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DETERMINANTS OF GREEN PURCHASE INTENTION OF FOOD PRODUCT CONSUMERS IN MEDAN CITY

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ABSTRACT

The large amount of plastic packaging used for food packaging must be considered for environmental health. Plastic food packaging has a significant negative impact on environmental degradation. Therefore, this study examines the determinants of green purchasing intentions among food consumers in Medan. This study used a quantitative method. The analysis was conducted using Secure Modeling (SEM) using the Smart-PLS version 3.0 application program. The researchers took a sample of 390 people. The results showed that Perceived Consumer Effectiveness (PCE) has a positive and significant influence on green purchasing intentions in Medan. Therefore, it can be concluded that Perceived Consumer Effectiveness is very important to be implemented in Medan to make the city healthier and also improve purchasing intentions.

Keywords: Plastic packaging, Environmental health, Green purchase, Perceived Consumer Effectiveness (PCE)

INTRODUCTION

Data shows that Indonesia ranks second as the country with the highest amount of marine waste, reaching 3.21 million metric tons in 2021 (Miranti, 2022). If left unchecked, this situation could damage Indonesia's marine ecosystem and impact the quality of fisheries. Fish products contaminated by plastic waste will negatively impact the health of the Indonesian public. Therefore, industrial development, particularly the food industry, must be balanced with regulations regarding environmentally friendly food packaging standards (Tarigan et al., 2020).

Perceived Consumer Effectiveness (PCE) is a variable identified as a concept or understanding held by a person, where every activity and consumption pattern of various products can impact the environment (Park, 2015). Furthermore, PCE is also stated as a consumer's understanding of how to choose products that can reduce waste and pollution (Niedermeier et al., 2021). Specifically, this approach states that consumers will seek out and choose products labeled as environmentally friendly (Köse & Kırcova, 2021). Furthermore, consumers also believe that their habit of consuming environmentally friendly products can influence their social environment to be more concerned about the condition of nature and the ecosystem within it (Paul et al., 2016). Understanding consumer perceptions of effectiveness can only be achieved if consumers understand how the impact of consumption

waste can affect the current condition of the environment and ecosystem (Lavuri et al., 2022).

Research findings on the influence of perceived consumer effectiveness (PCE) on green purchase intention have yielded conflicting results. Lavuri et al.'s (2022) study found PCE to have a significant effect on green purchase intention. Meanwhile, Hartmann & Apaolaza-Ibáñez's (2012) study found that PCE had no significant effect on green purchase intention. Lavuri et al.'s (2022) study found that green attitude significantly influenced green purchase intention. This finding may be due to a habitual concern for health and the environment, which shapes consumer preferences for healthy and environmentally friendly products.

In short, the Theory of Planned Behavior proposes that attitudes, subjective norms, and perceived behavioral control shape a person's behavioral intentions, which in turn predict whether they will perform a particular behavior. This research was conducted in Medan, a city that is highly concerned with environmental issues and encourages its citizens to actively adopt environmentally friendly lifestyle habits. Research has found that the consumption patterns of Medan residents have been influenced by, or follow, the consumption patterns of Singaporeans, driven by: easy access to Singapore and the ease of obtaining various products sold in Singapore (Vafaei et al., 2011). This situation prompted researchers to investigate the interest of Medan residents in consuming food products with plastic packaging that is safe for health and environmentally friendly. Based on the explanation of the phenomena in each research variable and the research gaps above, it is important to conduct research related to the determinants of Green Purchase Intention among Food Product Consumers in Medan City.

LITERATURE REVIEW

Perceived Consumer Effectiveness

Perceived consumer effectiveness is defined as a specific belief that enables an individual to make a difference in finding a solution to a problem (Lavuri et al., 2022). Furthermore, perceived consumer effectiveness also refers to whether an individual's beliefs and behaviors can influence the overall impact of the problem (Niedermeier et al., 2021). Perceived consumer effectiveness is the single best predictor of environmentally friendly behavior. Consumers will purchase safe, environmentally friendly products if they believe their actions have a positive impact on the environment (Park, 2015). Perceived consumer effectiveness is also defined as a specific belief in an individual's efforts to make a difference in solving a problem (Lavuri et al., 2022).

Perceived consumer effectiveness is also considered to be the belief some people have in a particular outcome that can bring about change, while others perceive they have little ability to make a difference (Park, 2015). In this study, the variable perceived consumer effectiveness is defined as a specific belief that can motivate an individual to make a difference in finding a solution to a problem. PCE for environmental issues is also distinct from environmental concern or attitude and

makes a unique contribution to predicting environmentally conscious behaviors such as green purchasing.

