GREEN PERCEIVED VALUE ON GREEN PRODUCT AWARENESS AND GREEN SATISFACTION MODERATED BY GENDER

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ABSTRACT

The interest in this research arises from the contradiction between the increasing need for tissue use in modern society based on data from the Food and Agriculture Organization (FAO) and the threat it poses to environmental sustainability through deforestation for tissue raw materials and tissue waste disposal. One of the companies that actively promotes the production of environmentally friendly tissue is Tessa tissue manufacturer.

This research utilizes a purposive sampling technique, selecting members of the green community who consume various Tessa tissue products. The data processing in this study employs the PLS-SEM method using SmartPLS 3 software. The research includes measurement model testing, structural model testing, hypothesis testing, and moderation testing. The results of the study indicate that green perceived value has a positive effect on green awareness and green satisfaction. Gender does not moderate the influence of green perceived value on green awareness and green satisfaction.

Keywords: green perceived value, green awareness, green satisfaction.

ABSTRAK

Ketertarikan penelitian ini muncul dari kontradiksi antara meningkatnya kebutuhan penggunaan tisu di masyarakat modern berdasarkan data dari Food and Agriculture Organization (FAO) dan ancaman yang ditimbulkannya terhadap kelestarian lingkungan melalui penggundulan hutan untuk bahan baku tisu dan pembuangan limbah tisu. Salah satu perusahaan yang aktif mempromosikan produksi tisu ramah lingkungan adalah produsen tisu Tessa. Penelitian ini menggunakan teknik purposive sampling, yaitu memilih anggota komunitas hijau yang mengkonsumsi berbagai produk tisu Tessa.

Pengolahan data dalam penelitian ini menggunakan metode PLS-SEM menggunakan perangkat lunak SmartPLS 3. Penelitian ini meliputi pengujian model pengukuran, pengujian model struktural, pengujian hipotesis, dan pengujian moderasi. Hasil penelitian menunjukkan bahwa *green perceived value* berpengaruh positif terhadap *green awareness* dan *green satisfaction.* Jenis kelamin tidak memoderasi pengaruh nilai persepsi hijau terhadap kesadaran hijau dan kepuasan hijau.

Kata kunci: nilai persepsi hijau, kesadaran hijau, kepuasan hijau

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1. INTRODUCTION

Referring to data from the Food and Agriculture Organization (FAO) over a span of 10 years (2006-2016), the average consumption of printing and writing paper worldwide experienced a negative decline of 4.6% and 1.3%, respectively. In contrast, tissue consumption shows an average increase of 2.8% per year in line with the growing demands of society (Swa, 2018). The diverse needs of society related to tissue usage compel the tissue industry to be more creative in creating tissue products that align with these needs. The current market offers various types of tissue, including facial tissue, toilet tissue, towel tissue, napkin tissue, baby tissue, and wet tissue. According to data from BPS TW II 2019, these product innovations have contributed to a 12.49% growth in tissue consumption, impacting the paper industry (Bisnis.com, 2020).

The convenience of using tissue in daily activities has become a lifestyle, replacing the use of handkerchiefs/towels in the past. The extensive use of tissue poses a threat to forests and has a negative impact on forest conservation and the environment. The Worldwide Fund for Nature (WWF) Indonesia estimates that approximately 270,000 trees are cut down and end up as waste every day globally. Surprisingly, 10% of that number corresponds to toilet tissue alone. This finding does not even include other types of tissue. In fact, a survey results conducted by WWF Indonesia show that 54 percent of urban communities are accustomed to using three sheets of tissue to dry their hands. The ease of acquiring tissue at a low price encourages wasteful behavior (Tempo, 2022).

The contradiction of tissue, which provides significant benefits to modern society while also posing a threat to environmental sustainability through deforestation for tissue raw materials and tissue waste disposal, is intriguing to study. This is due to the promotional efforts made by companies to build green product perceptions among consumers. One of the companies actively promoting the production of environmentally friendly tissue is Tessa tissue manufacturer. The researchers are interested in examining whether consumers' green perceived value influences green product awareness and green satisfaction (Djakasaputra & Pramono, 2020; Luis & Pramudana, 2017; Saufi, 2018) moderated by gender (Syarifuddin & Purnama, 2017). In previous research, (Syarifuddin & Purnama, 2017) examined green products in supermarkets.

