

BAB V

PENUTUP

Bab ini membahas kesimpulan akhir dari penelitian yang telah dilakukan terkait dengan pengaruh persepsi kualitas hijau dan persepsi risiko hijau terhadap kepercayaan hijau dengan kepuasan hijau sebagai variabel mediasi. Disamping itu bab ini akan memuat saran bagi pemasar dan perusahaan – perusahaan kosmetik yang memperhatikan aspek lingkungan dalam penciptaan produknya, dan juga akan membahas mengenai keterbatasan dari penelitian serta masukan bagi penelitian selanjutnya.

5.1. Kesimpulan Penelitian

Setelah dilakukan analisis hasil penelitian pada BAB IV, maka dapat diambil kesimpulan sebagai berikut:

1. Karakteristik responden dalam penelitian menunjukkan bahwa 59% dari mereka adalah pengguna produk The Body Shop, 54% membeli produk tersebut sekitar satu bulan yang lalu, 89% dari responden adalah wanita, 83% berusia 21 sampai 25 tahun, 33% memiliki uang saku atau pendapatan antara Rp. 1.000.001 sampai dengan Rp. 1.500.000, serta 79% dari responden merupakan mahasiswa atau pelajar dengan pendidikan terakhir adalah SLTA/Sederajat/Dibawahnya sebanyak 63%.

2. Kepuasan hijau mampu memediasi variabel persepsi kualitas hijau dan variabel kepercayaan hijau, adapun jenis mediasi yang dimiliki pada analisis jalur ini adalah *complementary mediation*. Namun, pengaruh langsung yang diberikan persepsi kualitas hijau terhadap kepercayaan hijau akan lebih kuat daripada melalui kepuasan hijau. Hal ini terlihat melalui besar koefisien beta yang dimiliki pengaruh langsung ($c = 0,769$) lebih besar daripada pengaruh tidak langsung ($a \times b = 0,508$).
3. Kepuasan hijau mampu memediasi secara penuh variabel persepsi risiko hijau dan variabel kepercayaan hijau. Jenis mediasi ini adalah *indirect-only mediation*. Artinya, pengaruh persepsi risiko hijau terhadap kepercayaan hijau hanya bisa diperoleh melalui kepuasan hijau. Berdasarkan hasil *path analysis* menunjukkan bahwa pengaruh langsung persepsi risiko hijau terhadap kepercayaan hijau tidak lagi signifikan ketika menguji efek mediasi.

5.2. Implikasi Manajerial

Hasil studi yang telah dilakukan mengenai pengaruh persepsi kualitas dan persepsi risiko terhadap kepercayaan hijau melalui kepuasan hijau sebagai variabel mediasi diharapkan dapat memberikan manfaat bagi pihak-pihak yang berkepentingan, seperti pemasar atau perusahaan yang bersangkutan. Adapun implikasi manajerial dalam penelitian dirangkum dalam beberapa poin berikut ini:

1. Perusahaan The Face Shop, Mineral Botanica ataupun The Body Shop hendaknya tetap meningkatkan kualitas dari produk yang ditawarkan,

misalnya dalam hal keandalan produk, kinerja atau performa produk, dan keunggulan produk dibandingkan produk lain, sehingga konsumen akan merasa percaya, puas dan senang telah mengambil keputusan untuk memilih produk kosmetik yang ramah lingkungan dengan harapan konsumen akan lebih peduli dengan keberlanjutan lingkungan di masa yang akan datang (*sustainable environment*).

2. Pemasar harus jujur dalam melakukan periklanan, apabila produk tersebut diklaim sebagai produk yang ramah lingkungan maka terdapat konsekuensi yang harus diterima, misalnya komposisi atau formulasi dari produk harus sesuai dengan beberapa syarat kosmetik yang ramah lingkungan seperti; produk berasal dari bahan-bahan alami, produk mengandung isi yang dapat di daur ulang, bahan kimia yang digunakan tidak beracun, produk tidak membahayakan lingkungan, produk tidak diuji pada hewan, dan memiliki kemasan yang ramah lingkungan (Rajasekaran dan Gnanapandithan, 2013). Selain itu, untuk menghindari kesalahan penggunaan produk yang mungkin saja mengakibatkan ketidakpuasan konsumen, penting bagi pemasar untuk memberi label cara penggunaan kosmetik yang tepat, bahan atau komposisi dari produk dan peringatan apabila terjadi iritasi pada kulit.
3. Menciptakan kepercayaan konsumen pada sebuah produk nantinya akan membentuk hubungan antara perusahaan dengan konsumen dalam jangka panjang, konsumen yang percaya pada sebuah produk akan melakukan

pembelian ulang yang kemudian akan loyal pada produk tersebut yang telah melampaui kebutuhan serta kepuasannya.

4. Penulis menemukan informasi menarik melalui penelitian ini. Ditemukan informasi bahwa mayoritas konsumen dari produk hijau di Yogyakarta adalah mahasiswa dengan pendapatan sekitar Rp. 1.000.001 sampai dengan Rp. 1.500.000. Di sisi lain, harga yang ditawarkan untuk kosmetik ketiga merek tersebut termasuk premium dengan kisaran Rp. 50.000 – Rp. 419.000 untuk sebuah produk. Diduga oleh penulis konsumen mahasiswa lebih mementingkan gengsi daripada nilai suatu produk. Berbeda dengan konsumen wiraswasta atau karyawan, mereka cenderung rasional dan membeli suatu produk berdasarkan nilai dimana pengorbanan atau uang yang dikeluarkan harus sesuai dengan manfaat yang didapat. Hal ini menjadi berita baik bagi perusahaan bahwa segmen konsumen di Yogyakarta lebih spesifik yaitu kalangan mahasiswa.
5. Menciptakan produk ramah lingkungan (*green product*) adalah salah satu peluang bagi perusahaan yang hendak menciptakan strategi diferensiasi saat ini. Ketika konsumen menjadi lebih peduli dengan lingkungan, maka terdapat segmen konsumen baru yang berkeinginan untuk membeli produk hijau atau produk yang tidak terlalu membahayakan lingkungan.

5.3. Keterbatasan Penelitian

Penelitian ini memiliki beberapa keterbatasan dalam pelaksanaan yang juga mempengaruhi hasil akhir penelitian ini, yaitu sebagai berikut:

1. Penelitian dilakukan di Daerah Istimewa Yogyakarta dengan responden yang digunakan hanyalah konsumen produk kosmetik ramah lingkungan yang berdomisili di kawasan Yogyakarta saja, sehingga ada kemungkinan akan ada perbedaan apabila dilakukan di daerah lain.
2. Kategori produk yang menjadi objek penelitian terbatas pada kosmetik ramah lingkungan saja yaitu produk The Face Shop, Mineral Botanica dan The Body Shop.
3. Faktor-faktor yang mempengaruhi kepercayaan hijau dalam penelitian ini terdiri dari tiga variabel, yaitu persepsi kualitas hijau, persepsi risiko hijau dan kepuasan hijau sedangkan terdapat faktor lain yang juga mempengaruhi kepercayaan hijau misalnya persepsi nilai hijau (*green perceived value*).
4. Persepsi risiko hijau memiliki pengaruh yang sangat kecil terhadap kepercayaan hijau dan kepuasan hijau yang diketahui melalui nilai Adj. R-Square yang rendah yaitu 0,055 dan 0,049 untuk efek langsung dan tidak langsung. Hal ini menjadikan variabel kepuasan hijau lebih memediasi persepsi kualitas hijau dengan kepercayaan hijau dengan nilai Adj. R-Square sebesar 0,589 dan 0,436 untuk efek langsung dan tidak langsung.

5.4. Penelitian Selanjutnya

Berdasarkan hasil penelitian ini, penulis menyarankan bagi peneliti selanjutnya untuk melakukan hal-hal berikut ini:

1. Peneliti selanjutnya dapat menggunakan kategori produk hijau selain kosmetik misalnya seperti produk makanan, sayuran atau buah-buahan organik, alat elektronik yang ramah lingkungan, produk *skin food* tradisional atau jenis sabun deterjen ramah lingkungan. Hal ini dilakukan untuk mengetahui ada tidaknya perbedaan jika menggunakan kategori produk yang lain.
2. Alangkah baiknya apabila penelitian selanjutnya menggunakan jumlah sampel yang lebih besar dan dilakukan pada lokasi yang berbeda, supaya penelitian ini dapat lebih digeneralisasi.
3. Peneliti selanjutnya dapat menguji variabel persepsi nilai hijau (*green perceived value*) untuk mengetahui ada atau tidaknya pengaruh variabel itu terhadap kepercayaan hijau.
4. Peneliti selanjutnya dapat melakukan uji beda apabila hendak menggunakan beberapa produk berdasarkan *country of origin* misalnya The Face Shop (Korea Selatan), Mineral Botanica (Indonesia), dan The Body Shop (Inggris) untuk melakukan perbandingan sehingga dapat melihat produk mana yang lebih dominan dari beberapa objek yang digunakan dan meneliti tingkat kepercayaan konsumen berdasarkan *country of origin* produk tersebut.