Consumer concerns about environmental issues may not easily translate into pro-environmental behavior. However, individuals who hold a strong belief that their environmentally conscious behavior will produce positive outcomes are more likely to engage in such behaviors to support their environmental concerns. Thus, self-efficacy beliefs influence the likelihood of engaging in environmentally friendly product purchasing behaviors (Lavuri et al., 2022). PCE is determined by knowledge, direct, and indirect experience and varies across individuals based on their personal knowledge and experiences (Lavuri et al., 2022). Some people believe that their actions result in certain outcomes and can therefore bring about change. PCE is situation- or issue-specific, and these personal beliefs may be formed under the influence of more general and abstract value orientations (Pan et al., 2021; Winter et al., 2021).

Green purchase intention

Green purchase intention is the likelihood and willingness of a consumer interested in environmentally friendly issues and aware of choosing more environmentally friendly products over conventional products, whose production processes tend to neglect their impact and impact on the environment (Olson, 2022). Intention is assumed to be a precursor to actual behavior. The primary factor in the Theory of Planned Behavior (TPB) is each individual's intention, or desire, to perform a particular behavior (Tarigan et al., 2020).

Intention indicates how hard a person is willing to try and how much effort they plan to expend to perform the behavior. In other words, the stronger a person's intention to engage in a particular behavior, the greater the likelihood that the behavior will actually be performed (Alamsyah et al., 2020). Intention also refers to an individual's readiness to perform a particular behavior. Increasing public awareness of the environment has consequences for consumer behavior, namely green purchase intention (Paul et al., 2016).

Green purchase intention refers to consumers' willingness to purchase environmentally friendly products and the consumer has a motive to purchase these environmentally friendly products, or in other words, consumers are not only concerned about the ecological quality of a product but also about the consequences that can be caused to the environment as a result of their purchasing decisions for that product (Lavuri et al., 2022). Green purchase intention is also conceptualized as a person's opportunity and willingness in their purchasing considerations to give preference to products that have environmentally friendly functions compared to other traditional products (Hartmann & Apaolaza-Ibáñez, 2012).

RESEARCHMETHOD

This research is exploratory, explaining the influence patterns of each research variable. The variables in this study consist of the Independent Variable

(consumer perception of effectiveness) and the Dependent Variable (green purchasing intention). The population in this study is people who are aware of Food Products with Plastic Packaging who consume organic and environmentally friendly materials in the city of Medan. The sampling technique in this study uses a non-probability sampling method with a purposive sampling technique, where the sample is selected based on criteria that have been prepared by the researcher. The sample characteristics in this study were 1. Users of food products with plastic packaging for at least 2 years, 2. Knowledge of the benefits of food products with plastic packaging made from organic and environmentally friendly materials, and 3. Age > 17 years. The researcher took a sample of 390 people. The type of data used in this study is subject data (self-report data). The data sources used in this study are primary and secondary data sources. The Likert scale method is used in collecting questions related to the research problem.

In the main analysis stage, the validity test will use the confirmatory factor analysis (CFA) method to examine the causal relationship between each indicator and its latent variable. In this initial stage, the purpose of evaluating the causal relationship is to assess the validity and reliability of the model as a whole. Validity testing can be seen from the loading factor and AVE values. A loading factor ≥ 0.5 can be considered very significant (Hair et al., 2010). Next, a reliability test is conducted. Reliability analysis is used to measure the level of accuracy and precision of possible answers to several questions. High reliability measurements provide researchers with a basis for confidence that each indicator is consistent in its measurement. The reliability limit value uses Cronbach's Alpha. The generally acceptable Cronbach's Alpha value is 0.60 (Malhotra & Hall, 2019). However, the higher the Cronbach's Alpha value, the better the research outcome. The research analysis was conducted using SEM analysis using the Smart-PLS version 3.0 application program to process the data. In accordance with the research formulation, the research hypothesis is that there is an influence of consumer perceptions of effectiveness on environmentally friendly purchasing intentions.

