

The Impact of Green Product Quality on Green Satisfaction Mediated by Green Perceived Value: An Empirical Study of Eco-Friendly Bag Buyers in DKI Jakarta

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Keywords

Green Product Quality, Green Satisfaction, Green Perceived Value.

ABSTRACT

This study determines whether Green Product Quality has a simultaneous and partial influence on Green Satisfaction, mediated by Green Perceived Value on eco-friendly bag buyers in DKI Jakarta and surrounding areas. This study employs a quantitative correlational method using primary data and a PLS-SEM with SMARTPLS 3.2.9, a questionnaire as the instrument. The sample size for this study consists of approximately 192 respondents. The sampling technique used is Probability Sampling and Hair formula. Validity and reliability tests, and hypothesis testing using P-Values. These research findings indicate that factors such as the purchase of environmentally friendly bags, both Green Product Quality, Influence Green Satisfaction, with Green Perceived Value as the mediating factor. These results underscore the importance of using eco-friendly products and advocating for the Go Green movement from this point onward to ensure the preservation of the environment and keep the earth healthier.

INTRODUCTION

Disposable plastic packaging is increasingly being used, even though it is nearly impossible to decompose, making it harmful to the environment and living creatures. Due to its persistent nature, globally, only about 9% of plastic waste has been recycled, disposed of in landfills, ended up in the ocean, or incinerated. Considering the negative impact of plastic bags on the environment, awareness of the importance of using Eco-friendly (biodegradable) bags is on the rise. Unlike plastic bags, Eco-friendly bags can be easily decomposed in their production. However, like other environmentally friendly products, the cost of producing Eco-Friendly bags is higher than that of plastic bags (Suhartanto et al., 2021).

Environmental co-consumer behavior is crucial for sustainability and competitiveness in the environmentally friendly market. This research model suggests that Green Product Quality, Green Satisfaction, and Green Perceived Value are antecedents of customer intention to repurchase, a concept confirmed in many studies, including those related to Green Products (Suhartanto et al., 2021).

The Green Economy is an approach that prioritizes investments and consumption of goods and services that support environmental improvement. The Green Economy is also considered a conceptual framework for achieving sustainable development and is viewed as highly inclusive and capable of driving increased investments (Acar & Yeldan, 2019).

The Green Economy can offer significant opportunities in the future and is considered a promising alternative for sustainable economic development. It represents an evolution in concept, scope, and controversy given its potential to reconcile economic motives with environmental

considerations (Acar & Yeldan, 2019).

Products provide functional benefits to customers to meet their needs. The features and characteristics of the product or service reflect Green Product Quality. Therefore, Green Product Quality means fitness for use or suitability for needs. Additionally, previous research defines Green Product Quality as the ability to satisfy customers and the market (Uzir et al., 2020).

Green Satisfaction refers to customer responses after purchasing a Green Product and believing that customers will be satisfied if they perceive the performance of the purchased Green Product to be higher than their expectations, and vice versa. Green Satisfaction reflects the Green Product's ability to meet customer satisfaction with environmentally friendly bags. Previous research suggests that Green Satisfaction is primarily determined by the quality and value of the Green Product (Suhartanto et al., 2021).

Green Perceived Value is built on the equity theory, where consumers consider the relationship between their purchase outcomes and inputs from the services provider. Green Perceived Value also represents consumers' intelligence and insight regarding exchanges with suppliers and the relative benefits of the costs incurred. Green Perceived Value leans towards a general evaluation of actual benefits given or received (Ahmad & Zhang, 2020).

According to previous research results, Green Product Quality Influences Green Satisfaction, and Green Product Quality also influences Green Perceived Value, further, Green Perceived Value influences Green Satisfaction (Pahlevi & Suhartanto, 2020).

Recent studies in Green Products show that Green Product Quality, Satisfaction, and Perceived Value drive consumer trust. Subsequent research in Green Products confirms the relationships between these three research variables. Regarding the quality-based behavioral intention model, Green Satisfaction is a driver (Suhartanto et al., 2021).

The annual waste in DKI Jakarta continues to increase, resulting in tons of garbage. Institutions dealing with waste-related issues have provided evidence that from 2019 to 2022, waste in DKI Jakarta has been drastically increasing (SIPSN, 2021).