Since 2011, PT Graha Kerindo Utama, as the manufacturer of Tessa tissue, has been developing environmentally friendly tissue products. PT GKU joined The Global Forest and Trade Network to produce tissue paper using raw materials from industrial plants and the use of bio-plastic packaging. Tessa tissue continues to innovate and maintain consistent high-quality and environmentally friendly standards (Kompas, 2011).

Tessa tissue products utilize social media to educate consumers about environmentally friendly tissue products through a gathering event in Jakarta in 2015. In this event, Tessa, together with WWF Indonesia and FSC Indonesia, invited the public to make wise purchases

of tissue products from responsibly sourced forests, marked by the Forest Stewardship Council (FSC) logo. Tessa is the pioneer of tissue products in Indonesia to use the Forest Stewardship Council (FSC) logo on its packaging, which is also environmentally friendly. Using ecoplas – bioplastic packaging made from cassava flour, which easily decomposes in the soil. Regular plastic packaging takes more than 500 years to decompose and causes soil or marine pollution, while bioplastic can be digested by soil microbes with the help of sunlight. When buried in the soil at the Final Disposal Site (TPA), bioplastic degrades and is decomposed by soil microbes (Tribun, 2015).

Through its best products and services, Tessa consistently encourages consumers in Indonesia to contribute to the preservation, protection, and restoration of natural resources by using products sourced from responsible and environmentally friendly forests. In 2022, Tessa introduced the first innovation in Indonesia by launching a product that is unbleached and free from excessive chemicals, called Tessa Nature. Tessa Nature has a natural wood-like brown color and other natural characteristics such as aroma and the softness of Eucalyptus fibers (Infobrand, 2023). The pioneering and innovative nature of Tessa tissue products makes them an interesting subject for research.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Green Perceived Value

Green perceived value refers to the consumer's judgment of the net benefits offered by green products or services (Bolton & Drew, 1991). Green perceived value is the consumer's appreciation of the green product consumed by comparing the benefits and sacrifices made to obtain the green product, which has become a necessity (Patterson & Spreng, 1997; Chen, 2013; Syarifuddin & Purnama, 2017). The number of benefits obtained by consumers when consuming a product or service shapes a high green perceived value (Saufi, 2018). Green perceived value is crucial for green companies as it can enhance consumer attractiveness in purchasing green products. The higher the perceived green value by consumers, the greater the likelihood of their desire to consume the product.

Findings from previous research on perceived value have shown positive impacts on marketing performance (Sweeney & Soutar, 2016) because perceived value significantly influences consumers' purchase intentions through the perceived product value (Steenkamp & Geyskens, 2006). A product can deliver a value message to consumers by presenting it as different from competitors and providing different benefits (Zeithaml, 1988). Perceived value is one of the key determinants to sustain consumer-company relationships, applicable to both green and non-green products (Kumar & Reinartz, 2016).

Green companies are essential in creating green perceived value to achieve what has been discussed earlier. According to Sweeney & Soutar (2016), green perceived value comes from consumers who have experienced the benefits of the green product or service consumed. Every benefit experienced by consumers becomes an advantage for them as a result of using the consumed product or service. The advantages obtained by consumers then become a perceived green value.

2.2 Green Product Awareness

Green product awareness is defined as the consumer's ability to recognize and recall environmentally friendly goods or services. It also indicates the consumer's ability to

remember the brands of various types of green products produced from environmentally friendly activities (Syarifuddin & Purnama, 2017). Additionally, green awareness is positively related to the decision to purchase green products (Chen & Chang, 2012). Moreover, according to social cognitive theory, green awareness can improve environmentally oriented human behavior (Zarnikau, 2003) and influence consumer purchasing behavior (Suki, 2013). Green product awareness is the effort made by consumers in the transaction of purchasing green products, taking into account environmental concern, green brand image, and green price (Rumpoko, 2016). Green product awareness is the consumer behavior in purchasing environmentally friendly products, followed by the emergence of interest in consuming those products (Syarifuddin & Purnama, 2017).