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LAMPIRAN I

KUESIONER PENELITIAN

Oleh:

Safitri Ayu Astuti

NPM: 13 03 20792

Yang terhormat responden di tempat.

Perkenalkan saya mahasiswa Program Studi Manajemen Fakultas Ekonomi Universitas Atma Jaya Yogyakarta

Nama : Safitri Ayu Astuti

NPM : 13 03 20792

Bermaksud meminta bantuan Anda untuk mengisi kuesioner terlampir sebagai data masukan yang saya butuhkan dalam penelitian untuk mendapatkan gelar Sarjana Ekonomi (SE) di Universitas Atma Jaya Yogyakarta. Kuesioner dapat diisi sesuai petunjuk yang telah diberikan. Saya menjamin bahwa jawaban Anda akan diperlakukan secara rahasia dan hanya digunakan untuk kepentingan akademis. Atas kesediaannya saya ucapkan terima kasih.

Hormat saya,

Safitri Ayu Astuti

BAGIAN I: PENGGUNAAN KOSMETIK RAMAH LINGKUNGAN

Di bawah ini adalah kuesioner yang berkaitan dengan pengalaman Anda membeli atau menggunakan kosmetik yang ramah lingkungan (The Face Shop, Mineral Botanica dan The Body Shop). Anda dipersilahkan menjawab salah satu jawaban yang telah disediakan.

1. Apakah Anda sudah pernah menggunakan kosmetik The Face Shop/ Mineral Botanica/The Body Shop?
 - a. Ya, Sudah *)
 - b. Belum pernah (berhenti sampai sini)
*) silahkan melanjutkan ke pertanyaan berikutnya

2. Apakah Anda tinggal di wilayah D.I Yogyakarta?
 - a. Ya *)
 - b. Tidak (berhenti sampai sini)
*) silahkan melanjutkan ke pertanyaan berikutnya

3. Produk apa yang sudah pernah Anda beli atau Anda gunakan? (boleh pilih lebih dari satu)
 - The Face Shop
 - Mineral Botanica
 - The Body Shop

4. Kapan terakhir kali Anda membeli produk tersebut?
 - a. 1 – 3 minggu yang lalu
 - b. Satu bulan yang lalu
 - c. Lebih dari satu bulan yang lalu

BAGIAN II:

Di bawah ini adalah kuesioner mengenai profil responden. Anda dipersilahkan untuk menjawab salah satu alternatif jawaban yang telah disediakan.

1. Jenis Kelamin:
 - a. Pria
 - b. Wanita

2. Usia Anda saat ini:
 - a. Kurang dari 20 tahun
 - b. 21 – 25 tahun
 - c. 26 – 30 tahun
 - d. Lebih dari 30 tahun

3. Pendapatan per bulan:
 - a. < Rp. 1.000.000
 - b. Rp. 1.000.001 – Rp. 1.500.000
 - c. Rp. 1.500.001 – Rp. 2.000.000
 - d. Rp. 2.000.001 – Rp.2.500.000
 - e. di atas Rp. 2.500.000

4. Pekerjaan:
 - a. Mahasiswa/Pelajar
 - b. Karyawan
 - c. Wiraswasta
 - d. Ibu Rumah Tangga
 - E. Lain-lain:(sebutkan)

5. Tingkat Pendidikan terakhir yang Anda raih:
 - a. SLTA/Sederajat/Dibawahnya
 - b. Diploma (D1 – D3)
 - c. Sarjana (S1 – S3)

BAGIAN III: KUESIONER PENELITIAN

Di bawah ini adalah kuesioner yang berkaitan dengan penelitian ini. Anda dipersilahkan untuk menjawab salah satu alternatif jawaban yang telah disediakan. Silahkan isi pernyataan dengan menggunakan tanda centang (✓).

STS = Sangat Tidak Setuju; TS = Tidak Setuju; N = Netral; S = Setuju; SS = Sangat Setuju.

A. Persepsi Kualitas Hijau (*Green Perceived Quality*)

No.	PERNYATAAN	STS	TS	N	S	SS
1.	Kualitas produk ini dianggap terbaik sehubungan dengan kepedulian terhadap lingkungan.					
2.	Kualitas produk ini dapat diandalkan sehubungan dengan pertimbangan lingkungan.					
3.	Kualitas produk ini tahan lama sehubungan dengan kinerja lingkungan.					
4.	Kualitas produk ini unggul sehubungan dengan gambaran lingkungan.					
5.	Kualitas produk ini profesional sehubungan dengan reputasi lingkungan.					

B. Persepsi Risiko Hijau (*Green Perceived Risk*)

No.	PERNYATAAN	STS	TS	N	S	SS
1.	Ada kemungkinan bahwa ada sesuatu yang salah dengan kinerja lingkungan pada produk ini.					
2.	Ada kemungkinan bahwa desain lingkungan produk ini tidak akan berfungsi dengan baik.					
3.	Ada kemungkinan yang akan Anda dapatkan seperti hukuman atau kerugian lingkungan jika Anda menggunakan produk ini.					
4.	Ada kemungkinan apabila Anda menggunakan produk ini akan berdampak negatif pada lingkungan.					

5.	Menggunakan produk ini akan merusak reputasi atau citra hijau Anda.					
----	---	--	--	--	--	--

C. Kepuasan Hijau (*Green Satisfaction*)

No.	PERNYATAAN	STS	TS	N	S	SS
1.	Anda senang mengambil keputusan untuk memilih produk ini karena <i>image</i> -nya terhadap lingkungan.					
2.	Anda berpikir bahwa keputusan untuk membeli produk ini adalah tepat, karena fungsi lingkungan yang terdapat pada produk.					
3.	Secara keseluruhan, Anda senang membeli produk ini karena ramah lingkungan.					
4.	Secara keseluruhan, Anda puas dengan produk ini karena kinerjanya terhadap lingkungan.					

D. Kepercayaan Hijau (*Green Trust*)

No.	PERNYATAAN	STS	TS	N	S	SS
1.	Anda percaya bahwa citra lingkungan produk ini umumnya dapat diandalkan.					
2.	Anda berpikir bahwa fungsi produk ini terhadap lingkungan umumnya dapat diandalkan.					
3.	Secara keseluruhan, Anda percaya bahwa klaim lingkungan produk ini dapat dipercaya.					
4.	Kinerja lingkungan produk ini memenuhi harapan Anda.					
5.	Produk ini membuat janji untuk melakukan perbaikan terhadap lingkungan.					

___SELESAI___

Terima kasih telah berpartisipasi



Validitas: Persepsi Kualitas Hijau

		Correlations					
		Q1	Q2	Q3	Q4	Q5	TQ
Q1	Pearson Correlation	1	.694**	.785**	.769**	.671**	.891**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
Q2	Pearson Correlation	.694**	1	.737**	.672**	.733**	.878**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
Q3	Pearson Correlation	.785**	.737**	1	.778**	.671**	.909**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
Q4	Pearson Correlation	.769**	.672**	.778**	1	.646**	.873**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
Q5	Pearson Correlation	.671**	.733**	.671**	.646**	1	.842**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30
TQ	Pearson Correlation	.891**	.878**	.909**	.873**	.842**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Validitas: Persepsi Risiko Hijau

Correlations

		R1	R2	R3	R4	R5	TR
R1	Pearson Correlation	1	.634**	.576**	.652**	.486**	.815**
	Sig. (2-tailed)		.000	.001	.000	.006	.000
	N	30	30	30	30	30	30
R2	Pearson Correlation	.634**	1	.555**	.579**	.637**	.816**
	Sig. (2-tailed)	.000		.001	.001	.000	.000
	N	30	30	30	30	30	30
R3	Pearson Correlation	.576**	.555**	1	.748**	.473**	.832**
	Sig. (2-tailed)	.001	.001		.000	.008	.000
	N	30	30	30	30	30	30
R4	Pearson Correlation	.652**	.579**	.748**	1	.513**	.869**
	Sig. (2-tailed)	.000	.001	.000		.004	.000
	N	30	30	30	30	30	30
R5	Pearson Correlation	.486**	.637**	.473**	.513**	1	.753**
	Sig. (2-tailed)	.006	.000	.008	.004		.000
	N	30	30	30	30	30	30
TR	Pearson Correlation	.815**	.816**	.832**	.869**	.753**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Validitas: Kepuasan Hijau

		S1	S2	S3	S4	TS
S1	Pearson Correlation	1	.862**	.674**	.510**	.863**
	Sig. (2-tailed)		.000	.000	.004	.000
	N	30	30	30	30	30
S2	Pearson Correlation	.862**	1	.686**	.648**	.905**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
S3	Pearson Correlation	.674**	.686**	1	.771**	.903**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
S4	Pearson Correlation	.510**	.648**	.771**	1	.836**
	Sig. (2-tailed)	.004	.000	.000		.000
	N	30	30	30	30	30
TS	Pearson Correlation	.863**	.905**	.903**	.836**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Validitas: Kepercayaan Hijau