Today, numerous restaurants, fast-food outlets, and some retail stores and supermarkets are beginning to reduce the use of disposable plastic bags. For instance, Alfamart and Alfamidi have started using Eco-Friendly Bags (Alfarmart, 2019). Alfamart, a modern retail store, has begun promoting the "No Plastic Bag Diet" by discontinuing the provision of single-use plastic bags and instead offering environmentally friendly shopping bags under its brand (Utomo & Dwiyanto, 2022).

PT. Sumber Alfaria Trijaya Tbk is a retail company engaged in the trade and distribution sector, and it has expanded into the minimarket sector, providing essential goods at affordable prices. Currently, the Alfamart industry is rapidly growing in Indonesia and is recognized for its expertise in implementing Green Marketing concepts (Alfarmart, 2020).

The relevant and concrete research gap or problem in this study is the lack of research on the simultaneous impact of Green Product Quality, Green Satisfaction, and Green Perceived Value in the context of purchasing eco-friendly bags in DKI Jakarta. Therefore, the findings of this study will provide new insights into consumer behavior when buying eco-friendly products. While many previous studies have discussed customer satisfaction, there is still a need to examine variables such as Green Product Quality and Green Perceived Value as mediators of the initial impact on Green Satisfaction. Hence, this research will help fill this gap. Furthermore, buyers of eco-friendly bags may have characteristics or behaviors different from buyers of other products. This provides a specific perspective on consumer behavior when purchasing eco-friendly products in DKI Jakarta, which The Eco-Friendly Bag industry can use to improve the quality of their products.

Based on the background of the problem as explained above, the author can identify a gap in this study related to the issue of waste from products, one of which is plastics. Therefore, it is necessary to create the use of environmentally friendly products. However, it is understood that the environmentally

friendly process will make the product different from what consumers are accustomed to. Hence, this research investigates consumer satisfaction and value related to environmentally friendly bags.

The objectives to be achieved in this research are as follows to identify and analyze the influence of Green Product Quality on Green Satisfaction and Green Perceived Value, to identify and analyze the influence of Green Perceived Value on Green Satisfaction, to identify and analyze the influence on Green Product Quality on Green Satisfaction mediated by Green Perceived Value.

However, there are potential problems that may arise during the research process. These issues may include small sample size, respondent bias, a short data collection period, inaccurate variable measurements, and others. Effective solutions to these potential problems include careful sample selection, the preparation of accurate measurement tools, and extending the data collection period if possible.

A product or service naturally has its level of satisfaction in the minds of consumers, which determines whether consumers continue to use the product or service. Satisfaction with a product, such as an eco-friendly bag, depends on the quality of the bag. High product quality in eco-friendly bags leads buyers to choose and use them.

Based on the above phenomenon and data regarding the shift from conventional to eco-friendly products, such as eco-friendly bags, it is evident that consumer behavior and consumer satisfaction standards are changing. This has led researchers to conduct a study titled "The Impact of Green Product Quality on Green Satisfaction Mediated by Green Perceived Value: An Empirical Study of Eco-Friendly Bag Buyers in DKI Jakarta".

Green Product Quality needs to be a focal point in shaping environmental strategies to minimize environmental degradation and provide advantages for companies and the economy. Green Product Quality can be measured through packaging, design, features, and product warranties (Tarabieh, 2018). High-quality commodities will be more successful regarding customer creation and retailer or wholesaler satisfaction in the market. Companies are increasingly focusing on the environmental friendliness of Green Product Quality and making the supply chain processes eco-friendly (Tarabieh, 2018).

Green Product Quality is an aspect that can mediate the influence of consumer's attitudes towards environmental issues, their attitudes towards environmental benefits, and information about eco-friendly products on environmentally friendly purchasing behavior (Cheung & To, 2019).

In some research, Green Product Quality has proposed most dimensions to measure it, which include Performance, Features, Reliability, Suitability, Durability, Serviceability, Aesthetics, and Perceived Quality. It also adds another "Eco-friendliness" dimension as a product quality dimension. It further suggests "Product Standards", "Environmental Sustainability", "Recyclability", "Resource Conservation", "Energy Efficiency", and "Environmentally Conscious Packaging" as dimensions to enhance the environmental performance of products (Souri et al., 2018; Uzir et al., 2020)

Previous studies have shown that Green Product Quality is a predictor of Green Perceived Value, and it is the only empirical evidence that illustrates the significant effect of product quality on environmental value perception (Uzir et al., 2020).

According to a previous study on product features such as functionality and utility, Green Product Quality directly affects Green Perceived Value. Consumers can evaluate whether a product or service provides value for their money (Uzir et al., 2020).