2.3 Green Satisfaction

According to Chen & Chang as cited in the research by (Syarifuddin & Purnama, 2017), green satisfaction is the satisfaction experienced by consumers when one of their desires, needs, or expectations regarding environmentally friendly products is fulfilled. Green satisfaction refers to the overall satisfaction level of consumers with the performance of products or services that meet their expectations and needs (Chen, 2013). Green satisfaction is the consumer's evaluation of the overall performance of green products or services (Kurniawan, 2014).

Green satisfaction represents the level of consumer satisfaction in fulfilling their needs and desires for environmental aspects, sustainable expectations, and environmentally friendly products (Djakasaputra & Pramono, 2020). The magnitude of the benefits received by consumers from green products determines their satisfaction with those products (Teng & Wu, 2019). Green customer satisfaction can be defined as a state or mindset when consumers consume green products and their desired, needed, and expected outcomes throughout the product/service lifecycle are met (and even exceeded), motivating them to make repeat purchases and exhibit the highest level of loyalty (RP Bagozzi, 1991; Usta & Kateriana B, 2011).

Green product satisfaction can occur after consumers consume products or services, but it can also begin during the pre-purchase evaluation process and continue through the actual purchase. Green trust can be defined as the belief in the credibility of a product or service based on the long-term commitment to environmental sustainability and consumer health (Martínez, 2015).

Hypothesis Development

The Influence of Green Perceived Value on Green Product Awareness

Referring to Grimmer and Wolley as cited in the research by Dhewi et al. (2018), when consumers make purchase decisions, they tend to maximize green value by comparing the costs involved and the perceived benefits. Consumers will choose products with the highest perceived green value because of the positive environmental impact associated with green product awareness. Research findings state that perceived green value influences the increase in green product awareness (Syarifuddin & Purnama, 2017). This is because perceived green value has the benefit of enhancing consumer awareness of green products, which in turn is closely related to consumer decisions in choosing environmentally friendly products

(Syarifuddin & Purnama, 2017). Based on the explanations above, the research hypothesis is formulated as follows:

H1: Green Perceived Value has a positive influence on green product awareness.

The Influence of Green Perceived Value on Green Satisfaction

The better the perceived green value by consumers, the more it generates green satisfaction. Green satisfaction represents the evaluation of environmentally friendly products or services according to consumer expectations (Djakasaputra & Pramono, 2020). The better the performance of green products or services, the better the evaluation. This will result in the creation of consumer green satisfaction. Green satisfaction tends to influence consumers to remain loyal to the specific green products or services and not switch to other green alternatives.

Green Perceived Value is an assessment made by consumers regarding the overall benefits of environmentally friendly products, thereby creating green satisfaction. Green satisfaction is achieved because of the consumer's positive perception of the green value in a product. Green satisfaction is defined as the level of consumer satisfaction in consuming green products based on the benefits received. Based on previous research conducted by Djakasaputra & Pramono (2020) and Luis & Pramudana (2017), it is stated that Green Perceived Value has a positive influence on green satisfaction. Therefore, the research hypothesis is formulated as follows:

H2: Green Perceived Value has a positive influence on Green Satisfaction.

The Influence of Green Perceived Value on Green Product Awareness and Green Satisfaction Moderated by Gender

The relationship between perceived green value and green product awareness increases with the growing number of consumers consuming green products. According to Syarifuddin & Purnama (2017), the increase in consumers can be observed based on demographic factors such as gender. Observations show that gender moderates the relationship between perceived green value and green product awareness. Based on previous research conducted by Syarifuddin & Purnama (2017), it is stated that gender moderates the influence of green perceived value on green product awareness and green satisfaction. Therefore, the research hypotheses are formulated as follows:

H3: Gender moderates the influence of green perceived value on green product awareness.

H4: Gender moderates the influence of green perceived value on green satisfaction.