Correlations

		T1	T2	T3	T4	T5	TT
T1	Pearson Correlation	1	.787**	.688**	.796**	.653**	.937**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
T2	Pearson Correlation	.787**	1	.768**	.598**	.426*	.837**
	Sig. (2-tailed)	.000		.000	.000	.019	.000
	N	30	30	30	30	30	30
T3	Pearson Correlation	.688**	.768**	1	.588**	.445*	.819**
	Sig. (2-tailed)	.000	.000		.001	.014	.000
	N	30	30	30	30	30	30
T4	Pearson Correlation	.796**	.598**	.588**	1	.496**	.826**
	Sig. (2-tailed)	.000	.000	.001		.005	.000
	N	30	30	30	30	30	30
T5	Pearson Correlation	.653**	.426*	.445*	.496**	1	.757**
	Sig. (2-tailed)	.000	.019	.014	.005		.000
	N	30	30	30	30	30	30
TT	Pearson Correlation	.937**	.837**	.819**	.826**	.757**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Reliabilitas: Persepsi Kualitas Hijau

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.925	5

Reliabilitas: Persepsi Risiko Hijau

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.874	5

Reliabilitas: Kepuasan Hijau

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.898	4

Reliabilitas: Kepercayaan Hijau

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.883	5



LAMPIRAN III

Tabel Karakteristik Responden

Tabel 4.1

Distribusi Karakteristik Responden Berdasarkan Pernah Menggunakan Produk Kosmetik Ramah Lingkungan dan Tinggal di D. I. Yogyakarta

Pernah Menggunakan	Jumlah	Persentase
		(%)
Ya	190	100.0
Tidak	0	0.0
Total	190	100.0

Sumber: Pengolahan data (2017)

Tabel 4.2

Distribusi Karakteristik Responden Berdasarkan Produk Mana yang Pernah Digunakan

Produk yang Digunakan	Jumlah	Persentase
		(%)
The Face Shop	64	22
Mineral Botanica	57	19
The Body Shop	177	59
Total	298	100.0

Sumber: Pengolahan data (2017)

Tabel 4.3

Distribusi Karakteristik Responden Berdasarkan Waktu Terakhir Kali Membeli Produk

Terakhir Kali Membeli	Jumlah	Persentase
		(%)
1 – 3 minggu yang lalu	38	20
Satu bulan yang lalu	103	54
Lebih dari satu bulan yang lalu	49	26
Total	190	100.0

Sumber: Pengolahan data (2017)

Tabel 4.4
Distribusi Karakteristik Responden Berdasarkan Jenis Kelamin

Jenis Kelamin	Jumlah	Persentase
		(%)
Pria	21	11
Wanita	169	89
Total	190	100.0

Sumber: Pengolahan data (2017)

Tabel 4.5
Distribusi Karakteristik Responden Berdasarkan Usia

Usia	Jumlah	Persentase
		(%)
Kurang dari 20 tahun	19	10
21 - 25 tahun	158	83
26 - 30 tahun	7	4
Lebih dari 30 tahun	6	3
Total	190	100.0

Sumber: Pengolahan data (2017)

Tabel 4.6
Distribusi Karakteristik Responden Berdasarkan Pendapatan

Pendapatan per Bulan	Jumlah	Persentase
		(%)
< Rp. 1.000.000	42	22
Rp. 1.000.001 - Rp. 1.500.000	63	33
Rp. 1.500.001 - Rp. 2.000.000	30	16
Rp. 2.000.001 - Rp. 2.500.000	20	11
Di atas Rp. 2.500.000	35	18
Total	190	100.0

Sumber: Pengolahan data (2017)

Tabel 4.7
Distribusi Karakteristik Responden Berdasarkan Pekerjaan

Pekerjaan	Jumlah	Persentase
		(%)
Mahasiswa/Pelajar	151	79
Karyawan	22	12
Wiraswasta	8	4
Ibu Rumah Tangga	6	3
Lain-lain	3	2
Total	190	100.0

Sumber: Pengolahan data (2017)

Tabel 4.8
Distribusi Karakteristik Responden Berdasarkan Tingkat Pendidikan Terakhir yang Diraih

Tingkat Pendidikan	Jumlah	Persentase
		(%)
SLTA/Sederajat/Dibawahnya	119	63
Diploma (D1 - D3)	10	5
Sarjana (S1 - S3)	61	32
Total	190	100.0

Sumber: Pengolahan data (2017)



LAMPIRAN IV

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Kualitas ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Kepercayaan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 ^a	.591	.589	2.087

a. Predictors: (Constant), Kualitas

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1182.600	1	1182.600	271.525	.000 ^a
	Residual	818.816	188	4.355		
	Total	2001.416	189			

a. Predictors: (Constant), Kualitas

b. Dependent Variable: Kepercayaan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.905	1.020		2.849	.005
	Kualitas	.834	.051	.769	16.478	.000

a. Dependent Variable: Kepercayaan

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Kualitas ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Kepuasan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.663 ^a	.439	.436	2.148

a. Predictors: (Constant), Kualitas

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	679.787	1	679.787	147.327	.000 ^a
	Residual	867.456	188	4.614		
	Total	1547.242	189			

a. Predictors: (Constant), Kualitas

b. Dependent Variable: Kepuasan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.865	1.050		2.730	.007
	Kualitas	.632	.052	.663	12.138	.000

a. Dependent Variable: Kepuasan

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Kepuasan ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Kepercayaan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766 ^a	.587	.585	2.097

a. Predictors: (Constant), Kepuasan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1174.672	1	1174.672	267.118	.000 ^a
	Residual	826.744	188	4.398		
	Total	2001.416	189			

a. Predictors: (Constant), Kepuasan

b. Dependent Variable: Kepercayaan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.048	.838		7.214	.000
	Kepuasan	.871	.053	.766	16.344	.000

a. Dependent Variable: Kepercayaan

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Kepuasan, Kualitas ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842 ^a	.708	.705	1.767

a. Predictors: (Constant), Kepuasan, Kualitas

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1417.635	2	708.818	227.053	.000 ^a
	Residual	583.780	187	3.122		
	Total	2001.416	189			

a. Predictors: (Constant), Kepuasan, Kualitas

b. Dependent Variable: Kepercayaan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1.413	.880		1.606	.110
	Kualitas	.505	.057	.465	8.822	.000
	Kepuasan	.521	.060	.458	8.677	.000

a. Dependent Variable: Kepercayaan

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Risiko ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Kepercayaan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.245 ^a	.060	.055	3.163

a. Predictors: (Constant), Risiko

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.419	1	120.419	12.035	.001 ^a
	Residual	1880.997	188	10.005		
	Total	2001.416	189			

a. Predictors: (Constant), Risiko

b. Dependent Variable: Kepercayaan

Coefficients^a

Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
		B	Std. Error	Beta		
1	(Constant)	22.432	.870		25.785	.000
	Risiko	-.269	.078	-.245	-3.469	.001

a. Dependent Variable: Kepercayaan

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Risiko ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Kepuasan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.233 ^a	.054	.049	2.790

a. Predictors: (Constant), Risiko

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.868	1	83.868	10.775	.001 ^a
	Residual	1463.374	188	7.784		
	Total	1547.242	189			

a. Predictors: (Constant), Risiko

b. Dependent Variable: Kepuasan

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	17.893	.767		23.317	.000
	Risiko	-.224	.068	-.233	-3.282	.001

a. Dependent Variable: Kepuasan

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Kepuasan, Risiko ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 ^a	.592	.587	2.091

a. Predictors: (Constant), Kepuasan, Risiko

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1184.149	2	592.075	135.474	.000 ^a
	Residual	817.266	187	4.370		
	Total	2001.416	189			

a. Predictors: (Constant), Kepuasan, Risiko

b. Dependent Variable: Kepercayaan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.177	1.134		6.327	.000
	Risiko	-.078	.053	-.071	-1.473	.143
	Kepuasan	.853	.055	.750	15.601	.000

