DECODING GEN Z'S ECO-FRIENDLY CHOICES: A STUDY ON GREEN CONSUMER BEHAVIOR IN JEMBER MSMES

Anies Firdyanti Kusuma[1]
Sudaryanto Sudaryanto
Deasy Wulandari
Anifatul Hanim

A B S T R A C T

Micro, Small, and Medium Enterprises (MSMEs), especially in the food and beverage sector, are experiencing rapid growth in line with consumer trends and needs. However, this development is accompanied by negative impacts on the environment due to low consumer awareness of waste problems and environmental conditions. To overcome this, some MSME players are implementing a Green Marketing strategy by targeting Generation Z, which is known as the generation that cares about the environment. This research uses the SEM-PLS analysis method and an online questionnaire with 190 respondents, aiming to test the influence of Environmental Concern (EC), Green Perceived Benefits (GPB), Green Perceived Quality (GPQ), and Green Awareness of Price (GAP) on Green Purchase Decisions (GPD) Jember MSME consumers, especially environmentally friendly food and beverage products. The results showed that EC had no significant effect on GPD, while GPB, GPQ, and GAP had a positive and significant effect. Generation Z moderation does not significantly influence the relationship between EC, GPB, and GPQ with GPD, but moderation in GAP has a positive and significant influence on Green Purchase Decisions. This research is expected to guide MSMEs and local governments in developing environmentally friendly businesses.

1. INTRODUCTION

A generational group is a group that is based on the same period of life and has similar characteristics, and experiences, and shares similar events within the same period (Table 1). This shapes their values, traits, thoughts, and beliefs, which are relatively the same and differentiate between generations (Dwidienawati et al., 2021). Generations from time to time include the Pre-Boomer Generation or Silent Generation, Baby Boomers Generation, Generation X, Generation Y or Millennials, Generation Z, and Generation Alpha.

This is because Generation Z has easy access to information and sustainable lifestyle trends which form an environmentally friendly consumption orientation (Nurlelasari, 2022; Khairunnisa & Salma, 2022).

Table 1. Generational group

Generation Group	Birth Year	Characteristics
Pre-Boomer Generation or Silent Generation	Before 1945 to 1945	Focused on stability and security.
Baby Boomers Generation	1946 to 1964	Had a drive for change and social progress, with an emphasis on personal fulfilment and self-interest.
Generation X	1965 to 1980	Focused on independence, technological savvy, and seeking work-life balance.
Generation Y or Millennials	1981 to 1996	Prefer entrepreneurship, have a high level of education, full of ideas and flexible views.
Generation Z	1997 to 2012	Familiar with technology because their growth and development were greatly influenced by technological developments and are more aware and concerned and prioritize environmental issues.
Generation Alpha	2013 to 2025	Socially and politically aware, prioritizing environmental issues.

Source: Nurhadi, 2023

This generation is also more prominent because of its diversity, global outlook, and the impact it can have on society's culture and attitudes. Several other

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[1] Corresponding author: Anies Firdyanti Kusuma
  Email: aniesfirdyanti@gmail.com

characteristics of Generation Z include technological skills, creativity, acceptance of differences, concern for others, high levels of self-expression, as well as worry and fear of missing out on trends (Fear of Missing Out or FOMO). They also tend to experience high levels of anxiety and stress, and complain easily and often claim themselves.

However, Generation Z has more preferences and is more willing to pay more to support environmentally friendly products, for example choosing sustainable fashion products, furniture from recycled goods, even organic food and drinks, or businesses that use packaging or cutlery. can be recycled. This is in line with the Sustainable Development Goals (SDGs) point 12, namely Responsible Consumption and Production. Generation Z as consumers who implement consumption patterns that prioritize their impact on the environment by consuming or using environmentally friendly products and sustainable lifestyles can be said to have fulfilled the SDGs points. They have many alternatives to channel their environmentally friendly consumption behavior by purchasing environmentally friendly products, whether produced by companies or smaller-scale businesses that have implemented Green Marketing strategies. Implementing this strategy is a form of responsibility for entrepreneurs to contribute to developing sustainable businesses and demonstrate their social responsibility. Entrepreneurs have made efforts to provide information to consumers regarding the availability of environmentally friendly products, regarding the benefits and quality of these products for the body and the environment, developing standards and carrying out product innovations, and production activities by minimizing their impact on the environment.

Green Marketing, as a marketing strategy that emphasizes environmentally friendly products or services, is an approach adopted by various business scales to show their commitment and social responsibility towards environmental conditions or attract the attention of consumers who are oriented towards environmentally friendly consumption activities. MSMEs, which are a business scale that is closer to consumers, are also implementing this strategy and trying to encourage consumers to switch to more environmentally friendly products (Kemppainen, 2021). However, there are differences in the impact of Green Marketing on consumer behavior in each generation group due to differences in consumer characteristics.

Consumers of micro, small, and medium enterprises (MSMEs) were chosen as research objects because these business units in the form of MSMEs play an important role in economic and business growth in Indonesia, especially in Jember Regency. The food and beverage sector is the main driver in the development of MSMEs in Jember Regency which has a population of 2,584,771 people and the number of MSME units reaches 612,000, including the food and beverage sector and that number continues to grow (BPS Provinsi Jawa Timur, 2023; Safitri, 2023). However, this development is faced with worrying environmental conditions, accompanied by a low level of environmental awareness among the people of Jember, making it a challenge that requires serious attention (Kantor K Radio Jember, 2022).

The factors that influence Generation Z consumer behavior, especially in the context of consuming environmentally friendly products examined in this research include Environmental Concern (EC), Green Perceived Benefits (GPB), Green Perceived Quality (GPQ), and Green Awareness of Price (GAP) with moderation, namely Generation Z towards Green Purchase Decisions (GPD). EC reflects consumers' positive attitudes toward the importance of protecting the environment and has been proven to have a significant effect on GPD (Maharani et al., 2021; Nekmahmud & Fekete-Farkas, 2020; Tan et al., 2019). However, there are differences in research results, such as research by Mustofa & Rinnanik (2022) which shows that EC does not have a significant effect on interest in purchasing environmentally friendly products, creating a research gap.