RESULT AND DISCUSSION

Description of Customer Satisfaction Variables

Based on the processing of collected data regarding Customer Satisfaction given to respondents from the North Sumatra province using the digital payment Electronic Data Capture Yokke Bank Himbara Medan, the percentage and average value of the response to the Customer Satisfaction (Z) variable can be seen in Table 1 below:

Table 1. Response Frequency Distribution *Costumer Satisfaction*

Item/Indicator	Strongly Disagree		Don't agree		Some what		Agree		Strongly agree		N	Average
	F	%	F	%	F	%	F	%	F	%		
I believe that consuming eco-friendly products is a good thing.	4	1.0	11	2.8	35	9.0	189	48.5	151	38.7	390	4.21
My belief is that consuming organic products is a good thing.	9	2.3	13	3.3	56	14.4	162	41.5	150	38.5	390	4.11
Perceived consumer effectiveness (X)	4.16											

I want to buy food products with environmentally friendly plastic packaging.	7	1.8	12	3.1	43	11.0	172	44.1	156	40.0	390	4.17
I wish to purchase a product containing	13	3.3	21	5.4	42	10.8	169	43.3	145	37.2	390	4.06
I would like to suggest to others that I consume food products with environmentally friendly plastic packaging.	14	3.6	20	5.1	52	13.3	167	42.8	137	35.1	390	4.01
I would like to suggest to others to consume food products with organic plastic packaging.	14	3.6	19	4.9	56	14.4	160	41.0	141	36.2	390	4.01
I prefer environmentally friendly products even though they are expensive.	11	2.8	15	3.8	49	12.6	164	42.1	151	38.7	390	4.10
***Green Purchase Intention* (Y)**	4.07											
Average	4.13											

Table 1 shows that out of 390 Medan residents, the average Customer Satisfaction score was 4.13, categorized as good. The Overall Customer Satisfaction indicator for the 390 respondents was 4.11, categorized as good. 124 respondents (31.8%) strongly agreed, and 198 (50.8%) agreed. This indicates that 82.6% of Medan residents use plastic-packaged food products. 131 respondents (33.6%) strongly agreed, and 198 (50.8%) agreed. This indicates that 84.4% of Medan residents use other banks.

Indicators of confirmation of expectations by 390 respondents, namely with a mean of 4.18 with a good category, Respondents' answers about being satisfied using Food Products with Plastic Packaging, according to the situation, respondents answered "strongly agree" as many as 136 people with a percentage of 34.9% and answered "Agree" as many as 195 people with a percentage of 50%. This shows that 84.9% of all Medan city residents who use Food Products with Plastic Packaging think they are satisfied using Food Products with Plastic Packaging. Furthermore, respondents' answers about Not in accordance with expectations I am not satisfied using Food Products with Plastic Packaging, respondents answered "strongly agree" as many as 168 people with a percentage of 43.1% and answered "Agree" as many as 154 people with a percentage of 39.5%. This shows that 82.6% of all Medan city residents use Food Products With Plastic Packaging The non-conformity with my expectations makes me dissatisfied using Food Products With Plastic Packaging respondents regarding satisfaction using Food Products With Plastic Packaging respondents answered "strongly agree" as many as 157 people with a percentage of 40.3% and answered "Agree" as many as 182 people with a percentage of 46.7%. This shows that 87% of all Medan city residents use Food Products With Plastic Packaging.

Indicator of repurchase interest by 390 respondents, namely with a mean of 4.16 with a good category, Respondents' answers about whether they will make a transaction again answered "strongly agree" as many as 151 people with a percentage of 38.7% and answered "Agree" as many as 189 people with a percentage of 48.5%. This shows that 87.2% of all Medan city residents who use Food Products with Plastic Packaging think they will make a transaction again. Furthermore, respondents' answers about Every time I make a transaction I will use Food Products with Plastic Packaging, respondents answered "strongly agree" as

many as 150 people with a percentage of 38.5% and answered "Agree" as many as 162 people with a percentage of 41.5%. This shows that 80% of all Medan city residents who use Food Products with Plastic Packaging think Every time I make a transaction I will use Food Products with Plastic Packaging.

Indicator of willingness to recommend by 390 respondents, namely with a mean of 4.18 with a good category, Respondents' answers about will recommend to my friends to make transactions using Food Products With Plastic Packaging respondents answered "strongly agree" as many as 160 people with a percentage of 41% and answered "Agree" as many as 171 people with a percentage of 43.8%. This shows that 84.8% of all Medan city residents who use Food Products With Plastic Packaging think they will recommend to my friends to make transactions using Food Products With Plastic Packaging respondents' answers about will recommend to my family to make transactions using Food Products With Plastic Packaging the number of respondents answered "strongly agree" as many as 149 people with a percentage of 38.2% and answered "Agree" as many as 175 people with a percentage of 44.9%. This shows that 83.1% of all Medan city residents who use Food Products With Plastic Packaging think they will recommend to my family to make transactions using Food Products With Plastic Packaging.

