

# Impact of Green Marketing Awareness, Perceived Innovation, and Perceived Price Towards Customer Purchase Intention Mediated by Perceived Value = Dampak Green Marketing Awareness, Perceived Innovation, dan Perceived Price Terhadap Minat Beli Pelanggan Dimediasi oleh Perceived Value

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## Abstrak

The purpose-driven strategy telah menjadi salah satu keunggulan kompetitif yang digunakan oleh bisnis untuk menarik pasar. Meningkatnya minat terhadap produk yang berkelanjutan dan ramah lingkungan terlihat dalam perilaku konsumen, menunjukkan kesadaran mereka yang semakin meningkat terhadap fenomena terkini. Studi saat ini meneliti pengaruh green marketing awareness, perceived innovation, dan perceived price terhadap niat beli pelanggan dengan mempertimbangkan perceived value dari produk sebagai mediator di industri peralatan rumah tangga. Hipotesis yang diajukan diuji dengan menggunakan pendekatan structural equation modeling (PLS-SEM) terhadap total 282 responden yang dikumpulkan menggunakan teknik purposive sampling dan convenience sampling. Temuan menunjukkan bahwa green marketing awareness dan perceived innovation memiliki hubungan positif dengan niat beli konsumen melalui nilai yang dirasakan. Namun, hasilnya juga menyiratkan bahwa persepsi konsumen tentang harga produk peralatan rumah tangga hijau tidak memiliki hubungan dengan niat beli konsumen. Studi ini menawarkan wawasan praktis bisnis dalam mengembangkan strategi pemasaran hijau sebagai langkah strategis.

.....The purpose-driven strategy has become one of the competitive advantages employed by businesses to attract the market. The increasing interest in sustainability and eco-friendly products is perceptible in the behavior of consumers, indicating their growing awareness of recent phenomena. The current study examined the effect of green marketing awareness, perceived innovation, and perceived price towards customer's purchase intention by considering consumers' perceived value of a product as the mediator in the home appliances industry. The proposed hypothesis was tested using the structural equation modelling (PLS-SEM) approach on a total of 282 respondents who were collected using both purposive and convenience sampling techniques. The findings indicated that the green marketing awareness and perceived innovation have a positive relationship with consumers purchase intention through perceived value. However, the result also implies that consumer's perception of green home appliances products' pricing has no relation to consumers purchase intention. This study offers businesses practical insights in developing a green marketing strategy as a strategic move.