a. Dependent Variable: Kepercayaan



No.	Q1	Q2	Q3	Q4	Q5	R1	R2	R3	R4	R5	S1	S2	S3	S4	T1	T2	T3	T4	T5
1	3	3	3	3	3	2	3	2	4	3	2	2	2	3	2	2	2	3	3
2	5	5	4	5	5	3	3	2	2	2	4	4	4	4	5	4	4	4	4
3	5	5	5	4	4	3	2	1	2	2	5	4	4	5	4	4	4	5	4
4	4	4	4	3	4	3	3	3	2	3	4	4	4	4	4	3	4	4	4
5	3	3	3	3	4	2	2	2	2	2	3	3	4	4	4	3	3	3	3
6	5	5	4	4	4	2	2	2	2	2	4	4	4	5	4	4	4	4	4
7	3	3	2	4	4	4	4	4	4	2	2	2	3	3	3	3	3	3	2
8	4	4	4	4	4	4	2	2	2	2	4	4	5	5	5	5	5	5	5
9	4	4	3	3	4	3	3	4	3	3	4	4	4	4	4	4	4	4	4
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12	5	5	5	5	5	2	3	1	2	1	5	3	3	4	3	5	5	3	3
13	4	4	4	4	4	2	1	1	1	1	4	4	4	4	4	4	4	4	4
14	3	3	4	3	4	3	4	2	2	2	4	4	4	4	3	4	4	4	4
15	5	4	3	3	3	1	2	2	2	2	3	3	3	3	3	3	3	3	3
16	5	5	3	4	4	3	3	3	2	2	5	5	5	5	4	4	5	5	4
17	4	4	4	5	4	3	3	2	3	2	4	3	3	3	4	4	4	3	3
18	4	4	4	4	4	2	2	2	2	2	4	4	4	4	4	4	4	4	4
19	5	5	5	5	5	1	1	1	1	1	4	4	4	4	5	5	4	4	4
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21	4	4	4	4	4	2	2	2	2	2	3	3	3	3	4	4	4	4	4
22	3	3	4	4	3	3	3	2	2	2	3	3	3	3	3	3	3	3	3
23	5	5	5	5	5	3	3	3	1	1	5	5	5	5	5	5	5	5	5
24	4	4	5	4	5	1	2	1	1	1	4	4	5	4	4	4	4	4	4
25	4	4	4	4	4	3	2	2	2	2	4	4	4	4	4	4	4	4	4
26	5	5	5	5	5	2	2	2	2	2	4	4	5	5	5	4	4	5	5
27	5	4	4	4	5	4	3	2	3	2	4	4	5	4	4	4	4	3	3
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29	4	4	4	4	4	2	2	2	2	2	3	3	3	3	4	3	4	3	3
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31	4	4	4	3	4	2	3	1	2	1	4	3	3	3	4	4	4	3	3
32	4	4	5	4	5	2	2	1	1	1	4	4	4	4	5	4	4	4	4
33	4	4	4	4	4	2	2	2	2	2	5	5	5	5	5	5	5	5	5
34	4	4	4	4	4	2	2	2	2	2	4	5	5	5	4	4	4	4	4
35	4	4	4	4	4	2	1	1	1	1	4	5	4	5	4	4	5	5	4
36	5	5	4	4	5	2	3	2	2	1	3	3	3	3	3	3	3	3	3
37	4	4	5	4	4	2	1	1	2	2	4	4	5	4	4	5	4	4	4
38	5	5	5	5	5	2	4	2	1	1	4	5	5	4	5	5	5	5	5
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TABEL DISTRIBUSI R

Df	5%	Df	5%	Df	5%	Df	5%
1	0.9997	51	0.271	101	0.194	151	0.159
2	0.950	52	0.268	102	0.193	152	0.158
3	0.878	53	0.266	103	0.192	153	0.158
4	0.811	54	0.263	104	0.191	154	0.157
5	0.754	55	0.261	105	0.190	155	0.157
6	0.707	56	0.259	106	0.189	156	0.156
7	0.666	57	0.256	107	0.188	157	0.156
8	0.632	58	0.254	108	0.187	158	0.155



50	0.273	100	0.195	150	0.159	200	0.138
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Management Decision

Towards green trust: The influences of green perceived quality, green perceived risk, and green satisfaction

Yu-Shan Chen Ching-Hsun Chang

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Towards green trust

Towards green
trust

The influences of green perceived quality, green perceived risk, and green satisfaction

Yu-Shan Chen

Department of Business Administration, National Taipei University, Taipei,
Taiwan, and

Ching-Hsun Chang

Department of Business Administration, Tamkang University,
New Taipei City, Taiwan

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Abstract

Purpose – This study aims to combine the literature on green marketing and relationship marketing into a new managerial framework of green trust. In addition, this study seeks to elaborate the relationships among green perceived quality, green perceived risk, green satisfaction, and green trust.

Design/methodology/approach – The research object of this paper focuses on Taiwan's consumers who have the purchase experience of information and electronics products. This study undertakes an empirical study by means of the questionnaire survey method. The questionnaires were randomly mailed to consumers who had the purchase experience of information and electronics products. Structural equation modeling (SEM) is applied to test the research framework.

Findings – The empirical results indicate that green perceived quality would positively affect green satisfaction and green trust, whereas green perceived risk would negatively influence both of them. In addition, this study points out that the relationships between green trust and its two antecedents – green perceived quality and green perceived risk – are partially mediated by green satisfaction. Hence, investing resources in the increase of green perceived quality and the decrease of green perceived risk is useful to enhance green satisfaction and green trust.

Originality/value – Although previous research has explored the relevant issues about trust, none highlights trust about green or environmental issues from the perspectives of perceived quality and perceived risk. This study proposes a research framework, which can help companies enhance their green trust via its three determinants: green perceived quality, green perceived risk, and green satisfaction.

Keywords Green trust, Green satisfaction, Green perceived quality, Green perceived risk, Green marketing, Trust, Perception

Paper type Research paper

1. Introduction

Perceiving the catastrophic environmental pollution of industrial manufacturing activities in the world, consumers increasingly notice environmental issues (Chen, 2011). As a result, companies are more willing to take environment protection as their social responsibility (Peattie, 1995; Lee, 2009). Environmental consideration has rapidly emerged as a mainstream notion owing to global warming nowadays, so more foresighted companies would like to take advantage of the green opportunities (Dwyer, 2009; Molina-Azorín et al., 2009). In the environmental context, companies need to pay



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more attention to green marketing in some products, such as information and electronics products (Kalafatis and Pollard, 1999). However, not all companies have enough capability to implement green marketing strategies. If companies would like to undertake green marketing successfully, they should integrate the concepts of green marketing into all aspects of routine marketing activities (Ottman, 1992).

In order to obtain competitive advantages, companies should utilize green marketing strategies to enhance consumer perceived quality and reduce consumer perceived risk with respect to consumer environmental concern (Chen, 2010). While green products are more popular in the market, so are green marketing activities. Green marketing activities include launching and promoting green products and services that satisfy customers' environmental wants and needs without a harmful impact on the environment (Polonsky, 1994). If companies plan to market their green products, green marketing plays an important role to determine how much extent of competitive advantages they can obtain (Peattie, 1992). Green marketing cannot only change competitive rules in practice, but also generate a differentiation strategy by satisfying customer environmental needs (Ottman, 1992). Recently, consumers are more willing to purchase products from a company that is socially and environmentally responsible (Kalafatis and Pollard, 1999). In order to reduce customer perceived risk, companies must allow consumers to obtain enough information that enables them to compare with other companies' products on the basis of environmental functionality (Peattie, 1992). Therefore, companies need to reveal more information about their products not just to claim "greenness". Without providing reliable information to customers, it is difficult for green marketers to convince their customers of the excellence of their products such that their customers may be mistrustful of their green claims (Jain and Kaur, 2004).

There are five reasons for companies to adopt green marketing:

- (1) enhancing corporate images;
- (2) compliance with environmental trends;
- (3) taking advantage of green opportunities;
- (4) obtaining competitive advantage; and
- (5) increasing product value (Chen, 2008a).

Furthermore, adopting green marketing can enhance customer trust. Although previous research has highlighted the related issues about trust, none explores trust about environmental issues from the perspectives of perceived quality and perceived risk. Thus, this paper would like to fill the research gap. This study proposes two novel constructs, green perceived quality and green perceived risk, and incorporates the two concepts of green satisfaction and green trust proposed by Chen (2010) into an integral framework to further discuss their implications in the field of green marketing. Green trust is more important for companies under the context of stricter environmental regulations and more prevalent customer environmentalism. This study builds up a research framework, which can help companies develop their green trust via its three determinants:

- (1) green perceived quality;
- (2) green perceived risk; and
- (3) green satisfaction.

This study combines the prior literature on green marketing and relationship marketing into a novel managerial framework of green trust. The main contribution of this paper is to propose the two novel constructs – green perceived quality and green perceived risk – to extend green trust research into a new framework. Besides, this study further applies an empirical test to investigate the relationships among green perceived quality, green perceived risk, green satisfaction, and green trust. This study would like to create a new framework of green trust in compliance with the prevalent green trends to enhance green trust of companies. The structure of this study is as follows. This study discusses literature review and proposes five hypotheses in section 2. Besides, this research describes the methodology, the sample, and data collection, and the measurement of the constructs in section 3. Then, this paper reports the descriptive statistics, reliability of the measurement, factor analysis, correlation coefficients between the constructs, discriminant validity, convergent validity, and the results of structural equation modeling (SEM) in section 4. Finally, this study mentions the conclusions and discussions about the findings, implications, and possible directions for future research in section 5.