Other variables such as GPB and GPQ also play a significant role in influencing GPD (Nekmahmud & Fekete-Farkas, 2020), indicating consumer confidence in the benefits and quality of environmentally friendly products (De Silva et al., 2020; Nekmahmud & Fekete-Farkas, 2020). In addition, GAP, which is consumer awareness regarding the price of environmentally friendly products, will be willing to pay a premium price for environmentally friendly products if they get better benefits and quality (Nekmahmud & Fekete-Farkas, 2020). This also shows that price, as a critical factor, can be a barrier for consumers in purchasing environmentally friendly products (Ghosh et al., 2016), with varying research results. Research by Tan et al. (2019) shows that most environmentally conscious consumers are still unwilling to pay premium prices for environmentally friendly products and show a negative relationship between price consciousness and GPD. However, research by Nekmahmud and Fekete-Farkas (2020) shows the opposite, namely that consumers are willing to pay premium prices for environmentally friendly products.

GPD is a consumer's decision to buy environmentally friendly products that occurs as a result of several intrinsic and extrinsic factors that encourage consumers to reconsider before deciding to carry out purchasing activities. Research by Nekmahmud & Fekete-Farkas (2020) found that EC, GPB, and GAP had a positive and significant effect on GPD, while GPQ had a negative and significant effect.

Although there has been research on consumer behavior in the context of purchasing environmentally friendly products, especially environmentally friendly food, and beverages in MSMEs, research that considers generational factors as moderation is still very limited. Therefore, this research aims to test and find out whether Environmental Concern (EC), Green Perceived Benefits (GPB), Green Perceived Quality (GPQ), and Green Awareness of Price (GAP) can be determining factors that influence Green Purchase Decisions (GPD) Jember

MSME consumers to buy products, especially environmentally friendly food and drinks, and their influence when moderated by the age of Generation Z.

2. LITERATURE REVIEW

2.1 Green Marketing
Green Marketing or Sustainable Marketing emerged in the late 1980s to early 1990s. The American Marketing Association (AMA) (1975) defines this as marketing that focuses on selling organic, environmentally friendly, recyclable, and sustainable products Nekmahmud & Fekete-Farkas (2020). The aim is to demonstrate social responsibility, increase awareness of environmental issues, and create sustainable business models and cost-efficiency (Kemppainen, 2021).

2.2 Green Consumer Behavior
Green Consumer Behavior or Environmentally Friendly Consumer Behavior related to the consumption of products and services that do not damage the environment or cause pollution, can reflect social awareness and social responsibility. This includes concerns for future generations, selecting recyclable products with high quality and durability, and efforts to reduce resource and energy consumption (doPaço et al., 2018).

2.3 Theory of Planned Behavior
The Theory of Planned Behavior (TPB) was developed by Icek Ajzen as a development of the Theory of Reasoned Action (TRA). This theory explains that consumer behavior can be predicted through positive attitudes toward an action Attitude, Subjective Norms, and Perceived Behavioral Control. Attitude is a positive or negative evaluation of a particular behavior or product. Subjective norms are social pressures that encourage individuals to carry out a behavior. Perceived behavioral control is an individual's assessment of how difficult or easy behavior is to carry out (Nekmahmud & Fekete-Farkas, 2020).

2.4 Environmental Concern
Environmental Concern (EC) reflects an individual's concern for environmental issues with a commitment to supporting environmental conservation efforts. This influences consumer behavior and encourages them to choose environmentally friendly products and adopt healthy and sustainable lifestyles (Nguyen et al., 2023; Varah et al., 2020; Nekmahmud & Fekete-Farkas, 2020; Suki, 2016).

2.5 Green Perceived Benefits
Green Perceived Benefits (GPB) is consumers' belief in the positive benefits of environmentally friendly products by considering economic and environmental aspects as the main determining factors (Gomes et al., 2023; Nekmahmud & Fekete-Farkas, 2020). GPB can also be interpreted as consumer confidence in environmentally friendly products which includes consideration of whether the product can meet consumer needs and desires.

2.6 Green Perceived Quality
Green Perceived Quality (GPQ) is consumer confidence in the quality of environmentally friendly products compared to other products (Nekmahmud & Fekete-Farkas, 2020; Novita & Husna, 2020; Wang et al., 2020). GPQ can also be interpreted as consumer confidence in the quality of environmentally friendly products that are reliable and better compared to products that are not environmentally friendly.

2.7 Green Awareness of Price
Green Awareness of Price (GAP) is related to the comparison between the value and cost of purchasing environmentally friendly products (Rachmasari et al., 2021). This motivates consumer interest in making purchasing decisions (Sudaryanto et al., 2021; Sudaryanto et al., 2019). However, the price can be an obstacle for consumers to buy environmentally friendly products because the price is 16-50% higher than other products (Sana, 2020; Nekmahmud & Fekete-Farkas, 2020).

2.8 Green Purchase Decisions
Green Purchase Decisions (GPD) involve purchasing environmentally friendly products, supporting environmentally friendly companies, and agreeing to sustainable consumption practices (Carfora et al., 2019). The main aspects that influence environmentally friendly purchasing decisions include two aspects, namely intrinsic (environmental responsibility, personal interests, reducing environmental impacts) and extrinsic (consumer social image, product attributes such as product price, quality, safety, and promotion).