Referring to the formulated hypotheses, the research model is depicted as follows:

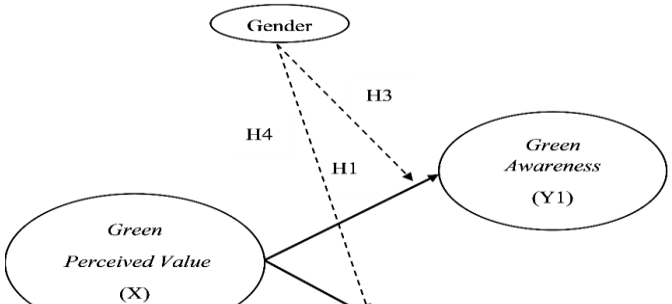

Figure 1. Research Model

3. RESEARCH DESIGN

The sampling method used in this research is purposive sampling, with specific criteria (Arikunto, 2013), which includes members of the Green Community who consume Tessa tissue, an environmentally friendly green product. The number of respondents who filled out the questionnaire was 245 individuals, according to the predetermined criteria. The research was conducted online, and the research data obtained were processed using SEM PLS 3.

3.1 Respondents' Demographics

The research data was obtained by distributing questionnaires sourced from primary data (Roopa & Rani, 2012). The online questionnaire distribution was done using Google Forms, utilizing smartphones and social media platforms, targeting respondents who meet the criteria. The demographics of the 245 respondents who filled out the questionnaire are listed in the table below:

Table 1. Respondents' Demographics

Demographics Respondents		Number	Percentage (%)
Gender	Male	71	29,98
	Female	174	71,02
Age (years)	< 20	29	11,84
	20 – 25	202	82,45
	26 – 30	9	3,67
	31 – 35	1	0,41
	>35	4	1,63
Education	Elementary	1	0,41
	Junior high school	-	0
	Senior high school	178	72,65
	Diploma	15	6,12
	Bachelor's degree	48	19,59
	Master's degree	3	1,22
Occupation	Student	175	71,43
	Entrepreneur	20	8,16
	Private employee	46	18,78

	Housewife	4	1,63
Income/Allowance	< Rp 1.500.000	130	53,06
	Rp1.500.000-Rp3.000.000	75	30,61
	> Rp3.000.000-Rp5.000.000	25	10,20
	> Rp5.000.000-Rp8.000.000	12	4,9
	> Rp8.000.000	3	1,22

Source: Processed by the researcher.

3.2 Research Variables and Operational Definitions

This study involves independent variables, dependent variables, and a moderating variable (Sugiyono, 2010). The independent variable in this study is green perceived value, while the dependent variables are green product awareness and green satisfaction, with gender as the moderating variable.

3..2.1 Green Perceived Value

Green perceived value is the consumer's appreciation of the consumed green product by comparing the benefits and sacrifices involved in obtaining the green product that meets their needs (Syarifuddin & Purnama, 2017). The research instrument for the green perceived value variable uses five indicators according to Arshad et al. (2014), for example: "This product's environmental function provides significant value to me," "The environmental performance of this product meets my expectations."

3.2.2 Green Product Awareness

Green product awareness is the consumer's awareness that consuming green products has a positive impact on the environment (Rahmi et al., 2017). According to Rahmi et al. (2017) and Arshad et al. (2014), there are four indicators that can be used to measure green product awareness, including: "I am aware of the environmental efforts made in this product and brand," "I like to use products labeled as environmentally friendly."

3.2.3 Green Satisfaction

Green satisfaction is the consumer's evaluation of the holistic performance of green products/services (Kurniawan, 2014). The measurement indicators for green satisfaction used by Chen in Kurniawan's research (2014) include: "I am happy with my decision to choose this product because of its environmental function," "Overall, I am satisfied with buying this product because it is environmentally friendly."

3.3. Analytical Techniques and Tests Conducted

The research was tested using the PLS-SEM method. Structural Equation Modeling (SEM) is an evolved multiple equation model developed from econometric principles combined with regulation principles from sociology and psychology. SEM is an integral part of academic managerial research (Ghozali, 2008). Partial Least Squares (PLS) is a predictive technique that can handle many independent variables, even in the presence of multicollinearity among all independent variables (Ramzan & Khan, 2010). PLS is a formative-based analysis of SEM. The PLS-SEM analysis technique is conducted in three stages: measurement model testing, structural model testing, and hypothesis testing.

