shows that green products do not significantly influence consumers' perception but consumers tend to care about environment.

In contrast to research conducted by Chan (1999) in China, consumers in China have a strong influence on the environment but are not significant in their actions in protecting the environment. Ecological awareness is another factor that is pro to the environment. (Schlegelmilch and Bohlen, 1996). Such awareness is supported by new consumers who are ready to consume to protect the environment.

From the results of the above explanation it can be concluded that the number of diverse respondents, different research objects, different countries and different research analysis techniques can produce the same conclusion that green products have a positive and significant effect on consumer perceptions.

The Direct Effect of Consumers' Perceptions on Green Purchase Intentions

Based on the results of the analysis prove consumers' perception has a positive and significant effect on green purchase intentions. This study is in accordance with the results of a study conducted by Ansar (2013) entitled "Impact of Green Marketing on Consumer Purchase Intention" in India obtained the results that environmental advertising, prices and Ecological packaging has a positive effect on green purchase intention. However, socio-demographics do not significantly influence green purchase intentions. The study used a sample of 384 respondents with special criteria that is at least 19 years old and have been educated for 14 years. The analysis used is regression analysis.

In line with the study, research conducted by Kong et al (2014) entitled "The influence of consumers' perception of green products on green purchase intentions" also shows that green corporate perception, eco-labeling and green product value have a positive and significant effect on green purchase intentions. But green advertising and green packaging do not significantly influence green purchase intentions. This research was conducted in Sabah using a sample of 159 respondents. Based on the results of the above research it can be concluded that the level of consumer interest to consume environmentally friendly products is very high. In this study many aspects that encourage consumers to consume environmentally friendly products, the most dominant aspects are the benefits and packaging. Although some dimensions were rejected, green purchase

intentions are still relatively high in several countries. In addition, even though the analytical methods used are different, it still produces that green purchase intentions are relatively high. But in previous studies that the green brand image did not significantly influence the green purchase intention. These results are different from other studies namely by Juwaheer (2012); Mourad and Ahmed (2012) Hartmann (2005) and Mourad (2012) which show that there is a significant effect between green brand image on green purchase intention.

In the previous research, it showed that there was a positive and significant influence between green perceived value and green purchase intention. Supporting research include: Cheah and Phau (2011); Chen and Chang (2012; Steenkamp and Geyskens (2006) and Keller (2012). Green products have good assessments for both individuals and the environment. Even green perceived value has a fundamental effect on green purchase intentions. Others by Wu et al (2015) state that image, risk, value, and perceived usefulness have a significant effect on green purchase intention.

The Direct Effect of Green Products on Green Purchase Intentions

Based on research results prove that the green product variable has a positive and significant effect on green purchase intention. Green products can increase green purchase intentions on electric motor products in Indonesia. This research is in accordance with research conducted by Doszhanov & Admad (2015) entitled "Customers' intention to use green products: the impact of green brand dimension and green perceived value". The research shows that there is a significant influence on green brand awareness, green brand trust, green perceived value and customers' intention on green products. The study used multiple regression analysis techniques with 384 respondents.

In a study by Wu & Chen (2014) entitled "The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products" in Taiwan with a total of 630 respondents with a minimum criteria of 20 years old, obtained the results that green marketing awareness had an effect directly to green purchase intention through perceived quality and perceived value.

Indirect Effects of Green Products on Green Purchase Intentions through Consumers' Perception

Based on research results prove that there is a positive and significant effect of green products on consumers' perception. Green products also have a positive and significant effect on green purchase intentions, while it can also be seen that there is a positive and significant influence between consumer's perception of green purchase intentions. From the explanation of the results of the three variables above it can be concluded that the green product has an indirect effect on green purchase intentions through consumers' perceptions.

Eco-Labels, eco-brands, and environmental-themed advertisements are identified as green marketing tools that can increase consumer knowledge about environmentally friendly products (Rahbar and Wahid, 2011 in Setiyaningrum, 2015). These green marketing tools are believed to be the easiest means for consumers to perceive green products, raise awareness of green products, and encourage consumers to buy environmentally friendly products (Setiyaningrum et al, 2015).

Abdul (2009); Abdul et al. (2009); Rahbar and Abdul (2011) state that consumers' perception, green products have a significant positive effect on green purchase intention. Furthermore Kong et al. (2014) explained that there was a significant influence between green products on green purchase intentions through consumers' perception. Mahapatra (2013), in the journal *A study on consumer's perception for green products: An empirical study from India* concluded that in addition to green purchase intention is influenced by consumer's perception also influenced by individual benefits, price, comfort when used, performance, product availability, attention to the environment and pay attention to health.

Wu et al (2015) in their study entitled *Green purchase intentions: An exploratory study of the Taiwanese electric motorcycle market* concluded that image, risk, value and perceived usefulness had a positive and significant effect on green purchase intention in India. Abdellatif et al (2015) found that there was an indirect effect of green products on green purchase intentions, namely through social values, social status, social influence, human orientation, environmental stewardship and consumer attitudes. This is also supported by research by Bearden et al (2006); Messick and McClintock (1968); Gupta and Ogden (2009); Schiffman and Kanuk (2004); Lee (2008).

Previously Wu & Chen (2014) in his research resulted that green marketing awareness indirectly affected green purchase intention through perceived quality and perceived value. This is in line with research from Ottman (1999) and Loudon & Bitta (1988) who concluded that there is an indirect effect of green marketing awareness variables on green purchase intention through consumer perceptions. Consumers believe that the benefits, uses and functions of green products will satisfy and can reduce pollution to the environment.

CONCLUSION AND SUGGESTION

Conclusion

Based on the results of research that has been done, then this research can be concluded as follows.

1. Green purchases intentions Gesits electric motors in Indonesia are included in the high category. Consumer's intention to buy environmentally friendly products is categorized high.
2. Consumers' perception of Gesits electric motorcycles is included in the positive category. The presence of environmentally friendly products is positively perceived by consumers in Indonesia.
3. Green electric motorcycle products in the Gesits category are very high. Indonesian people's awareness of environmentally friendly products is categorized high.
4. Green products have a positive and significant direct effect on consumers' perception of the Gesits electric motor in Indonesia.
5. Consumers' perception has a positive and significant direct effect on green purchase intentions on the Gesits electric motor in Indonesia.
6. Green products have a positive and significant effect directly on green purchase intentions on the Gesits electric motor in Indonesia.
7. Green products have an indirect effect on green purchase intentions through consumers' perception of Gesits electric motors in Indonesia.

Suggestion

Based on the results of this study, the following suggestions can be made by researchers.

1. For company leaders PT Gesits Technologies Indo
 - a. PT Gesits Technologies Indo continues to develop products ranging from attributes, safety, and spare parts.
 - b. Provides designs with a variety of models and can be used in various conditions in the country.

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