2.9 Conceptual Framework and Research Hypothesis
Based on the explanation above regarding phenomena, problems, and research objectives, the following conceptual framework and research hypotheses can be developed (Figure 1).
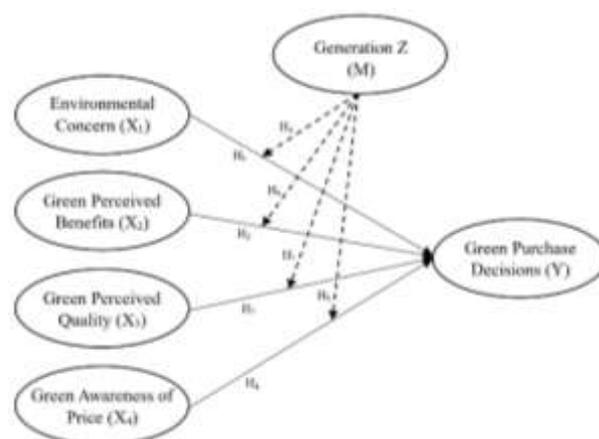

Figure 1. Research conceptual framework

3. METHODOLOGY

This research is explanatory research that aims to test and analyze whether exogenous variables have a significant influence on endogenous variables and whether their influence can be strengthened or weakened by moderating variables or not. This research uses the Structural Equation Modeling - Partial Least Square (SEM-PLS) analysis method with Moderation Effects and Bootstrapping Resampling to test hypotheses. The data source for this research is primary data with the data type, namely qualitative data which is quantified using a Likert scale. The population of this research is all MSME consumers in the Jember Regency. The research sample was collected using a non-probability sampling technique using a purposive sampling method and an instrument in the form of an online questionnaire. Based on the results

of distributing the questionnaire, data was obtained from 190 respondents who met the sample criteria with different respondent characteristics and distribution of answers for each research variable.

4. RESULTS AND DISCUSSIONS

4.1 Empirical Results
1. Instrument Test
The purpose of conducting instrument testing is to ensure that the research items in the research instrument, namely the questionnaire, can produce valid and reliable data. This test uses 30 samples that meet the criteria. This instrument test includes validity tests and reliability tests carried out using SmartPLS 4.0 software, the results are as follows.

Table 2. Instrument test results

Latent Variable	Indicator	Convergent Validity		Information	Internal Reliability		Consistency	Information
		Loading Factors: > 0,70	AVE: > 0,50		Composite Reliability (rho_a): > 0,70	Composite Reliability (rho_c): > 0,70	Cronbach's Alpha: > 0,70	
Environmental Concern (X_1)	$X_{1.1}$	0,825	0,775	Valid	0,890	0,911	0,856	Reliable
	$X_{1.2}$	0,907		Valid				
	$X_{1.3}$	0,906		Valid				
Green Perceived Benefits (X_2)	$X_{2.1}$	0,855	0,718	Valid	0,883	0,910	0,868	Reliable
	$X_{2.2}$	0,908		Valid				
	$X_{2.3}$	0,874		Valid				
	$X_{2.4}$	0,744		Valid				
Green Perceived Quality (X_3)	$X_{3.1}$	0,831	0,741	Valid	0,894	0,920	0,883	Reliable
	$X_{3.2}$	0,828		Valid				
	$X_{3.3}$	0,919		Valid				
	$X_{3.4}$	0,863		Valid				
Green Awareness of Price (X_4)	$X_{4.1}$	0,791	0,678	Valid	0,791	0,862	0,764	Reliable
	$X_{4.2}$	0,904		Valid				
	$X_{4.3}$	0,768		Valid				
Generation Z (M)	M	1,000		Valid				
Green Purchase Decisions (Y)	Y_1	0,789	0,715	Valid	0,872	0,909	0,866	Reliable
	Y_2	0,792		Valid				
	Y_3	0,897		Valid				
	Y_4	0,899		Valid				

a. Validity test
Validity tests are used to evaluate whether research instrument items are valid or not. This determination is based on the Convergent Validity and Discriminant Validity values. If there are invalid items, these items will be corrected or deleted to ensure the research instrument produces valid data.
1) Convergent Validity
Assessment of the validity of an item or indicator through Convergent Validity can be determined based on the loading factors and Average Variance Extracted (AVE) values. Data is considered valid if the loading factor value is in the range of 0.50 to 0.60, with an ideal value > 0.70 and an AVE value > 0.50. If it is less than these criteria then the data is categorized as invalid.
The results of the Convergent Validity test in Table 2 show that all indicators can be considered valid because the loading factor value has met the criteria, namely > 0.70 and the AVE value of all constructs has met the

standard, namely > 0.50. This indicates that the statements in the questionnaire have passed the validity test and are proven to be valid based on the Convergent Validity results. Therefore, all variable indicators can be considered appropriate and appropriate for use in data collection and subsequent hypothesis testing.
2) Discriminant Validity
Discriminant Validity can be used to test and determine the relationship between indicators and their constructs and other constructs. The Discriminant Validity assessment can be determined based on the cross-loadings value with a value criterion of > 0.70. Indicators on the related construct are considered valid if the cross-loading value is greater than the cross-loading on other constructs.
Based on the results of the Discriminant Validity analysis in Table 3, it shows that the cross-loading of the indicators for each variable meets the criteria with a cross-loading value > 0.70. These results also show that the cross-loading value of an indicator is higher for its construct

than the value for other constructs. For example, in the variable Thus, based on the cross-loading value, this research indicator or item can be considered valid.