4. RESULT AND DISCUSSION

4.1 Measurement Model Results

Validity testing was conducted on 5 items for GPV, 9 items for GPA, and 4 items for GS. The results of the validity testing are considered convergent if the items show outer loadings ≥ 0.70 (Algifari & Rahardja, 2020), as shown in the table below:

Table 2. Convergent Validity Test Results

Variable	Instrument	Outer Loading	Criteria
GPV	X13	0,881	Valid ≥ 0,70
	X14	0,894	
	X15	0,846	
GPA	Y13	0,845	
	Y14	0,826	
	Y16	0,709	
	Y18	0,761	
GS	Y21	0,827	
	Y22	0,754	
	Y23	0,865	
	Y24	0,811	

Source: SmartPLS data analysis

In addition to the above convergent validity test results, discriminant validity testing was also performed using the Average Variance Extracted (AVE) values > 0.50. The testing is considered valid if the results show AVE values > 0.50 and invalid if the results show AVE values < 0.50 (Algifari & Rahardja, 2020).

Table 3. Discriminant Validity Test Results (AVE)

Variable	AVE	Criteria
GPV	0,764	Valid > 0,50
GPA	0,620	
GS	0,665	

Source: SmartPLS data analysis

Reliability testing aims to determine the reliability of the indicators used to measure the research variables by considering Cronbach's Alpha value. The testing is considered reliable if the Cronbach's Alpha value is > 0.70 for confirmatory research and > 0.60 for exploratory research (Algifari & Rahardja, 2020). Since this study is confirmatory research, the Cronbach's Alpha and Composite Reliability values > 0.70, indicating that the research instrument is reliable. The table below shows the results of the reliability testing:

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Criteria
GPV	0,846	0,906	Reliable > 0,70

4.2. Structural Model Results

R square is used to measure the ability of all independent variables to explain the variation in the dependent variable, with the criteria shown in the table below (Algifari & Rahardja, 2020).

Table 5. R Square Results

Variable	R Square	Status	Criteria
GPA	0,312	Low	≥0.70 strong, ≥0.67 high, ≥0.33 moderate, ≥0.19 low, and <0.19 no ability
GS	0,540	Moderate	

Source: SmartPLS data analysis

The R2 test results show a value of 0.312 for the green product awareness variable, indicating that green perceived value can explain 31.2% of the variation in green product awareness. The R2 value for green satisfaction is 0.540, indicating that green perceived value can explain 54% of the variation in green satisfaction. The ability of green perceived value to explain green satisfaction (54%) is higher than its ability to explain green product awareness (31.2%).

The Variance Inflation Factor (VIF) is used to identify multicollinearity issues that can affect the efficiency of the regression model (Algifari & Rahardja, 2020). The collinearity statistics are considered to have no multicollinearity issues if the inner VIF values are < 5 (Algifari & Rahardja, 2020). The table below shows the results of the collinearity statistics (VIF) test:

Table 6. Collinearity Statistics (VIF) Results

Variable Relationship	VIF Value	Status	Criteria
GPV → GPA	1,013	No multicollinearity issues	Inner VIF <5
GPV → GS	1,013		
Gender → GPA	1,001		
Gender → GS	1,001		
Gender*GPV → GPA	1,013		
Gender*GPV → GS	1,013		

Source: SmartPLS data analysis

The Standardized Root Mean Square Residual (SRMR) is used to assess the fit of the structural model in testing the influence of independent variables on the dependent variable. The testing is considered fit if the SRMR value is < 0.1 (Algifari & Rahardja, 2020). The table below shows the model fit test results (SRMR):

Table 7. Model Fit Test (SRMR) Results

	Saturated Model	Estimated Model
SRMR	0,065	0,086

Source: SmartPLS data analysis

The table above shows a model fit test result of 0.065, indicating that the testing is considered fit as the saturated model is < 0.1.