Indicators of customer dissatisfaction by 390 respondents, namely with a mean of 4.07 with a good category, Respondents' answers about will do a complaint if I am not satisfied in using Food Products With Plastic Packaging respondents answered "strongly agree" as many as 156 people with a percentage of 40% and answered "Agree" as many as 172 people with a percentage of 44.1%. This shows that 84.1% of all people in North Sumatra province who use Food Products With Plastic Packaging think they will do a complaint if I am not satisfied in using Food Products With Plastic Packaging. Furthermore, respondents' answers about If I am not satisfied then I will not recommend again to friends or family to buy Food Products With Plastic Packaging, respondents answered "strongly agree" as many as 145 people with a percentage of 37.2% and answered "Agree" as many as 169 people with a percentage of 43.3%. This shows that 80.5% of all people in Medan city use Food Products With Plastic Packaging. Respondents' answers about If I am not satisfied then I will claim answered "strongly agree" as many as 137 people with a percentage of 35.1% and answered "Agree" as many as 167 people with a percentage of 42.8%. This shows that 77.9% of all Medan city residents who use use Food Products with Plastic Packaging.

Those who think that the respondents' answers about If I am not satisfied then I will not recommend to anyone again, respondents answered "strongly agree" as many as 141 people with a percentage of 36.2% and answered "Agree" as many as 160 people with a percentage of 41%. This shows that 77.2% of the entire population of Medan city province uses Food Products with Plastic Packaging.

Data processing with Partial Least Square (PLS-SEM) Outer Model Analysis
Convergent Validity

Convergent validity consists of three tests: item reliability (the validity of

each indicator), composite reliability, and average variance extracted (AVE). Convergent validity measures the extent to which the indicators can explain a dimension. This means that the greater the convergent validity, the greater the dimension's ability to apply its latent variable.

Reliability Item

Item reliability, or what we commonly call indicator validity. Testing item reliability (indicator validity) can be seen from the loading factor value (standardized loading). This factor loading value represents the magnitude of the correlation between each indicator and its construct. A loading factor value above 0.7 can be considered ideal, meaning that the indicator can be said to be valid as an indicator to measure the construct. However, a standardized loading factor value above 0.5 is acceptable. Meanwhile, a standardized loading factor value below 0.5 can be excluded from Chin's (1998) model. From the research results, it can be seen that all loadings are greater than 0.5 and therefore do not need to be set aside. Thus, each indicator is valid in explaining each latent variable: Perceived Consumer Effectiveness (X), and Green Purchase Intention (Y).

The following are the item reliability values that can be seen in the outer loading column:

Table 2. Outer Loadings Results

	Perceived consumer effectiveness	Green Purchase Intention
PCE	0.713	
PCE	0.771	
PCE	0.650	
PCE	0.802	
PCE	0.771	
PCE	0.768	
PCE	0.689	
PCE	0.762	
PCE	0.760	
GPI		0.773
GPI		0.680
GPI		0.739
GPI		0.688
GPI		0.728

Source: 2025 Data Processing Results

The table above shows that all loadings are greater than 0.5, so they do not need to be excluded. Therefore, each indicator is valid for explaining its respective latent variables: Perceived Consumer Effectiveness (X) and Green Purchase Intention (Y).

Composite Reliability

The statistics used in composite reliability or construct reliability are Cronbach's alpha and D.G.'s rho (PCA). Cronbach's alpha measures the lower limit of a construct's reliability value, while composite reliability measures the actual value of a construct's reliability. The rule of thumb used for composite reliability values is greater than 0.6 and Cronbach's alpha values are greater than 0.6. With this measurement, if the achieved value is > 0.60, it can be said that the construct has high reliability.

Table 3. Results *Composite Reliability*

	Cronbach's Alpha	rho_A	Composite Reliability
Perceived consumer effectiveness	0.939	0.941	0.946
Green Purchase Intention	0.921	0.930	0.932

Source: Data Processing Results 2024

Table 3 above shows that the composite reliability values for Perceived consumer effectiveness were 0.946 dan Green Purchase Intention was 0.932. All two variables achieved Cronbach's alpha and composite reliability values above 0.6, indicating that all factors have good reliability as measuring instruments.