Table 3. Discriminant Validity result

Indicator	Environmental Concern (X_1)	Green Perceived Benefits (X_2)	Green Perceived Quality (X_3)	Green Awareness of Price (X_4)	Generation Z (M)	Green Purchase Decisions (Y)
$X_{1.1}$	**0,825**	0,698	0,510	0,184	0,030	0,442
$X_{1.2}$	**0,907**	0,775	0,708	0,392	0,105	0,631
$X_{1.3}$	**0,906**	0,699	0,574	0,202	0,148	0,479
$X_{2.1}$	0,583	**0,855**	0,712	0,414	-0,030	0,812
$X_{2.2}$	0,765	**0,908**	0,826	0,387	-0,159	0,729
$X_{2.3}$	0,770	**0,874**	0,722	0,439	-0,180	0,694
$X_{2.4}$	0,711	**0,744**	0,598	0,214	0,092	0,565
$X_{3.1}$	0,474	0,680	**0,831**	0,310	-0,170	0,709
$X_{3.2}$	0,592	0,649	**0,828**	0,193	-0,146	0,605
$X_{3.3}$	0,627	0,765	**0,919**	0,439	-0,049	0,791
$X_{3.4}$	0,699	0,824	**0,863**	0,222	-0,005	0,645
$X_{4.1}$	0,176	0,283	0,321	**0,791**	0,109	0,613
$X_{4.2}$	0,332	0,464	0,338	**0,904**	-0,278	0,617
$X_{4.3}$	0,267	0,328	0,161	**0,768**	0,029	0,399
M	0,109	-0,090	-0,106	-0,069	**1,000**	-0,059
Y_1	0,498	0,673	0,630	0,557	0,013	**0,789**
Y_2	0,578	0,694	0,574	0,603	-0,060	**0,792**
Y_3	0,367	0,661	0,724	0,615	-0,056	**0,897**
Y_4	0,599	0,799	0,781	0,527	-0,092	**0,899**

b. Reliability Test

Reliability testing aims to evaluate the accuracy, consistency, and appropriateness of a research construct. This assessment can be carried out by measuring the Composite Reliability and Cronbach's Alpha values with a value criterion of > 0.70. If some items do not meet the reliability criteria, steps to correct or delete items are taken to increase the accuracy and consistency of the research instrument. This is done so that the data can be used more precisely in subsequent research.

The reliability test results in Table 2 show that the Composite Reliability and Cronbach's Alpha values have met the criteria, namely the values have been > 0.70. Therefore, the research variables are considered accurate and have good consistency. This indicates that the variables and research items are suitable for use in the next stage of data collection because they have good accuracy and consistency.

4.2 Structural Equation Modeling-Partial Least Square (SEM-PLS) Analysis with Moderating Effects

This analysis method aims to find out how indicators influence their constructs and the influence between constructs in a complex way. This analysis uses 190 samples from the results of distributing questionnaires. This number is data from respondents who comply with the sample criteria.

SEM-PLS analysis with Moderation Effects is carried out in several stages, starting from designing a structural model (inner model), designing a measurement model (outer model), constructing a moderation diagram, converting a moderation diagram to a system of equations, estimating parameters for estimation, and carrying out Goodness of Fit (GoF) evaluation.

The structural model design (inner model) was carried out to determine the direct influence of exogenous variables on endogenous variables (latent variables), as well as the influence of moderating variables in strengthening or weakening the influence of exogenous variables on endogenous variables. Meanwhile, the design of the measurement model (outer model) is carried out to find out and clarify the latent variables and each reflective indicator. The two models are then combined in the construction of a moderation diagram. This aims to make it easier to interpret test results and see the influence between indicators and latent variables and the influence between latent variables. Next, model testing and analysis were carried out using SmartPLS 4.0 software. The test results are then converted into a system of equations for measurement models and structural models (Figure 2).
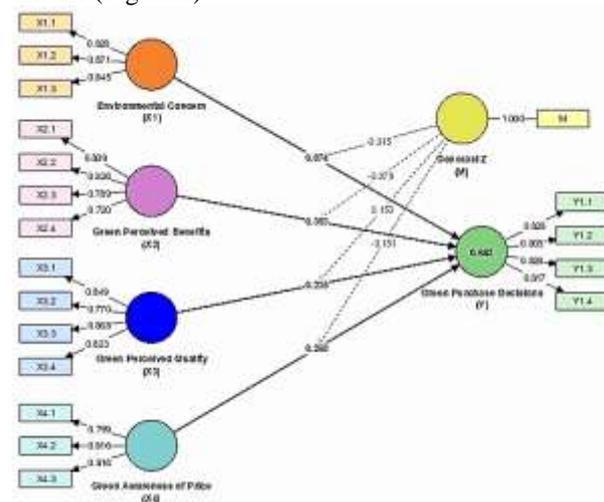

Figure 2. Moderation construct diagram and test results

The test results can also be used to estimate parameters (estimation). The highest outer loading value in this study for the Environmental Concern (X_1) variable is the $X_{1.2}$ indicator with a score of 0.871. The highest outer loading

value for the Green Perceived Benefits (X_2) variable is the $X_{2.2}$ indicator with a score of 0.826. The highest outer loading value for the Green Perceived Quality (X_3) variable is the $X_{3.3}$ indicator with a score of 0.868. The highest outer loading value for the Green Awareness of Price (X_4) variable is indicators $X_{4.2}$ and $X_{4.3}$ with a score of 0.816. The outer loading value for the Generation Z (M) variable is 1,000. The highest outer loading value for the Green Purchase Decisions (Y) variable is indicators Y_1 and Y_3 with a score of 0.826.

After the above stages, a Goodness of Fit (GoF) evaluation is carried out to find out whether the model is appropriate and suitable for this research so that it can be used to achieve research objectives through hypothesis testing. GoF evaluation includes two stages, namely outer model and inner model testing, as follows.

a. Outer Model (Measurement Model)

1) Convergent Validity

Convergent Validity testing was carried out on 190 data with a rule of thumb > 0.70 to find out whether the data was valid or not using the loading factor and AVE values.