2. Literature review and hypothesis development

2.1 Green marketing

Consumers pay more attention to the rise of environmental protection activities and the impact of industrial disasters such that consumer environmentalism is more prevalent and environmental regulations are stricter in the world (McIntosh, 1991). Consequently, the public is prone to buy green products that are not detrimental to the environment (Chen, 2010). Because of the popular environmentalism and the strict environmental regulations, companies should develop business models that can comply with the environmental trends (Peattie, 1992; Haden et al., 2009). In order to respond to green needs of consumers, the notion of green marketing has been widely accepted in both of the practical and academic areas. Green marketing is a concept, which encompasses all marketing activities that are developed to stimulate and to sustain consumers' environmental friendly attitudes and behaviors (Jain and Kaur, 2004). Companies can adopt green marketing activities to undertake differentiation strategies and to satisfy customers' environmental needs or desires (Polonsky, 1994; Chen, 2008b). Prior research asserts that companies should use green marketing strategies to identify customers' green needs, to promote green products, to segment green market into different niches, to target one or several niche markets, to formulate green positioning strategies, and to implement a green marketing mix program (Jain and Kaur, 2004). When consumers become more concerned about the environment, there are more customers who are more willing to purchase green products that have a less harmful impact on the environment (Peattie, 1995). Eventually, companies need to change their business models to comply with the popularity of consumer environmentalism (Ottman, 1992). Therefore, companies should apply the concept of green marketing to develop differentiation strategies to obtain competitive advantages (Porter and van der Linde, 1995; Chen et al., 2006).

2.2 The positive effect of green perceived quality on green satisfaction

Perceived quality can deliver value to customers by offering them a purchase reason and by differentiating the product or brand from competitors' (Zeithaml, 1988; Aaker,

1996). Companies can enhance product quality to obtain competitive advantages (Parasuraman et al., 1988). Both of practitioners and researchers have paid attention to perceived quality that has a positive effect on marketing performance such that perceived quality is more important nowadays (Sweeney et al., 1999). Because environmental consciousness is more popular nowadays, we propose a novel construct, “green perceived quality”, and refer to Zeithaml (1988) to define it as “the customer’s judgment about a brand’s (or a product’s) overall environmental excellence or superiority”.

According to the expectancy-disconfirmation paradigm, a comparison of customers’ expectations and perceptions would lead to either confirmation or disconfirmation (Oliver, 1996). When the perceptions of customers exactly meet their expectations, their expectations are confirmed (Jiang and Rosenbloom, 2005). Moreover, the incongruity between expectations and the perceptions would result in disconfirmation (Oliver, 1996). Satisfaction resulting from the performance of the product or brand to fulfill the customer’s needs, desires, and expectations is defined as the extent of overall delight felt by a customer (Olsen, 2002). Satisfaction can be identified by the expectancy-disconfirmation paradigm. Confirmation and positive disconfirmation could cause satisfaction, while negative disconfirmation could lead to dissatisfaction (Oliver, 1996). We refer to Chen (2010) to define “green satisfaction” as “a pleasurable level of consumption-related fulfillment to satisfy a customer’s environmental desires, sustainable expectations, and green needs”.

Companies can differentiate their products or brands from their competitors’ by means of distinctive product quality (Parasuraman et al., 1988). The importance of perceived quality derives from its beneficial influence on marketing performance (Parasuraman et al., 1996). Hence, perceived quality, which is a key factor in maintaining long-term customer relationships plays a critical role in affecting purchase intentions (Brucks et al., 2000; Snoj et al., 2004). In addition, perceived quality is an important determinant for customer satisfaction (Parasuraman et al., 1996; Kim et al., 2008). Previous research indicates that there is a positive relationship between perceived quality and customer satisfaction, since perceived quality can deliver physical evidence of the vendor’s competence and increase post-purchase confidence (Sweeney et al., 1999; Tsiotsou, 2006). It is expected that perceived quality of a product or brand positively relates to consumer satisfaction (Eid, 2011). In the context of environmental management, this study argues that green perceived quality would positively affect green satisfaction and proposes the following hypothesis:

H1. Green perceived quality is positively associated with green satisfaction.

2.3 The negative effect of green perceived risk on green satisfaction

A purchase decision often involves risk especially when the post-purchase consequences are uncertain (Rao et al., 2007). Perceived risk, which is a subjective estimation by consumers is connected with possible consequences of wrong purchase decisions (Peter and Ryan, 1976). Purchase behaviors would produce consequences, which he or she cannot anticipate with any approximate certainty such that he or she would perceive risk in the purchase process (Sweeney et al., 1999). Perceived risk includes psychological, physical, financial, social, and performance risk (Jacoby and Kaplan, 1972). Since perceived risk is a combination of uncertainty and negative consequences, the extent of perceived risk would affect customer purchase decision

(Peter and Ryan, 1976; Stone and Gronhaug, 1993; Aaker, 1996). In the context of high level of perceived risk, consumers can adopt risk reduction strategies such as reliance on the security of warranties, reliable recommendations, well-known brands, and additional information (Locander and Herman, 1979; Beatty and Smith, 1987; Dowling and Staelin, 1994; Cunningham et al., 2004).

The higher the perceived risk, the more consumers must gamble in the purchase decision. Mitchell (1999) demonstrates that purchase intention is negatively driven by perceived risk. Prior research shows clearly that risk reduction leads to increased purchase probability, since perceived risk is negatively related to purchase probability (Wood and Scheer, 1996). There is a significant relationship between risk perceptions and negative consumption emotions, which have a direct effect on satisfaction (Chaudhuri, 1997). As a result, risk-related emotions, such as anxiety and worry, would negatively impact satisfaction (Johnson et al., 2008). Consequently, perceived risk negatively affects customer satisfaction (Eid, 2011). In the prevalent environmental trends, customers have more environmental concern, which would increase their perceived risk. Hence, we propose a novel construct, “green perceived risk”, and refer to Peter and Ryan (1976) to define it as “the expectation of negative environmental consequences associated with purchase behavior”. Because purchase intention is negatively driven by perceived risk, this study uses green purchase intention as a proxy for green satisfaction and argues green perceived risk would negatively affect green satisfaction in the context of environmental management. This study implies the following hypothesis:

H2. Green perceived risk is negatively associated with green satisfaction.

2.4 The positive effect of green satisfaction on green trust

Trust is defined as “the extent of expectation held by one party that can rely on the word, promise, or statement of another party” (Rotter, 1971). Moreover, trust is an extent of the confidence that another party would behave as expected (Hart and Saunders, 1997). Trust results from three beliefs: integrity, benevolence, and ability (Schurr and Ozanne, 1985). Thus, trust is a degree of the willingness to believe another party based on the expectation about the party’s ability, reliability, and benevolence (Ganesan, 1994). Positive expectations of the intentions or behaviors for another party would lead to trust which relates to the intention to take vulnerability (Rousseau et al., 1998). Green trust is a willingness to depend on a product or service based on the belief or expectation resulting from its credibility, benevolence, and ability about environmental performance (Chen, 2010). Recently some firms exaggerate or even fabricate the environmental performance of their products, and thereby customers are not willing to trust them any more (Kalafatis and Pollard, 1999). Hence, green trust is more important nowadays.

Customer satisfaction is regarded as an essential determinant of a long-term consumer relationship (Zhang and Prybutok, 2005). Furthermore, satisfaction results from an overall evaluation of economic conditions or psychological factors that can positively enhance a positive consumer relationship (Geyskens et al., 1999). Thus, consumer trust is affected directly by consumer satisfaction (Horppu et al., 2008). Previous research suggests that customer satisfaction is an antecedent of trust (Garbarino and Johnson, 1999; Kim et al., 2008; Yeh and Li, 2009). If customers have already had a satisfactory experience with the products of vendors, they would form a

higher level of trust on their products. As a result, these satisfied customers are willing to establish a long-term trust relationship with the vendors (Ganesan, 1994; Yeh and Li, 2009). Consequently, consumer satisfaction is a prerequisite of customer trust (Yoon, 2002). Prior research indicates that there is a positive relationship between customer satisfaction and customer trust (Horppu et al., 2008). In other words, customer satisfaction is a driver of customer trust (Ribbink et al., 2004). Although the relationship between green satisfaction and green trust is not discussed in the prior research of Chen (2010), previous literature suggests that customer satisfaction is an antecedent of trust in the marketing field (Garbarino and Johnson, 1999; Kim et al., 2008; Yeh and Li, 2009). Hence, this study argues that green satisfaction is an antecedent of green trust to fill the research gap in the prior research of Chen (2010). In the context of environmental management, this study argues that green satisfaction would positively affect green trust and proposes the following hypothesis:

H3. Green satisfaction is positively associated with green trust.