In the case of the Bangladesh electronic household appliance market, Green Product Quality is considered a successful predictor for customers in terms of Green Perceived Value (Uzir et al., 2020).

Green Perceived Value refers to the contrast between customer sacrifices and the benefits they receive from the green products they purchase. Consumers feel treated fairly, satisfied, and loyal if they believe that the proportion between their sacrifices and their benefits is at least balanced (Pahlevi & Suhartanto, 2020; Suhartanto et al., 2021).

According to the study, Green Perceived Value is the overall consumer assessment of the utility

of a product (or service) based on their perception of what is received and what is given. Other researchers state that Green Perceived Value is an aspect experienced or perceived by consumers when using a service (Uzir et al., 2020).

According to a study previous Green Perceived Value is a strong predictor of Green Satisfaction. In the researcher's view, customers will feel satisfied when the benefits outweigh the costs significantly. Therefore, Green Perceived Value determines Green Satisfaction (Uzir et al., 2020).

Consistent with previous research, supports that Green Perceived Value positively impacts Green Satisfaction. However, there is debate about whether Green Perceived Value directly or indirectly affects Green Satisfaction. Conducted research on mobile phone users in Pakistan. They showed that Green Perceived Value has a positive and significant impact on Green Satisfaction of mobile phone users (Uzir et al., 2020).

Several studies on this relationship conducted by researchers examining social media and blogging, mobile phone user engagement, and commercial banking found that Green Perceived Value positively impacts Green Satisfaction. An earlier study in Bangladesh showed that Green Perceived Value significantly influences Green Satisfaction in mobile phone services. Similarly, according to previous research, Green Perceived Value positively affects users of electronic products in Bangladesh and Green Satisfaction (Uzir et al., 2020).

According to previous research, Green Satisfaction reflects the ability of Green Products to meet customer satisfaction with environmentally friendly bags. Studies in this regard indicate that the quality and value of green products primarily determines Green Satisfaction. Previous research has reported that quality and value directly impact behavioral intentions, noting that quality influences behavioral intentions toward Green Perceived Value and Green Satisfaction (Pahlevi & Suhartanto, 2020).

Green Marketing revolves around effectively and efficiently meeting customer needs and desires to enhance their satisfaction while adopting practices that minimize environmental degradation to benefit society and the environment (Tarabieh, 2018).

For long-term success, Green Satisfaction holds significant importance for companies. Companies directly and entirely rely on customers to sell their products and services. Suppose customer satisfaction is not deemed important by the company. In that case, the consequences can be substantial in terms of loss of profits, customers, and business, leading to increased costs and, ultimately closure (Tarabieh, 2018).

Customer satisfaction with Green Marketing or environmentally friendly practices will increase if it benefits society and the community rather than focusing on self-centered goals such as profit generation (Tarabieh, 2018).

Furthermore, the term Green Satisfaction is the customer perception that the use of products provided by the company falls within the scope of green environmental concern without harming the environment and complies with environmental regulations and sustainability requirements and that the product has also achieved the goals set to satisfy customer desires (Tarabieh, 2018).

According to empirical findings from many previous researchers, Green Product Quality is a prerequisite for and directly related to Green Satisfaction. These findings support the idea that if the quality of a product is good, customer satisfaction and, ultimately, customer loyalty will certainly be achieved (Tarabieh, 2018).

Amidst the increasing environmental awareness and resulting regulations, it is crucial for companies to meet customer's environmental needs in addition to product differentiation through the development of environmentally friendly products or packaging. Through such efforts, companies can achieve customer loyalty and competitive advantage (Tarabieh, 2018).

Previous research has explained that value is maximized when the benefits of a company's offerings outweigh the associated costs (e.g., time and psychological costs). Therefore, companies must provide more value to customers, such as providing more benefits and fewer costs, failing to do so can

lead to a loss of the potential for competitive advantage. Thus, previous research predicts that Green Product Quality shapes Green Perceived Value, causing customers to perceive an inviting value and reinforcing Green Satisfaction (Uzir et al., 2020).

METHODS

The design used in this study is quantitative research with a Correlational Design. The Correlational Design measures the relationship between two or more variables without manipulation. This design aims to evaluate the strength and direction of the relationship between variables. This study is titled "The Impact of Green Product Quality on Green Satisfaction Mediated by Green Perceived Value: An Empirical Study of Eco-Friendly Bag Buyers in DKI Jakarta".