Table 4. Convergent Validity, Composite Reliability, and Cronbach's Alpha values

Latent Variable	Indicator	Convergent Validity		Information	Internal Reliability		Consistency	Information
		Loading Factors: > 0,70	AVE: > 0,50		Composite Reliability (rho_a): > 0,70	Composite Reliability (rho_c): > 0,70		
Environmental Concern (X_1)	$X_{1.1}$	0,820	0,715	Valid	0,802	0,883	0,801	Reliable
	$X_{1.2}$	0,871		Valid				
	$X_{1.3}$	0,845		Valid				
Green Perceived Benefits (X_2)	$X_{2.1}$	0,809	0,620	Valid	0,799	0,867	0,795	Reliable
	$X_{2.2}$	0,826		Valid				
	$X_{2.3}$	0,789		Valid				
	$X_{2.4}$	0,720		Valid				
Green Perceived Quality (X_3)	$X_{3.1}$	0,849	0,686	Valid	0,853	0,897	0,847	Reliable
	$X_{3.2}$	0,770		Valid				
	$X_{3.3}$	0,868		Valid				
	$X_{3.4}$	0,823		Valid				
Green Awareness of Price (X_4)	$X_{4.1}$	0,799	0,657	Valid	0,771	0,852	0,750	Reliable
	$X_{4.2}$	0,816		Valid				
	$X_{4.3}$	0,816		Valid				
Generation Z (M)	M	1,000		Valid				
Green Purchase Decisions (Y)	Y_1	0,826	0,670	Valid	0,837	0,890	0,836	Reliable
	Y_2	0,805		Valid				
	Y_3	0,826		Valid				
	Y_4	0,817		Valid				

Based on data from Table 4, the loading factor value of each indicator meets the criteria, namely a value of > 0.70, indicating that the data meets the requirements for good Convergent Validity and produces valid data testing. Apart from that, the AVE value of each variable has met the criteria with a value > 0.50, this also shows that the data can be categorized as valid.

2) Discriminant Validity

Discriminant Validity testing was also carried out on 190 data using the criteria of cross-loading value, square root of AVE, and HTMT value with the rule of thumb cross loading > 0.70, square root of AVE > correlation between latent constructs, and HTMT < 0.90.

Table 5. Discriminant Validity - cross loadings

	Environmental Concern (X_1)	Green Perceived Benefits (X_2)	Green Perceived Quality (X_3)	Green Awareness of Price (X_4)	Generation Z (M)	Green Purchase Decisions (Y)
$X_{1.1}$	**0,820**	0,547	0,375	0,283	0,025	0,416
$X_{1.2}$	**0,871**	0,526	0,447	0,328	0,078	0,446
$X_{1.3}$	**0,845**	0,540	0,457	0,263	0,078	0,439
$X_{2.1}$	0,530	**0,809**	0,505	0,388	0,002	0,564
$X_{2.2}$	0,514	**0,826**	0,578	0,365	-0,092	0,573
$X_{2.3}$	0,526	**0,789**	0,586	0,365	-0,080	0,537
$X_{2.4}$	0,425	**0,720**	0,560	0,364	0,017	0,492
$X_{3.1}$	0,382	0,615	**0,849**	0,513	-0,015	0,593
$X_{3.2}$	0,361	0,518	**0,770**	0,432	0,026	0,479
$X_{3.3}$	0,419	0,593	**0,868**	0,464	-0,016	0,569
$X_{3.4}$	0,508	0,608	**0,823**	0,436	0,067	0,565
$X_{4.1}$	0,291	0,403	0,460	**0,799**	0,067	0,621
$X_{4.2}$	0,287	0,380	0,472	**0,816**	0,051	0,436
$X_{4.3}$	0,250	0,344	0,415	**0,816**	0,072	0,392
M	0,072	-0,051	0,018	0,078	**1,000**	0,063
Y_1	0,507	0,639	0,539	0,510	0,085	**0,826**
Y_2	0,443	0,557	0,558	0,469	0,110	**0,805**
Y_3	0,324	0,474	0,500	0,570	-0,025	**0,826**
Y_4	0,394	0,575	0,589	0,494	0,029	**0,817**

Based on the data in Table 5, the cross-loading value of an indicator for each construct is > 0.70 and is greater for the related construct than for other constructs, so it can

be said that the data has good and valid Discriminant Validity.

Table 6. AVE (Average Variance Extracted) square value

	Environmental Concern (X₁)	Generation Z (M)	Green Awareness of Price (X₄)	Green Perceived Benefits (X₂)	Green Perceived Quality (X₃)	Green Purchase Decisions (Y)
Environmental Concern (X₁)	**0,846**					
Generation Z (M)	0,072	**1,000**				
Green Awareness of Price (X₄)	0,345	0,078	**0,810**			
Green Perceived Benefits (X₂)	0,635	-0,051	0,470	**0,787**		
Green Perceived Quality (X₃)	0,505	0,018	0,558	0,706	**0,828**	
Green Purchase Decisions (Y)	0,513	0,063	0,623	0,689	0,669	**0,819**

Based on the data in Table 6, the square root value of AVE for each construct is greater in correlation with the construct itself than in correlation with other constructs. This means that the data has met the criteria for good and valid Discriminant Validity.

Table 7. Heterotrait-monotrait Ratio (HTMT) value

Variable	Heterotrait-monotrait Ratio (HTMT)
Generation Z (M) <-> Environmental Concern (X₁)	0,080
Green Awareness of Price (X₄) <-> Environmental Concern (X₁)	0,436
Green Awareness of Price (X₄) <-> Generation Z (M)	0,089
Green Perceived Benefits (X₂) <-> Environmental Concern (X₁)	0,796
Green Perceived Benefits (X₂) <-> Generation Z (M)	0,068
Green Perceived Benefits (X₂) <-> Green Awareness of Price (X₄)	0,598
Green Perceived Quality (X₃) <-> Environmental Concern (X₁)	0,611
Green Perceived Quality (X₃) <-> Generation Z (M)	0,041
Green Perceived Quality (X₃) <-> Green Awareness of Price (X₄)	0,688
Green Perceived Quality (X₃) <-> Green Perceived Benefits (X₂)	0,861
Green Purchase Decisions (Y) <-> Environmental Concern (X₁)	0,623
Green Purchase Decisions (Y) <-> Generation Z (M)	0,083
Green Purchase Decisions (Y) <-> Green Awareness of Price (X₄)	0,748
Green Purchase Decisions (Y) <-> Green Perceived Benefits (X₂)	0,840
Green Purchase Decisions (Y) <-> Green Perceived Quality (X₃)	0,791

Based on the data in Table 7, the HTMT value of the Discriminant Validity relationship in each variable meets the requirements, namely <0.90, meaning that the data meets the criteria for good and valid Discriminant Validity.