2.5 The positive effect of green perceived quality on green trust

Since consumer judgment is usually based on incomplete or asymmetric information, consumer trust may rely directly on perceived quality of products or brands, which is regarded as a signal to the consumers (Kardes et al., 2004). Because perceived quality is a set of attributes pertaining to the perception of a brand's or product's quality, it can build up a positive word-of-mouth effect, decrease the costs of managing customers, enhance purchase quantities, and increase price premium (Qualls and Rosa, 1995; Sweeney et al., 1999). When companies launch their new products by means of misleading and confusing green claims and exaggerate the environmental value of their products, customers are reluctant to trust their products any more (Kalafatis and Pollard, 1999). As a result, green perceived quality plays a more important role in the environmental era nowadays.

Prior literature claims that perceived quality is beneficial to enhance consumer trust (McKnight et al., 1998; Pavlou and Gefen, 2004; McKnight et al., 2004; Gregg and Walczak, 2010). Additionally, perceived quality is one of the most significant factors, which would affect trust (McKnight et al., 2004). The increase of perceived quality can not only improve customer satisfaction (Parasuraman et al., 1988), but also enhance customer trust (Garbarino and Johnson, 1999). Besides, poor perceived quality can result in loss of customers trust (Yeh and Li, 2009). If consumers perceive that a product or brand is high quality, they are likely to have high trusting belief for the product or brand (McKnight et al., 2004; McKnight et al., 2002; Chang and Chen, 2008). Customers are often reluctant to buy a product due to their distrust of the product or the vendor (Gregg and Walczak, 2008). Previous research finds out that the increase of perceived quality can improve customer trust (Koehn, 2003). McKnight et al. (2004) assert that perceived quality positively relates to both trusting beliefs and trusting intentions. Thus, perceived quality can positively affect customer trust (McKnight et al., 2002; Eid, 2011). In other words, perceived quality is expected to be an antecedent of customer trust (Pavlou and Gefen, 2004). Since green perceived quality is very crucial to green trust in the context of environmental management, this study implies the following hypothesis:

H4. Green perceived quality is positively associated with green trust.

2.6 The negative effect of green perceived risk on green trust

Perceived risk has a negative influence in a customer's purchase process (Murphy and Enis, 1986). Because perceived risk is a subjective expectation of a loss (Engel et al., 1986), it would affect customer behaviors (Mitchell, 1999). Perceived risk, which has been widely explored in the prior literature would negatively impact both of purchase decisions and consumer behaviors (Chaudhuri, 1997; Mitchell, 1992). Perceived risk theory postulates that consumers are inclined to minimize the perceived risk rather than to maximize the expected payoff (Mitchell, 1999). Prior literature argues that the reduction of perceived risk leads to the rise of purchase probability, so the decrease of perceived risk is useful for the increase of customer trust (Wood and Scheer, 1996; Corritore et al., 2003; Chang and Chen, 2008).

The information asymmetry makes it very difficult for consumers to assess actual product quality before purchase (Mishra et al., 1998). This characteristic would lead to a condition that provides an incentive for a vendor to act dishonestly (Mishra et al., 1998). Because the information asymmetry is usually inherent in the transaction, customers are often reluctant to buy a product due to their distrust of the vendor's product (Gregg and Walczak, 2008). Hence, perceived risk would affect a customer's decision making about trust or distrust (Harridge-March, 2006). If consumers perceive high risk towards a product or brand, they would be unlikely to trust the product or brand (Mitchell, 1999). Hence, previous research posits that reducing perceived risk can improve customer trust (Koehn, 2003). According to prior research, it is widely accepted that perceived risk negatively affects perceived trust (Corritore et al., 2003; Chang and Chen, 2008; Eid, 2011). In other words, companies can decrease perceived risk to increase consumer trust (Warrington et al., 2000). Therefore, this paper asserts that green perceived risk negatively affects green trust in the context of environmental management and proposes the following hypothesis:

H5. Green perceived risk is negatively associated with green trust

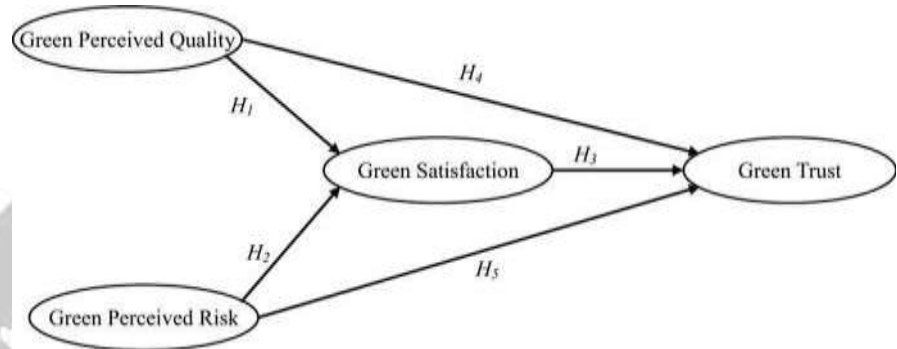
This study asserts that green perceived quality positively affect green trust, while green perceived risk negatively influence green trust. Besides, this study argues that the relationships between green trust and its two determinants – green perceived quality and green perceived risk – are partially mediated by green satisfaction. The antecedents of the research framework are green perceived quality and green perceived risk and the consequent is green trust, while green satisfaction is a partial mediator. The research framework is reported in Figure 1.

3. Methodology and measurement

3.1 Data collection and the sample

This study tests the hypotheses and research framework by means of questionnaire survey. The unit of analysis in this study is the consumer level. The research object of this study is Taiwanese consumers who have the purchase experience of information and electronics products in Taiwan. The questionnaires were mailed to the randomly selected consumers who had the purchase experience of information and electronics products. We refer to prior research to design questionnaire items (Jacoby and Kaplan, 1972; Murphy and Enis, 1986; Sweeney et al., 1999; Yoo and Donthu, 2001; Chen, 2010). The questionnaire items in this paper were derived from the previous literature. They were originally designed in English and then translated into Chinese by two scholars in

Figure 1.
Research framework



the management field who are competent in both languages in the subject area in Taiwan. To avoid cultural bias and ensure validity, the Chinese version was finally back-translated into English by another two scholars in the management field who are competent in both languages in the subject area in Taiwan and we paid much attention to detecting any misunderstanding due to translation. These back-translated questionnaire items and distinct classes of attitudes are the same as the original English ones. High content validity is a necessity for the questionnaire survey in this study. Before mailing to the respondents, six experts and scholars were asked to revise the questionnaire in the first pretest. Then, the questionnaires were randomly mailed to ten consumers who had the purchase experience of information and electronics products and they were invited to fill in the questionnaire and to find out the ambiguities in meanings and terms in the second pretest. Hence, the questionnaire of this paper possesses high level of content validity. After the two pretests, the sample was randomly selected from “2009 Yellow Book of Taiwan”. To enhance the valid survey response rate, the research assistants called to each selected consumer who had the purchase experience of information and electronics products and explained the research purposes of this study and the questionnaire contents before questionnaire mailing. The respondents were asked to return the completed questionnaires within two weeks through mailing. Information and electronics products need to meet the strict international environmental regulations, such as Montreal Convention, Kyoto Protocol, Restriction of the Use of Certain Hazardous Substances in EEE (RoHS), Eco-design Requirements for Energy Using Products (EuP), Waste Electronics and Electrical Equipment (WEEE), and Integrated Product Policy (IPP), so consumers are willing to buy information and electronics products which are environmental friendly to satisfy their environmental needs (Chen et al., 2006). This study sent 750 questionnaires to the randomly sampled consumers. There are 248 valid questionnaires and the effective response rate is 33.1 percent.

Response bias is a type of cognitive bias, which means the tendency of respondents to fill in questionnaires in a manner that is viewed favorably by others would affect the validity of questionnaire survey (Nederhof, 1985). In order to reduce response bias for the four constructs, this study utilizes the following three ways, which include being anonymity, promising of confidentiality, and asking to be honest (Nancarrow et al., 2001). First, the respondents in this study do not have to reveal their names, titles, ages, addresses, and other personal information in the questionnaires. It is meaningless for

the respondents to overstate or to exaggerate the four constructs in the questionnaires. The level of response bias varies with the level of anonymity in the questionnaires. The more anonymity seems to be assured, the less response bias is detected (Randall and Fernandes, 1991). Second, this study keeps confidentiality all the time. In the questionnaire, this study does not only address the empirical results are only for the academic purpose, but also promise of confidentiality for the questionnaire survey. Third, the respondents were asked to fill in the questionnaire honestly. The more honesty seems assured, the less response bias is detected (Phillips and Clancy, 1972). Hence, there is no response bias in this study.