The time frame used in this study is Cross-Sectional, where data is collected from respondents at a specific point or period. Cross-sectional research is conducted at a single point in time or over a short period where researchers collect data from various subjects or analytical units that represent the population being studied. In Cross-Sectional research, data is collected simultaneously from different groups of respondents. This type of study aims to provide a snapshot or analyze variable aspects at that specific point in time.

The data source for this research is both Primary and Secondary Data. Primary Data is collected by gathering various respondent data using a Google Form questionnaire from Eco-Friendly Bag Buyers in DKI Jakarta. Secondary Data is obtained from various sources, including literature, physical or e-books, previous research journals, literature reviews, and more (Hair et al., 2018, 2019, 2020; Hair, J. F., Black, W. C., Babin, B. J., & Anderson, 2019; Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2021; Joseph F. Hair, 2021; Jr et al., 2018; Sarstedt M., 2019).

The measurement scale used is the Likert Scale, a type of measurement scale used in the research to measure attitudes, opinions, perceptions, or assessments of respondents towards a statement. Respondents answer the Likert Scale by marking, for example with a checklist or a cross on the chosen response that reflects their level of agreement or disagreement with the statement. The statement provided has options such as (1: Strongly disagree to 5: strongly agree) was used in the questionnaire.

This study used 13 questionnaire items, with minimum and maximum sample respondents using the formula, Hair. The research sample consists of Eco-Friendly Bag Buyers in the DKI Jakarta area and its surroundings. When distributing the questionnaire online, the results from 130 samples were tested using SMARTPLS 3.2.9 and were found not to meet the requirements. Therefore, the researcher increased the sample size to 192 respondents and conducted SMARTPLS testing again, and this time, the results met all the requirements (Hair et al., 2019; Joseph F. Hair, 2021; Jr et al., 2018).

The sampling technique used in this research is Simple Random Sampling (SRS), which involves randomly selecting sample members from the population without considering strata, as the population is considered homogeneous. Simple Random Sampling is a random sampling method in which each element in the population has an equal chance of being chosen as part of the sample. The sampling technique used in this research includes both Probability and Non-Probability Sampling Techniques. To obtain respondent data, the researcher used Probability Sampling with Simple Random Sampling (SRS). The Joseph. F. Hair formula was then used to determine the sample size (Hair et al., 2019; Joseph F. Hair, 2021; Jr et al., 2018).

The research instrument involved various methods to collect respondent data, including Online Questionnaires (Google Forms). In this study, data was collected through a questionnaire distributed to respondents via Google Forms for them to fill out (Hair et al., 2019; Joseph F. Hair, 2021; Jr et al., 2018).

The data analysis technique used in this study, with a relatively small sample size and a research framework that employs path analysis, is Partial Least Square Structural Equation Modeling (PLS-SEM) using SMARTPLS 3.2.9 as the analysis tool (Benitez et al., 2020). This research examines the measurement of PLS-SEM to check the results of reliability and validity testing (Hair et al., 2019; Joseph

F. Hair, 2021; Jr et al., 2018).

Furthermore, the validity test in this study uses the results of Average Variance Extracted (AVE) ($AVE > 0.5$) and Outer Loading (OL) ($OL > 0.7$) (Barati et al., 2019). According to a study previous the validity test involves loading factor values with a minimum value above 0.5 and preferably 0.7 (Barati et al., 2019). The reliability test in this study uses Cronbach's Alpha (CA) results with the requirement of ($CA > 0.7$) and Composite Reliability (CR) with the requirement of ($CR > 0.7$) (Barati et al., 2019).

This research by Barati (2019) data analysis techniques with several testing results, including SEM Assumption Test using SMARTPLS software, Validity and Reliability Testing, and Hypothesis Testing. The research employs data processing using the Structural Equation Modeling (SEM) method, namely SMARTPLS version 3.2.9. The hypothesis testing in this research analyzes SMARTPLS (PLS-SEM) using P-Value significance, with the standard criterion being ($P\text{-Value} < 0.05$) (Ali et al., 2020).