3) Composite Reliability dan Cronbach's Alpha

Testing the reliability of these 190 data used Composite Reliability and Cronbach's Alpha with a rule of thumb > 0.70. Based on data from Table 4, it is known that the Composite Reliability and Cronbach's Alpha values for each construct have met the criteria with a value > 0.70. Therefore, this data can be categorized as having good reliability and consistency.

b. Inner Model (Structural Model)

1) R Square

The R^2 value (coefficient of determination) can be used to see the proportion of variation in endogenous variables that can be explained by exogenous variables in the research model with a value range of 0 to 1. A value of 0.67 indicates a strong model, a value of 0.3 indicates a medium or moderate model and a value of 0.19 indicates a weak model.

Table 8. R Square value

	R-square	R-square adjusted
Green Purchase Decisions	0,642	0,624

Based on Table 8, it is known that the R^2 value is 0.642 or 64.2%, which means the model is moderate. This R^2 value shows that 64.2% of the GPD variation can be explained by the EC, GPB, GPQ, and GAP variables.

2) F Square

The F^2 value can be used to determine the magnitude of the influence between variables by looking at the effect size value with the criteria for a value of ≥ 0.02 having a small effect, ≥ 0.15 having a moderate effect, and ≥ 0.35 having a large effect.

Table 9. F Square value

Variable	f-square	Information
Environmental Concern (X₁) -> Green Purchase Decisions (Y)	0,008	Small Effect
Generation Z (M) -> Green Purchase Decisions (Y)	0,015	Small Effect
Green Awareness of Price (X₄) -> Green Purchase Decisions (Y)	0,123	Small Effect
Green Perceived Benefits (X₂) -> Green Purchase Decisions (Y)	0,133	Small Effect
Green Perceived Quality (X₃) -> Green Purchase Decisions (Y)	0,065	Small Effect
Generation Z (M) x Green Perceived Benefits (X₂) -> Green Purchase Decisions (Y)	0,005	Small Effect
Generation Z (M) x Green Awareness of Price (X₄) -> Green Purchase Decisions (Y)	0,047	Small Effect
Generation Z (M) x Green Perceived Quality (X₃) -> Green Purchase Decisions (Y)	0,029	Small Effect
Generation Z (M) x Environmental Concern (X₁) -> Green Purchase Decisions (Y)	0,000	Small Effect

Based on Table 9, the effect sizes of EC (X_1), GPB (X_2), GPQ (X_3), and GAP (X_4) have a small influence on GPD (Y), likewise when moderated by Generation Z (M). For example, the influence of X_1 on Y is 0.008, meaning that if X_1 increases by one unit, Y can increase by 0.8% with a positive influence.

3) Q Square Predictive Relevance

Q^2 Predictive Relevance has a value range of $0 < Q^2 < 1$, the closer to 1, the better the model used. The calculation of the Q^2 value is as follows.

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)(1 - R_n^2)$$
$$Q^2 = 1 - (1 - 0,642)$$
$$Q^2 = 0,642$$

Based on the calculations above, the Q^2 value obtained is 0.642 or 64.2%, which shows that the phenomenon in this research can be explained by the model at 64.2%.

After testing the outer model and inner model, the Goodness of Fit (GoF) calculation is carried out as follows.

$$GoF = \sqrt{\overline{AVE} \times R^2}$$

$$GoF = \sqrt{0,6696 \times 0,642}$$

GoF = 0,656

Based on the calculation results above, the GoF value is 0.656 or 65.6%. These results indicate that this research model can be categorized as good and can explain variations in endogenous variables. These results are also supported by good and relevant predictive value so that this research data can be used to test hypotheses and discuss results.

5 HYPOTHESIS TESTING

This hypothesis test uses the bootstrapping method by looking at the path coefficient value to find out how a variable influence it. The significance level used is 5%, so the t-statistic value is > 1.96 and the p-value is > 0.05 ($\alpha = 5\%$). This criterion is used to determine how much influence endogenous variables have on exogenous variables and whether these variables are moderated or not.

Table 10. Bootstrapping results - path coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Environmental Concern (X_1) -> Green Purchase Decisions (Y)	0,074	0,079	0,065	1,129	0,259
Green Perceived Benefits (X_2) -> Green Purchase Decisions (Y)	0,353	0,353	0,075	4,708	**0,000**
Green Perceived Quality (X_3) -> Green Purchase Decisions (Y)	0,235	0,231	0,075	3,143	**0,002**
Green Awareness of Price (X_4) -> Green Purchase Decisions (Y)	0,268	0,270	0,063	4,292	**0,000**
Generation Z (M) -> Green Purchase Decisions (Y)	0,079	0,082	0,048	1,629	0,103
Generation Z (M) x Environmental Concern (X_1) -> Green Purchase Decisions (Y)	-0,015	-0,010	0,081	0,179	0,858
Generation Z (M) x Green Perceived Benefits (X_2) -> Green Purchase Decisions (Y)	-0,079	-0,073	0,098	0,812	0,417
Generation Z (M) x Green Perceived Quality (X_3) -> Green Purchase Decisions (Y)	0,153	0,136	0,082	1,868	0,062
Generation Z (M) x Green Awareness of Price (X_4) -> Green Purchase Decisions (Y)	-0,181	-0,168	0,074	2,427	**0,015**

Based on the data from the hypothesis test results in Table 10, shows that there are hypotheses that are rejected and accepted. The research hypotheses that were accepted were hypotheses 2, 3, 4, and 8. Meanwhile, the research hypotheses that were rejected were hypotheses 1, 5, 6, and 7. These results are explained further as follows.

a. The Influence of Environmental Concern on Green Purchase Decisions

The bootstrapping method to test and determine the influence of Environmental Concern on Green Purchase Decisions produces a t-statistic of 1.129 < 1.96 and a p-value of 0.259 > 0.05. This means that H_1 is rejected and H_0 is accepted, indicating that Environmental Concern does not have a significant effect on the Green Purchase Decisions of MSME consumers in Jember, especially regarding environmentally friendly food and beverage products.