Q Square Predictive Relevance is used to measure the relevance of the structural model in predicting parameter values. If the Q2 value of the structural model > 0, it indicates that the structural model has predictive relevance and is suitable for testing the influence of

independent variables on the dependent variable (Algifari & Rahardja, 2020). The table below shows the Q2 test results:

Table 8. Q2 Predictive Relevance Test Results

Variable	SSO	SSE	Q^2 (=1-SSE/SSO)
GPV	735,000	735,000	
GA	980,000	804,492	0,179
GS	980,000	638,821	0,348

Source: SmartPLS data analysis

The results above show Q2 test results of 0.179 for the influence of green perceived value on green product awareness moderated by gender, which is relatively lower compared to the influence of green perceived value on green satisfaction moderated by gender at 0.348. However, both Q2 test results can be considered to have predictive relevance as the Q2 values > 0.

4.3 Hypothesis Testing Results

Hypothesis testing was conducted using Path Coefficients. The table below shows the results:

Table 9. Hypothesis Testing Results (Path Coefficients)

Variable Relationship	Beta	p Value	Hypothesis
GPV → GPA	0,555	0,000	Supported
GPV → GS	0,736	0,000	Supported

Source: SmartPLS data analysis

Moderation testing is an analytical approach used to determine whether a moderating variable weakens or strengthens the influence of independent variables (X) on the dependent variable (Y) (Liana, 2009). The table below shows the moderation testing results:

Table 10. Moderation Testing Results

Variable Relationship	Beta	P Value	Hypothesis
Gender*GPV → GA	0,030	0,588	*Not Supported*
Gender*GPV → GS	0,077	0,098	*Not Supported*

Source: SmartPLS data analysis

Discussion

The first hypothesis is supported, indicating that green perceived value has a positive influence on green product awareness, with a Beta value of 0.555 indicating a positive influence and a p value of 0.000 < 0.050 indicating a significant influence. The results of the

first hypothesis testing align with previous research by Syarifuddin & Purnama (2017), which showed a positive and significant influence of green perceived value on green product awareness. The second hypothesis is supported, indicating that green perceived value has a positive influence on green satisfaction, with a Beta value of 0.736 indicating a positive influence and a p value of 0.000 < 0.050 indicating a significant influence. The results of the second hypothesis testing align with previous research by Djakasaputra & Pramono (2020) and Luis & Pramudana (2017), which showed a positive and significant influence of green perceived value on green satisfaction.

The third and fourth hypotheses are not supported. Gender does not moderate the influence of green perceived value on green product awareness and green satisfaction. These results do not align with previous research conducted by Syarifuddin & Purnama (2017), which showed that gender can moderate the influence of green perceived value on green product awareness. The researchers speculate that gender does not moderate the influence of green perceived value on green product awareness because this study focuses only on green tissue products, while previous studies involved green products in supermarkets. Tissue products are a necessity for both genders and all age groups from infants to the elderly in daily life. The pioneering nature of Tessa tissue as a green and nature-friendly product that is safe to use in the long term for all ages and genders.

5. CONCLUSION

Based on the analysis of the research titled "The Influence of Green Perceived Value on Green Product Awareness and Green Satisfaction Moderated by Gender (A Case Study of Tessa Tissue Product Consumers)" using PLS-SEM, the researcher concludes that The variable of green perceived value has a positive and significant influence on green product awareness. This indicates that respondents who perceive green value in a product or service they have consumed tend to create awareness of green products. As a result, they make sustainable purchasing decisions because they are aware of the benefits of the products or services they consume.

The variable of green perceived value has a positive and significant influence on green satisfaction. This indicates that respondents who perceive green value in a product or service they have consumed tend to experience green satisfaction. As a result, they make sustainable purchasing decisions because they are satisfied with the benefits of the products or services they consume.

Gender does not moderate the influence of green perceived value on green product awareness. This indicates that gender does not strengthen or weaken the influence of perceived green value on green product awareness in consuming green products. Gender does not moderate the influence of green perceived value on green satisfaction. This indicates that gender does not strengthen or weaken the influence of perceived green value on green satisfaction in consuming green products.

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