RESULTS

The respondent profile in this study, as shown in Table 1, indicates that more than half of respondents are predominantly male and frequently purchase Eco-Friendly Bags. Based on Age, the data shows that more than half of the respondents in this study are generally categorized as Eco-Friendly Bag Buyers within the age range of 17-30 years old, followed by respondents aged 31-40 years old. These results indirectly suggest that, aside from the need factor, the interest of the younger generation in purchasing Eco-Friendly Bags continues to grow to support the Go Green campaign, and this trend is increasing at present. This age group perceives Eco-Friendly Bags as part of the Go Green campaign to raise awareness about the environment and change their lifestyle, such as reducing pollution levels and proper waste disposal, particularly in the DKI Jakarta area.

Furthermore, the results also reveal the educational background of Eco-Friendly Bag Buyers, which is predominantly composed of respondents with a high school or vocational school education, followed by respondents with a Bachelor's Degree or higher. The largest group of respondents in this study comes from West Jakarta, followed by North Jakarta, South Jakarta, East Jakarta, and Central Jakarta. Eco-Friendly Bags motivate respondents to actively promote the Go Green movement to make the surrounding environment healthier and ensure proper waste disposal.

The first test in this research is the measurement of the PLS-SEM Algorithm, as shown in Table 2, to examine the reliability and construct validity results. As previously explained, the reliability tests in this study use the criteria $CR > 0.7$ and $CA > 0.7$. Furthermore, the validity tests in this research use the criteria $AVE > 0.5$ and $OL > 0.7$ or 0.5 . After conducting the test, the items that meet the reliability and validity standards in this study, as seen in Table 2, are 4 items of the Green Product Quality variable with indicators (GPQ1, GPQ2, GPQ3, and GPQ4).

Next, for the Green Perceived Value variable, 5 items meet the regulatory standards with indicators (GP1, GPV2, GPV3, GPV4, and GPV5). And finally, for the Green Satisfaction variable, 4 items meet the standard criteria with indicators (GS1, GS2, GS3, and GS4).

Table 2 shows the validity results for the Green Product Quality variable with item results OL (GPQ1, GPQ2, GPQ3, and GPQ4) greater than 0.7 and AVE results greater than 0.5, thus indicating validity. Reliability results indicate that CA and CR are greater than 0.7, indicating reliability.

For the Green Satisfaction variable, validity results show item results OL (GS1, GS2, GS3, and GS4) greater than 0.7 and AVE results greater than 0.5, thus indicating validity. Reliability results indicate that CA and CR are greater than 0.7, indicating reliability.

For the Green Perceived Value variable, validity results show item results OL (GPV1, GPV2, GPV3, GPV4, and GPV5) greater than 0.7 and AVE results greater than 0.5, thus indicating validity. Reliability results indicate that CA and CR are greater than 0.7, indicating reliability.

Table 2 also displays the Mean (Sample Mean) and Standard Deviation (STDEV) results. The smallest Mean value is 0.712 (GS2), and the largest Mean value is 0.917 (GPQ2). STDEV values indicate

results smaller than the mean values (Mean), explaining the variation in the data and indicating good representation for use in this overall research data.

The results of hypothesis testing or significance in this research, as shown in Table 3 consist of two parts: Direct Effects and Mediation Effects. Hypothesis testing in this research uses p-value results, where the standard criterion is $p < 0.05$, indicating that the hypothesis is accepted. The results on the direct influence paths show three hypotheses with significant results and values smaller than ($p < 0.05$).

Furthermore, the results on the mediation effects in this research explain the mediation effects, with results showing $p < 0.05$. Examining these results, it can be further explained that Green Product Quality influences Green Perceived Value, with a p-value of ($0.000 < 0.05$), in other words, Hypothesis One (H1) is Accepted. However, the subsequent results explain that Green Perceived Value influences Green Satisfaction, with a p-value of ($0.000 < 0.05$), in this case, Hypothesis Two (H2) is Accepted.

Regarding the next set of results, this means that Green Product Quality influences Green Satisfaction, with a p-value of ($0.000 < 0.05$), and Hypothesis Three (H3) is Accepted. Regarding the mediation effects, it is explained in these results that Green Satisfaction, when mediated by Green Perceived Value, influences Green Product Quality with a p-value of ($0.000 < 0.05$), so Hypothesis Four (H4) is Accepted.