b. The Influence of Green Perceived Benefits on Green Purchase Decisions

The bootstrapping method to test and determine the influence of Green Perceived Benefits on Green Purchase Decisions produces a t-statistic of 4.708 > 1.96 and a p-value of 0.000 < 0.05. This means that H_2 is accepted and H_0 is rejected, indicating that Green Perceived Benefits have a positive and significant effect on the Green Purchase Decisions of MSME consumers in Jember, especially on environmentally friendly food and beverage products.

c. The Influence of Green Perceived Quality on Green Purchase Decisions

The bootstrapping method to test and determine the influence of Green Perceived Quality on Green Purchase Decisions produces a t-statistic of 3.143 > 1.96 and a p-value of 0.002 < 0.05. This means that H_3 is accepted and H_0 is rejected, indicating that Green Perceived Quality has a positive and significant influence on the Green Purchase Decisions of MSME consumers in Jember, especially on environmentally friendly food and beverage products.

d. The Influence of Green Awareness of Price on Green Purchase Decisions

The bootstrapping method to test and determine the effect of Green Awareness of Price on Green Purchase Decisions produces a t-statistic of $4.292 > 1.96$ and a p-value of $0.000 < 0.05$. This means that H_4 is accepted and H_0 is rejected, indicating that Green Awareness of Price has a positive and significant influence on the Green Purchase Decisions of MSME consumers in Jember, especially on environmentally friendly food and beverage products.

e. The Influence of Environmental Concern on Green Purchase Decisions with Generation Z Moderation

The bootstrapping method to test and determine the influence of Environmental Concern on Green Purchase Decisions moderated by Generation Z produces a t-statistic of $0.179 < 1.96$ and a p-value of $0.858 > 0.05$. This means that H_5 is rejected and H_0 is accepted, indicating that Environmental Concern moderated by Generation Z does not have a significant effect on the Green Purchase Decisions of MSME consumers in Jember, especially regarding environmentally friendly food and beverage products.

f. The Influence of Green Perceived Benefits on Green Purchase Decisions with Generation Z Moderation

The bootstrapping method to test and determine the influence of Green Perceived Benefits on Green Purchase Decisions moderated by Generation Z produces a t-statistic of $0.812 < 1.96$ and a p-value of $0.417 > 0.05$. This means that H_6 is rejected and H_0 is accepted, indicating that Green Perceived Benefits moderated by Generation Z do not have a significant effect on the Green Purchase Decisions of MSME consumers in Jember, especially on environmentally friendly food and beverage products.

g. The Influence of Green Perceived Quality on Green Purchase Decisions with Generation Z Moderation

The bootstrapping method to test and determine the influence of Green Perceived Quality on Green Purchase Decisions moderated by Generation Z produces a t-statistic of $1.868 < 1.96$ and a p-value of $0.062 > 0.05$. This means that H_7 is rejected and H_0 is accepted, indicating that Green Perceived Quality moderated by Generation Z does not have a significant effect on the Green Purchase Decisions of MSME consumers in Jember, especially on environmentally friendly food and beverage products.

h. The Influence of Green Awareness of Price on Green Purchase Decisions with Generation Z Moderation

The bootstrapping method to test and determine the effect of Green Awareness of Price on Green Purchase Decisions moderated by Generation Z produces a t-statistic of $2.427 > 1.96$ and a p-value of $0.015 < 0.05$. This means that H8 is accepted and H0 is rejected, indicating that Green Awareness of Price moderated by Generation Z has a positive and significant influence on the Green Purchase Decisions of MSME consumers in Jember, especially on environmentally friendly food and beverage products.

6. DISCUSSIONS

1. The Influence of Environmental Concern on Green Purchase Decisions

Based on the results of SEM-PLS analysis with moderation effects and hypothesis testing that has been carried out, it is known that H_1 which states "Environmental Concern has a significant effect on Green Purchase Decisions" is rejected because the p-value is > 0.05. These results support the research of Mustofa & Rinnanik (2022) which shows that EC does not have a significant effect on GPD. This shows that even though consumers have good environmental awareness or concern, they still cannot guarantee the possibility of consumers buying environmentally friendly food and drinks, especially in Jember MSMEs. This means that the higher the environmental awareness or concern that consumers have, it cannot result in more environmentally friendly purchasing decisions.

2. The influence of Green Perceived Benefits on Green Purchase Decisions

Based on the results of SEM-PLS analysis with moderation effects and hypothesis testing that has been carried out, it is known that H_2 which states "Green Perceived Benefits has a significant effect on Green Purchase Decisions" is accepted and has a positive effect. These results support the research of Gomes et al. (2023) and Nekmahmud & Fekete-Farkas (2020) which show that GPB has a significant effect on GPD. This shows that consumer beliefs regarding the perceived benefits of environmentally friendly products can increase consumer decisions to buy environmentally friendly products. This means that the greater the consumer's confidence regarding the benefits obtained from environmentally friendly products, the greater the possibility that consumers will choose to buy environmentally friendly products.

3. The influence of Green Perceived Quality on Green Purchase Decisions

Based on the results of SEM-PLS analysis with moderation effects and hypothesis testing that has been carried out, it is known that H_3 which states "Green Perceived Quality has a significant effect on Green Purchase Decisions" is accepted and has a positive effect. These results support the research of Nekmahmud & Fekete-Farkas (2020) which shows that GPQ has a significant effect on GPD. This shows that consumers' beliefs regarding the perceived quality of environmentally friendly products can increase their decisions to purchase environmentally friendly products. It means. The greater consumers' confidence regarding the perceived quality of environmentally friendly products, the more likely they are to decide to buy environmentally friendly products.