3.2 The measurement of the constructs

This study measures the questionnaire items by means of “five-point Likert scale from 1 to 5” rating from strongly disagreement to strongly agreement. This study requested every respondent to point out a specific Taiwanese information and electronics product, which is the most impressive for her or him. Then, every respondent was asked to regard this product as the focal object to fill in the questionnaire. The definitions and measurements of the constructs in this study are in the following.

Green perceived quality. We propose the concept of “green perceived quality” and refer to Zeithaml (1988) to define it as “the customer’s judgment about a brand’s overall environmental excellence or superiority”. In addition, we refer to Sweeney et al. (1999) and Yoo and Donthu (2001) to measure green perceived quality and its measurement includes five items:

- (1) The quality of this product is regarded as the best benchmark with respect to environmental concern.
- (2) The quality of this product is reliable with respect to environmental consideration.
- (3) The quality of this product is durable with respect to environmental performance.
- (4) The quality of this product is excellent with respect to environmental image.
- (5) The quality of this product is professional with respect to environmental reputation.

Green perceived risk. We propose the concept of “green perceived risk” and refer to Peter and Ryan (1976) to define it as “the expectation of negative environmental consequences associated with purchase behavior”. Besides, we refer to Jacoby and Kaplan (1972), Murphy and Enis (1986), and Sweeney et al. (1999) to measure green perceived risk, and its measurement includes five items:

- (1) There is a chance that there will be something wrong with environmental performance of this product.
- (2) There is a chance that this product will not work properly with respect to its environmental design.
- (3) There is a chance that you would get environmental penalty or loss if you use this product.
- (4) There is a chance that using this product will negatively affect the environment.
- (5) Using this product would damage your green reputation or image.

Green satisfaction. We refer to Chen (2010) to define “green satisfaction” as “a pleasurable level of consumption-related fulfillment to satisfy a customer’s environmental desires, sustainable expectations, and green needs”. Moreover, we refer to Chen (2010) to measure green satisfaction and its measurement includes four items:

- (1) You are glad about the decision to select this product because of its environmental image.
- (2) You think that it is a right decision to purchase this product because of its environmental functionality.
- (3) Overall, you are happy to purchase this product because it is environmental friendly.
- (4) Overall, you are satisfied with this product because of its environmental performance.

Green trust. According to the research of Chen (2010), we define “green trust” as “a willingness to depend on a product, service, or brand based on the belief or expectation resulting from its credibility, benevolence, and ability about its environmental performance”. Furthermore, we refer to Chen (2010) to measure green trust and its measurement includes five items:

- (1) You believe that this product’s environmental image is generally reliable.
- (2) You think that this product’s environmental functionality is generally dependable.
- (3) Overall, you believe that this product’s environmental claims are trustworthy.
- (4) This product’s environmental performance meets your expectations.
- (5) This product keeps promises for environmental improvement.

4. Empirical results

This study utilizes structural equation modeling (SEM) to test the research framework and hypotheses, and applies AMOS 17.0 to obtain the empirical results. SEM of this study examines the two levels of analysis, the measurement model and the structure model, and their results are shown in the following. This study uses the method of maximum likelihood estimation in the SEM model. This study applies a test of goodness of fit (chi-squared test) to test the normality of data with respect to the four constructs and the 19 items in this study. It tests a null hypothesis, which states that the frequency distribution of the four constructs and the 19 items observed in the sample is consistent with a normal distribution. This study separates a normal distribution into ten areas. The probability of every area is 0.1. This study calculates the 23 chi-squared values for the four constructs and the 19 items. All of the 23 chi-squared values are less than 14.0671 (chi-squared value, degree of freedom $\frac{1}{4}$ 7, α $\frac{1}{4}$ 0:05). There is no evidence to reject the normality of data with respect to the four constructs and the 19 items in this study.

4.1 The results of the measurement model

The means, standard deviations, and correlation matrix are reported in Table I. In Table I, there are positive correlations among green perceived quality, green

satisfaction, and green trust, while there are negative correlations between green perceived risk and the other constructs. The factor analysis of the four constructs is shown in Table II. Every construct in this study can be classified into only one factor. We refer to the previous literature to design questionnaire items. Before mailing to the respondents, this study employs two pretests for the questionnaire revision. Therefore, the measurement of this study is acceptable in content validity. In addition, Harman's one-factor test is applied to test the presence of common method variance (CMV) (Podsakoff et al., 2003). There are nineteen items within the four constructs in this study. All the 19 items are entered into an exploratory factor analysis, using factor analysis of unrotated principal components to determine the number of factors that are necessary to account for the variance in the variables. The result shows that there are four factors in the exploratory factor analysis. If a substantial amount of common method variance (CMV) is present, either a single factor would emerge from the exploratory factor analysis, or one general factor will account for the majority of the covariance among the variables (Malhotra et al., 2006). There are four distinct factors with eigenvalues greater than 1.0 rather than a single factor. In addition, the four factors together account for 76 percent of the total variance; the first (largest) factor does not account for a majority of the variance (27 percent). Thus, no general factor is apparent. Based on the above two criteria, there is no common method variance (CMV) problem in this study. In addition, there are several measures to confirm the reliability and validity of the constructs. On one hand, one measure of the reliability is to examine the loadings of each constructs' individual items. With respect to the quality of the measurement model, the loadings (**I**) of all items of the four constructs listed in Table III are significant. On the other hand, Cronbach's α is the other measure of the reliability. Table III reports the Cronbach's α coefficients of the four constructs. In general, the minimum requirement of Cronbach's α coefficient is 0.7 (Hair et al., 1998). In Table III, the Cronbach's α coefficient of "green perceived quality" is 0.851; that of "green perceived risk" is 0.847; that of "green satisfaction" is 0.885; that of "green trust" is 0.917. Because the Cronbach's α coefficients of all constructs are more than 0.7, the measurement of this study is acceptable in reliability.

Constructs	Mean	Standard deviation	A	B	C
A. Green perceived quality	3.684	0.572			
B. Green perceived risk	2.541	0.563	0.368 *		
C. Green satisfaction	3.747	0.578	0.379 *	0.354 *	
D. Green trust	3.783	0.582	0.380 **	0.370 *	0.388 *

Notes: * $p > 0.05$; ** $p > 0.01$

Table I.
Means, standard
correlation matrix

Constructs	Number of items	Number of factors	Accumulation percentage of explained variance
Green perceived quality	5	1	57.0
Green perceived risk	5	1	56.3
Green satisfaction	4	1	55.7
Green trust	5	1	58.6

Table II.
Factor analysis of this
study

Constructs	Items	I	Cronbach's a	AVE	The square root of AVE
A. Green perceived quality	GPQ1	0.820	0.851	0.734	0.857
	GPQ2	0.829*			
	GPQ3	0.838*			
	GPQ4	0.822*			
	GPQ5	0.840*			
B. Green perceived risk	GPR1	0.831	0.847	0.730	0.854
	GPR2	0.841*			
	GPR3	0.859*			
	GPR4	0.842*			
	GPR5	0.904*			
C. Green satisfaction	GS1	0.824	0.885	0.757	0.870
	GS2	0.845*			
	GS3	0.822*			
	GS4	0.891*			
D. Green trust	GT1	0.828	0.917	0.728	0.853
	GT2	0.855*			
	GT3	0.879*			
	GT4	0.884*			
	GT5	0.892*			

Note: * $p > 0.01$

Table III.
The items' loadings (**I**),
the Cronbach's **a**
coefficients, and AVEs

Furthermore, it is also important to verify whether the validity of the measurement in this study is acceptable. This study uses Fornell and Larcker's measure of average variance extracted (AVE) to assess the discriminant validity of the measurement (Fornell and Larcker, 1981). The AVE evaluates the amount of variance captured by constructs through their items relative to the amount of variance owing to the measurement error. To satisfy the requirement of the discriminant validity, the square root of a construct's AVE must be greater than the correlations between the construct and the other ones in the model. For example, the square roots of the AVEs for the two constructs, green perceived quality and green trust, are 0.857 and 0.853 in Table III, which are more than the correlation, 0.380, between them in Table I. It demonstrates that there is adequate discriminant validity between the two constructs. The square roots of all constructs' AVEs in Table III of this study are all more than the correlations among all constructs in Table I. Therefore, the discriminant validity of the measurement is acceptable. Besides, if the AVE of a construct is higher than 0.5, it means that there is convergent validity for the construct. As reported in Table III, the AVEs of the four constructs are 0.734, 0.730, 0.757, and 0.728, which are all higher than 0.5. It points out that the convergent validity of the measurement is acceptable. According to the above results, the reliability and validity in this study are adequate.

