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**THE INFLUENCE OF CONSUMER KNOWLEDGE, TRUST, AND MOTIVATION
ON THE INTENTION TO BUY ENVIRONMENTALLY FRIENDLY PRODUCTS**

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Abstract

The purpose of this study was to determine how "The Influence of Knowledge, Trust and Motivation of Consumers on Purchase Intention of Environmentally Friendly Products. The technique used is non probability sampling using purposive sampling method. The sample size was 100 respondents by distributing questionnaires which were measured using a Likert scale. The results showed that knowledge had no significant positive effect on purchase intention for environmentally friendly products, but the factors of trust and motivation had a significant positive effect on purchase intention for environmentally friendly products in Yogyakarta.

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INTRODUCTION

The environment is a space inhabited by all living beings. The existence of the environment is crucial and needs to be protected and preserved. Current environmental issues are primarily caused by human activities. According to Chen (2011) cited in Lestari et al. (2020), "Common environmental issues discussed include global warming, marine pollution, deforestation, water scarcity, and biodiversity loss." Environmental issues are becoming more prevalent and raising public awareness. Governments actively take responsibility by implementing regulations on environmental utilization and directing these rules to all sectors for more effective environmental management. According to a Wikipedia contributor in 2020, "In Indonesia, environmental issues arise from deforestation due to illegal logging, water pollution from industrial waste, air pollution, forest fires, hunting and illegal trading of protected wildlife, coral reef damage, improper waste disposal, and excessive rainfall due to air pollution."

One way to preserve the environment is by creating eco-friendly products. "Eco-friendly products consist of safe components, use environmentally friendly packaging, are non-toxic, and recyclable" (Saraswaty and Suprpti, 2015). Eco-friendly products are safe for the environment, can be recycled, and are non-toxic. Developing eco-friendly products requires knowledge and targeting the consumer in product or service development.

Consumers' decision to use eco-friendly products is influenced by their level of environmental knowledge. According to Chan and Lau (2000) cited in Saraswaty and Suprpti (2015), "Ecological affect and ecological knowledge are crucial factors determining the intention to purchase eco-friendly products." Affection and knowledge of ecology are significant determinants of the desire to buy eco-friendly products. Aman et al., Ali and Ahmad, and Mei et al. (2012) cited in Suwarso and Wulandari K (2015) proved that environmental knowledge affects the intention to purchase green products or, in this case, eco-friendly products. People tend to buy eco-friendly products when they are aware of their positive impact on the environment. However, if environmental knowledge is low, there is little intention among the public to purchase such products.

In addition to consumers' knowledge of eco-friendly products, another influential factor is consumer trust. According to previous research by Nursalim and Wiradinata (2016), "Consumer trust encompasses all the knowledge and conclusions consumers have

about the object, attributes, and benefits." Considering consumer trust in a product is essential as consumers' choices are often driven by their trust in the product. Consumer trust is not solely based on individual beliefs but is influenced by various aspects that build trust in products and services. "Starting from quality to trust due to a good company image" (Lassoued & Hobbs, 2015 cited in Alamsyah, 2016), which indirectly affects a company's profitability.

Motivation, according to Schiffen and Kanuk (2012) cited in Surahmat and Astini (2020), is an inner drive that compels individuals to take action. This driving force arises from the pressure caused by unfulfilled needs. "Research shows that when consumers want to pursue or achieve something related to a product, that is the strongest expectation that motivates them to achieve satisfaction" based on Rana and Brett (2011) cited in Maruto, Kusuma, and Yasa (2015). Motivation arises from the internal driving force that stimulates individuals' desire to engage in specific activities to achieve a goal.

According to Junaedi (2003) cited in Laksmi and Wardana (2015), purchase intention is the consumer's attitude towards a product, consisting of trust in the brand and brand evaluation, leading to the intention to purchase. The lower the level of consumer trust in a product, the lower the purchase intention.

Currently, there is a growing trend of eco-friendly products in the market due to increased awareness of environmental concerns. One example is Ades beverages. Ades products are sensitive to the environment, which is highly relevant at present and captures public attention. Ades beverages have the advantage of being pioneers in analyzing the environmental dimension in their advertisements. The owners of Ades have a strong intention to position themselves at the top of the mineral water business. In the quote "Duet Ades Dan Coca Cola Menantang Aqua 2000," the partnership with Coca-Cola is believed to facilitate this mission. "We believe," says Irwan Gosakti, President Commissioner of Ades, "Coca-Cola's 70 years of experience in Indonesia will benefit our business's future. Its competitor, Aqua, has been fortunate in the beverage business, deeply ingrained in consumers' minds, namely the public. "The development of Ades products aligns with our commitment, live positively, a commitment based on sustainability and responsibility to the environment," explains Ratri Wuryandari, manager of Coca Cola Indonesia.

Based on the above discussion, it can be concluded that consumers' knowledge, trust, and motivation regarding environmental concern are crucial factors in their intention to purchase eco-friendly products. The suitability of eco-friendly products is increasingly important to consumers. Consumers play a determining role in the purchase intention of eco-friendly products.