4. The influence of Green Awareness of Price on Green Purchase Decisions

Based on the results of SEM-PLS analysis with moderation effects and hypothesis testing that has been carried out, it is known that H_4 which states "Green

Awareness of Price has a significant effect on Green Purchase Decisions" is accepted and has a positive effect. These results support the research of Nekmahmud and Fekete-Farkas (2020) and Tan et al. (2019) which shows that GAP has a significant effect on GPD. However, in the research of Tan et al. (2019), the effect is negative, while in this study and Nekmahmud and Fekete-Farkas (2020) the effect is positive. This shows that consumer awareness regarding the price of environmentally friendly products which is comparable to their value can encourage consumers to buy environmentally friendly products. This means that consumers are willing to pay higher prices to get the benefits and quality of environmentally friendly products, especially if the price is more affordable then consumers will tend to choose to buy environmentally friendly products.

5. The Influence of Environmental Concern on Green Purchase Decisions Moderated by Generation Z

Based on the results of SEM-PLS analysis with moderation effects and hypothesis testing that has been carried out, it is known that H_5 which states "Environmental Concern moderated by Generation Z has a significant effect on Green Purchase Decisions" is rejected. These results do not support the research of Ham et al. (2021) which shows that Generation Z has better environmental awareness compared to other generations and this has a significant effect on GPD. This means that Generation Z age cannot strengthen or weaken the influence of EC on GPD. Consumers' concern for environmental conditions does not always encourage them to choose environmentally friendly food or drink products, especially from MSMEs. This can be caused by limited purchasing power due to minimal income so that consumers determine different priorities for allocating funds, the existence of habits in the surrounding environment that are not environmentally friendly, or other factors. The results of this research are different from research conducted by Ratriyana (2023) which shows that the level of enthusiasm of Generation Z in Java and Bali for environmental issues is still low due to personal pressure, the influence of the surrounding environment, and social pressure.

6. The Influence of Green Perceived Benefits on Green Purchase Decisions Moderated by Generation Z

Based on the results of SEM-PLS analysis with moderation effects and hypothesis testing that has been carried out, it is known that H_6 which states "Green Perceived Benefits moderated by Generation Z has a significant effect on Green Purchase Decisions" is rejected. These results do not support the research of Ham et al. (2021) which shows that Generation Z prefers environmentally friendly products because they are more useful than non-environmentally friendly products and this has a significant effect on GPD. This indicates that Generation Z age does not moderate the influence of GPB on GPD. Even though Generation Z has beliefs about the benefits, value, and innovation of environmentally friendly products, this cannot strengthen or weaken their purchasing decisions in MSMEs. The characteristics of Generation Z are that they prioritize product value but

consider price factors and impulse shopping habits can influence purchases without paying attention to environmental impacts.

7. The Influence of Green Perceived Quality on Green Purchase Decisions Moderated by Generation Z

Based on the results of SEM-PLS analysis with moderation effects and hypothesis testing that has been carried out, it is known that H_7 which states "Green Perceived Quality moderated by Generation Z has a significant effect on Green Purchase Decisions" is rejected. These results are not in line with previous research by Ham et al. (2021) which shows that Generation Z prefers environmentally friendly products because they are considered to be of higher quality and this has a significant impact on GPD. These findings indicate that Generation Z age cannot moderate the influence of GPQ on GPD. Generation Z's belief in quality standards, durability, reliability, and ease of consumption of environmentally friendly products cannot strengthen or weaken environmentally friendly purchasing decisions in MSMEs. Price factors such as the possibility of quality products at more affordable prices, as well as online shopping habits and instant needs can be the main considerations for consumers in purchasing environmentally friendly products.

8. The Influence of Green Awareness of Price on Green Purchase Decisions Moderated by Generation Z

Based on the results of SEM-PLS analysis with moderation effects and hypothesis testing that has been carried out, it is known that H_8 which states "Green Awareness of Price moderated by Generation Z has a significant effect on Green Purchase Decisions" is accepted and has a positive effect. These results support the research of Ham et al. (2021) which shows that Generation Z is more willing to pay more when buying environmentally friendly products and this has a significant effect on GPD. This shows that the age of Generation Z can moderate the influence of GAP on GPD with a significant and positive influence, thereby strengthening this influence. This finding is consistent with the characteristics of Generation Z who are more sensitive to price. This also shows that although there are consumers who are willing to pay a price commensurate with benefits and quality, purchasing power remains the determining factor. Perceptions of the value of environmentally friendly products also vary among consumers, this can depend on income and focus on the value of the product, including whether it meets their needs or wants, as well as whether it can improve their social image. Therefore, price is the main consideration in purchasing decisions about environmentally friendly products. The more affordable or comparable the product's value, the higher the likelihood that Generation Z consumers will choose environmentally friendly purchases.

7. CONCLUSIONS

Based on the results of the analysis and discussion carried out to test and determine the significant influence of Environmental Concern, Green Perceived Benefits, Green Perceived Quality, and Green Awareness of Price on the Green Purchase Decisions of Jember MSME consumers when deciding to buy environmentally friendly products, especially food and beverages and also the influence When these variables are moderated by Generation Z, it can be concluded that not all of these variables have a significant influence. Environmental Concern does not have a significant effect on Green Purchase Decisions, while Green Perceived Benefits, Green Perceived Quality, and Green Awareness of Price have a significant effect on Green Purchase Decisions. Apart from that, Environmental Concern, Green Perceived Benefits, and Green Perceived Quality which are moderated by Generation Z do not have a significant effect on Green Purchase Decisions, while Green Awareness of Price which is moderated by Generation Z has a significant effect on Green Purchase Decisions.

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Anies Firdyanti Kusuma
University of Jember,
Indonesia.
aniesfirdyanti@gmail.com
ORCID: 0009-0004-2368-6129

Sudaryanto Sudaryanto
University of Jember,
Indonesia.
sudaryanto@unej.ac.id
ORCID: 0000-0001-9281-3962

Deasy Wulandari
University of Jember,
Indonesia.
deasywulandari@unej.ac.id
ORCID: 0000-0002-8053-0946

Anifatul Hanim
University of Jember,
Indonesia.
hanim.feb@unej.ac.id
ORCID: 0000-0001-9908-3624