4.2 The results of the structural model

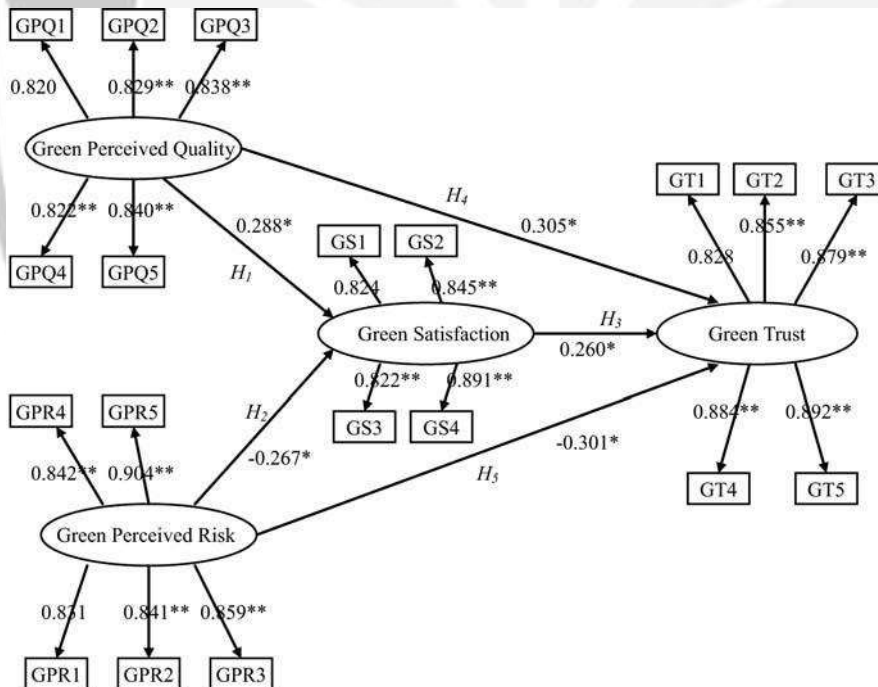
Table IV reports the results of the structural model in this study. The overall fit measures of the full model in the SEM indicate that the fit of the model is acceptable (Degree of freedom $\frac{1}{4}$ 147, Chi-square $\frac{1}{4}$ 291.06, GFI $\frac{1}{4}$ 0.902, RMSEA $\frac{1}{4}$ 0.042,

NFI ¼ 0.916, CFI ¼ 0.918). All of the paths estimated are significant, and all hypotheses are supported in this study. Adding more paths in this research framework would not significantly improve the fit. The residuals of the covariance are small and center near 0. The results of the full model in this study are shown in Figure 2. All five paths estimated are significant. Therefore, H1, H2, H3, H4, and H5 are all supported in this study. This study finds out that the increase of green perceived quality cannot only meet both of the strict international environmental regulations and the popular consumer environmentalism, but also enhance both of green satisfaction and green trust. Besides, the results demonstrate that green perceived risk is negatively associated with both of green satisfaction and green trust. In addition, the empirical

Hypothesis	Proposed effect	Path coefficient	Results
H1	β	0.288 *	H1 is supported
H2	-	20.267 *	H2 is supported
H3	β	0.260 *	H3 is supported
H4	β	0.305 *	H4 is supported
H5	-	20.301 *	H5 is supported

Note: * $p < 0.05$

Table IV.
The results of the structural model



Notes: Degree of freedom = 147; Chi-square = 291.06; GFI = 0.902; RMSEA = 0.042; NFI = 0.916; CFI = 0.918. * $p < 0.05$; ** $p < 0.01$

Figure 2.
The results of the full model

results show that green satisfaction would further positively affect green trust. Additionally, this study verifies that green satisfaction partially mediates the relationships between green trust and its two antecedents – green perceived quality and green perceived risk. Therefore, companies should raise their green perceived quality and reduce green perceived risk to enhance their green satisfaction and green trust to satisfy their customers' environmental needs.

5. Conclusions and implications

The prior literature is not conclusive on how green trust could be built up and be retained in the environmental era. This study uses both of consumers' quality and risk perceptions about environmental concern as a way to facilitate trust building in the context of prevalent environmental trends. This study proposes two new constructs – green perceived quality and green perceived risk – and develops a research framework to further explore their relationships with green satisfaction and green trust. The first purpose of this study is to explore the relationships between green trust and its two antecedents – green perceived quality and green perceived risk. The second purpose of this paper is to identify the mediation effect of green satisfaction. The empirical results show that green perceived quality positively relates to both of green satisfaction and green trust. Besides, this study indicates that green perceived risk negatively relates to both of green satisfaction and green trust. In addition, this study demonstrates that the relationships between green trust and its two determinants – green perceived quality and green perceived risk – are partially mediated by green satisfaction. All hypotheses proposed in this study are supported. Hence, investing resources in the increase of green perceived quality and the reduction of green perceived risk is beneficial to raise green satisfaction and green trust.

This study combines the concepts of green marketing and relationship marketing to develop a research framework of green trust. According to the empirical results in this study, companies should enhance their green perceived quality, reduce their green perceived risk, and raise their green satisfaction in order to increase their green trust in the environmental era. A useful starting point for marketers is to develop marketing strategies which can foster the increase of consumers' green perceived quality and green satisfaction in order to build up a longer-term green trust relationship in the context of popular environmentalism nowadays. In addition, perceived risk is critical at determining consumer behaviors because consumers are often motivated to reduce risk than to maximize utility on their purchase processes (Rao et al., 2007). Because green perceived risk would lower green satisfaction and green trust, marketers must eliminate and reduce green perceived risk at every opportunity.

There are four academic contributions in this study. First, this study summarizes the literature on green marketing and relationship marketing into a new managerial framework of green trust. Second, when consumers are forced to face a trade-off between product quality and product greenness, they will not sacrifice their desires about product quality just to be green. In order to deal with this dilemma, this study develops a framework, which considers product greenness and both of consumer perceived quality and perceived risk to enhance green trust under the context of consumer skepticism in the market. Third, this study demonstrates that the relationships between green trust and its two determinants – green perceived quality and green perceived risk – are partially mediated by green satisfaction. Fourth, the

reduction of customer perceived risk about product greenness can help companies to ease customer skepticism and to raise customer trust for their green products. This paper extends the research of consumer trust, satisfaction, perceived quality, and perceived risk into the field of green marketing.

Because green marketing has become an effective approach to take advantage of prevalent environmental trends nowadays, companies should use green marketing strategies to differentiate and to position their products in order to seize new green opportunities (Polonsky, 1994). If companies would like to develop long-term strategies to carry out their green marketing, the main challenge for them is how to incorporate their environmental goals into their business strategies (Chen, 2010). This study extends the trust research into the field of environmental management and verifies that green perceived quality and green perceived risk are significantly related to green trust. This study demonstrates that both of enhancing green perceived quality and reducing green perceived risk can not only increase green satisfaction, but also raise green trust. In order to enhance green trust, companies should combine the concepts of green perceived quality, green perceived risk, and green satisfaction into their long-term environmental strategies in the stage of strategy-planning.

There are three practical contributions in this study. First, this study demonstrates that the increase of green perceived quality and the decrease of green perceived risk cannot only enhance green satisfaction, but also raise green trust. If companies want to improve green trust of their products, they should implant the notions of green perceived quality, green perceived risk, and green satisfaction into their business models. Second, it is worth educating experienced retailers as a reliable information channel between consumers and vendors to increase green perceived quality of the consumers and to decrease their green perceived risk in order to raise their green trust in a more complicated marketing environment (Sweeney et al., 1999). Third, companies need to enhance green satisfaction of their customers. Because there exists a significant mediation effect of green satisfaction in this study, companies can build up green satisfaction from their customers to increase the extent of the positive relationship between green perceived quality and green trust and to decrease the extent of the negative relationship between green perceived risk and green trust.

This study concentrates on information and electronics products in Taiwan, so future research can focus on the purchase experience of other kinds of products in other countries and compare with this study. Besides, the social and environmental context would influence consumer decision making. Hence, this study suggests that future research could add the social and environmental context into the research framework to fill in the research gap. This study verifies the hypotheses by means of a questionnaire survey method, only providing cross-sectional data, so that this study cannot observe the dynamic change of green perceived quality, green perceived risk, green satisfaction, and green trust in the different stages of the environmental regulations in the world through longitudinal data. Thus, future research can set forth toward a longitudinal study to find out the differences of green perceived quality, green perceived risk, green satisfaction, and green trust in the different stages of the environmental regulations in the world. In addition, future research can undertake other longitudinal studies to investigate the differences in the different stages of product life cycle or consumer experience. Finally, this study hopes that the research results are helpful to managers, researchers, practitioners, and policy makers, and contribute to future research as reference.

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About the authors

Dr Yu-Shan Chen is a Professor in the Department of Business Administration of National Taipei University in Taiwan. His research interests focus on corporate environmental management, green marketing, technology management, and innovation management. Yu-Shan Chen is the corresponding author and can be contacted at: dr.chen.ys@gmail.com

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Dr Ching-Hsun Chang is an Assistant Professor in the Department of Business Administration of Tamkang University in Taiwan. Her research interests focus on corporate environmental management, green marketing, technology management, and innovation management.



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