Table 1: Respondent Profile and Indicators

Profile	Frequency	
	N	%
Gender	Male	143 74.5
	Female	49 25.5
Age	A. 17-30 Years Old	148 77.1
	B. 31-40 Years Old	44 22.9
	C. 41-50 Years Old	0 0
	D. (>) 50 Years Old	0 0
Educational Background	Primary School	0 0
	Junior High School	0 0
	Senior High School	112 58.3
	Bachelor's Degree or Higher	80 41.7
Current Residence or Domicile (Area)	West Jakarta	79 41.1
	North Jakarta	44 22.9
	South Jakarta	27 14.1
	East Jakarta	21 10.9
	Central Jakarta	21 10.9
	Outside Jakarta (Other)	0 0

Source: Processed by the authors; n=192

Table 2: PLS-SEM Algorithm or Measurement

Variable - Item	MEAN	STDEV	OL	AVE	CA	CR
GPQ1	0.893	0.015	0.894			
Green Product Quality GPQ2	0.917	0.012	0.917	0.798	0.916	0.941

	GPQ3	0.853	0.022	0.855			
	GPQ4	0.906	0.013	0.907			
Green Perceived Quality	GPV1	0.833	0.028	0.833			
	GPV2	0.864	0.016	0.865			
	GPV3	0.782	0.032	0.781	0.684	0.884	0.915
	GPV4	0.779	0.036	0.782			
	GPV5	0.866	0.023	0.868			
Green Satisfaction	GS1	0.892	0.015	0.893			
	GS2	0.712	0.044	0.718	0.707	0.859	0.906
	GS3	0.881	0.013	0.882			
	GS4	0.859	0.019	0.860			

Note: OL=Outer Loading; STDEV=Standard Deviation; CA=Cronbach's Alpha; CR=Composite Reliability; AVE=Average Variance Extracted. **Source:** SMART PLS 3.2.9; n=192

Table 3: Hypothesis Tests or Significance Test

Path	STDEV	P-Value	Remark
Direct Effects			
Green Product Quality -> Green Perceived Value	0.015	0.000	Significant
Green Product Quality -> Green Satisfaction	0.062	0.000	Significant
Mediating Effect			
Green Perceived Value -> Green Satisfaction	0.061	0.000	As a Mediator

Source: SMART PLS 3.2.9; n=192

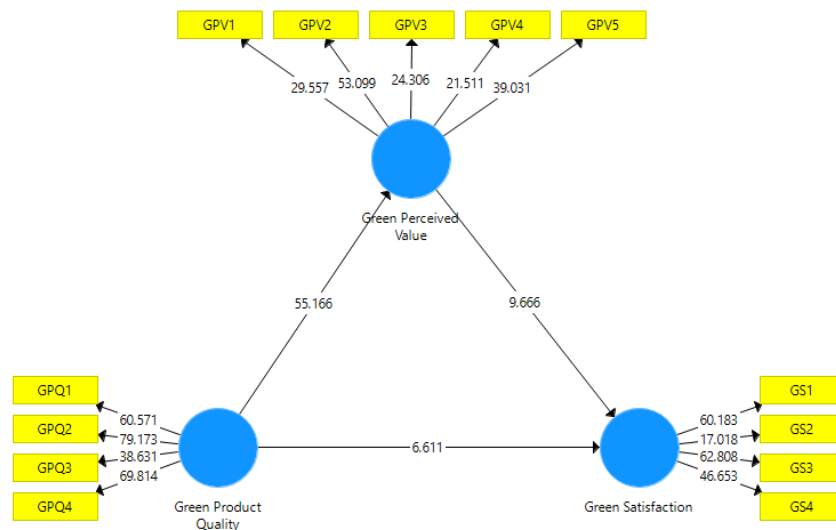


Figure 1. PLS-Bootstrapping

CONCLUSION

The quantitative data analysis in this study reveals a positive and significant relationship between Green Product Quality, Green Perceived Value, and Green Satisfaction in the context of environmentally friendly bags. The findings suggest that enhancing the quality of environmentally friendly bags, particularly in terms of green aspects, positively influences both perceived value and customer satisfaction. Manufacturers are encouraged to focus on improving product quality, utilizing recycled materials, and adopting sustainable production processes to maximize the perceived value among customers. Effective communication about environmental values is also crucial to boost customer satisfaction. The study acknowledges limitations, such as the specific locations and scope, urging future research to broaden the geographical area and include a more extensive sample size. Additionally, it suggests potential research directions in the realm of Environmental Sustainability, exploring innovations, climate change impacts, and corporate compliance with environmental regulations. Overall, this study provides valuable insights for manufacturers and researchers aiming to understand and enhance the relationships between green product attributes, customer perception, and satisfaction in the environmentally friendly bag industry.

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