METHOD

Population is a generalization area consisting of objects/subjects from which conclusions are drawn, according to Sugiyono, 2010 cited in Nursalim and Wiradinata (2016). The research used a questionnaire with a population of 140 consumers who are knowledgeable and familiar with eco-friendly products, aged between 15 and 30 years, but with a limited number. A sample is a part of the quantity and characteristics possessed by the population, as stated by Sugiyono, 2010 cited in Nursalim and Wiradinata (2016).

The sample studied consists of consumers who frequently consume Aedes brand mineral water. A total of 100 people were used as the sample. The technique used for sampling was purposive sampling. In the data analysis, multiple linear regression analysis was used, preceded by testing the research instrument and classical assumption tests. The variables were measured using a Likert scale with 5 possible answers. Total sample in this study is 100 respondent.

Multiple regression analysis was used to examine the effect of several independent variables (variable X) on the dependent variable (variable Y) (Ghozali, 2006: 81) in Mawey (2013). In the multiple regression of the independent variable (variable X), the effect on the dependent variable (variable Y) is calculated, the number is more than one.

RESULTS AND DISCUSSION

In the research data analysis process, several stages of data processing were carried out by conducting instrument testing using validity and reliability testing. After that, a series of hypothesis testing was carried out. In the steps to ensure the goodness of the instrument has been carried out using reliability and validity tests, the following are the results.

Table 1. Reliability Statistics

Reliability Statistics				
Cronbach's Alpha	Cronbach's Alpha Based on N of Items	Standardized Items		
,974	,975			22

Source: Processed Data (2021)

Based on the results of the reliability test, it is stated that the results of the research on the items that have been developed are reliable and valid. After the instrument testing process, hypothesis testing was carried out using multiple regression tests. The following are the results of multiple regression testing in the research that was developed.

Table 2. Regression Result

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-1,766	1,137		-1,553	,124
	Knowledge	-,036	,087	-,037	-,413	,681
	Trust	,360	,101	,324	3,555	,001
	Motivation	,612	,097	,637	6,283	,000

a. Dependent Variable: Intention to buy

Source: Processed Data (2021)

There is a difference in the results indicating that knowledge does not have a significant positive effect on the purchase intention of Ades eco-friendly products. This is shown by the result of the Sig value being greater than 0.05, or $0.681 > 0.05$, which means that knowledge does not affect the purchase intention of eco-friendly products. This provides an answer that higher or better knowledge from consumers does not influence their purchase intention for Ades eco-friendly products. In the findings of a research conducted by Wibowo and Amaliah (2013), it is stated that "Different research results can occur due to differences in backgrounds and subjects in this study." This study was conducted on the general public who are still neutral towards environmentally friendly behavior. Additionally, the values embraced by individuals in a certain region will inevitably differ from other regions, so it is possible to have different research results compared to previous studies.

The Influence of Trust on the Purchase Intention of "Ades" Eco-Friendly Products. The analysis results indicate that trust has a significant positive effect on the purchase

intention of Ades eco-friendly products, which means that the higher someone's trust in eco-friendly products, the higher their purchase intention becomes. In previous research by Comegys (2009) and Yoon (2002) cited in Alamsyah (2016), it is stated that "customer trust significantly affects consumer purchase decisions." This result indicates that consumers' trust in Ades eco-friendly products influences their intention to purchase the product. Consumer trust here refers to how a consumer believes and has confidence in increasing their intention to purchase Ades eco-friendly products.

The Influence of Motivation on the Purchase Intention of "Ades" Eco-Friendly Products. This research shows that motivation has a significant positive effect on the purchase intention of Ades eco-friendly products, as seen from the Sig value of 0.000, which is smaller than the value < 0.05 . This means that the higher someone's motivation towards Ades eco-friendly products, the greater the likelihood of their intention to purchase the product. In this regard, the research by Fredereca and Chairy (2010) in Maruto, Kusuma, and Yasa (2015) "provides research results that consumer motivation has a significant influence on purchase decisions and subsequent purchases of a product."

The implication of this research is that consumer motivation is one of the predictor variables for purchase intention, especially in the purchase intention of consumers towards Ades eco-friendly products. Therefore, in this research model, motivation is one of the variables that determines its positive simultaneous influence on the purchase of Ades eco-friendly products.

CONCLUSIONS AND SUGGESTIONS

It can be concluded in this study based on the first hypothesis testing, the results obtained are a Sig value of $0.681 > 0.05$, knowledge does not affect the intention to buy environmentally friendly products "Ades" because it is not significant, so H1 is rejected. The second hypothesis, the results of a Sig value of $0.001 < 0.05$, which means that trust influences the intention to buy environmentally friendly products "Ades", so that the third hypothesis, the results of a Sig value of $0.001 < 0.05$, which means that motivation influences the intention to buy friendly products "Ades" environment, so H3 is also accepted. The suggestions in this study are practical suggestions raised in research that has obtained that descriptive results show knowledge of environmentally friendly products Ades which shows insignificant results, it is necessary to add knowledge to

increase intensity in communicating environmentally friendly products so that they are right on target with target consumers who intend to buy environmentally friendly products. In this study, it is known that trust and motivation are factors that influence the intention to buy Ades' environmentally friendly products, therefore the researchers suggest continuing to maintain and improve product quality and innovate following developments in the marketing segment but still prioritizing positive environmental values. In addition, future researchers can also develop models in research of other variables, apart from knowledge, trust and motivation variables that can influence the intention to buy environmentally friendly products which are not hypothesized in the object of this research.

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