Next, the Average Variance Extracted (AVE) describes the amount of variance explained by the items compared to the variance caused by measurement error. The standard is that if the AVE value is above 0.5, the construct can be said to have good convergent validity. This means that the latent variable can explain, on average, more than half of the variance of its indicators.

Table 4. Results *Average Variance Extracted (AVE)*

	Average Variance Extracted (AVE)
Perceived consumer effectiveness	0.559
Green Purchase Intention	0.556

Source: Data Processing Results 2025

Table 4 above shows that the AVE values for Perceived consumer effectiveness are 0.559 dan Green Purchase Intention is 0.556. These variables have AVEs above 0.5, indicating good convergent validity, with the latent variables explaining, on average, more than half of the variance in their indicators.

Discriminant Validity

The discriminant validity of the reflective measurement model is assessed based on cross-loading and comparing the AVE value with the squared correlation between constructs. Cross-loading is measured by comparing the correlation of an indicator with its construct and with constructs from other blocks. Good discriminant validity will be able to explain the indicator variable more than it can explain the variance of the indicators of other constructs. The following are the discriminant validity values for each indicator.

Table 4. Discriminant Validity

Perceived consumer effectiveness	Green Purchase Intention
0.800	0.654
0.631	0.537
0.492	0.524
0.455	0.362
0.521	0.441
0.533	0.571
0.685	0.661
0.658	0.638
0.569	0.452
0.573	0.538
0.669	0.590
0.611	0.560
0.655	0.702
0.621	0.534
0.541	0.489
0.713	0.757
0.614	0.579
0.619	0.568
0.568	0.523
0.656	0.519
0.465	0.484
0.545	0.539
0.481	0.498
0.704	0.601
0.738	0.647
0.698	0.657
0.747	0.660
0.727	0.757
0.647	0.540
0.678	0.596
0.676	0.739
0.665	0.585
0.669	0.726
0.859	0.589
0.760	0.547
0.835	0.651
0.821	0.589
0.801	0.655
0.740	0.683

Perceived consumer effectiveness	Green Purchase Intention
0.718	0.569
0.577	0.539
0.536	0.592
0.537	0.595
0.651	0.773
0.675	0.680
0.651	0.739
0.460	0.688
0.449	0.728
0.449	0.749
0.407	0.702
0.386	0.733
0.383	0.705

Table 4 above shows that the discriminant validity or loading factor value for each variable has a higher correlation with its respective variable than with other variables. The same applies to the indicators for each variable. This indicates that the placement of indicators within each variable is appropriate.

Another measurement criterion is the Heretroit-Monotrait Ratio (HTMT). If the HTMT value is <0.90, a construct has good discriminant validity (Azuar Juliandi, 2018).

Table 5. Heretroit-Monotoroit Ratio (HTMT)

	Perceived consumer effectiveness	Green Purchase Intention
Perceived consumer effectiveness	0.817	
Green Purchase Intention	0.892	0.801

Table 5 above shows that the discriminant validity value, or Heretroit-Monotrait Ratio (HTMT), for each variable has a correlation of less than 0.90. The same applies to the indicators for each variable. This indicates that the placement of indicators for each variable is appropriate.

Table 6.Fornell-Larcker

	Perceived consumer effectiveness	Green Purchase Intention
Perceived consumer effectiveness	0.748	
Green Purchase Intention	0.704	0.746

Table 6 above shows that the discriminant validity value, or Fornell-Larcker Criterion, for each variable has a higher correlation with its own variable than with the other variables. This also applies to the indicators for each variable. This

indicates that the placement of indicators for each variable is appropriate.

Data processing with *Partial Least Square* (PLS)
Model Goodness-of-Fit Test (*Goodness Of Fit)*

To validate the overall structural model, the Goodness of Fit (GoF) index is used. The GoF index is a single measure to validate the combined performance of the measurement model and the structural model. The GoF value is obtained by multiplying the square root of the average communalities index (AVE) by the value of the AVE R^2 model. The GoF value ranges from 0 to 1, with the following interpretations: 0.1 (low GoF), 0.25 (moderate GoF), and 0.36 (high GoF). The higher the GoF value, the better the model fits the data. The following are the results of the goodness of fit model calculation:

Table 7. Results *Average Communalities Index*

Variables	AVE	R Square
Perceived consumer effectiveness (X)	0.666	
Green Purchase Intention (Y)	0.522	0.654
Average	0.613	0.769
GOF	0.687	

Based on Table 7 above, the average communalities result is 0.613. This value is then multiplied by R^2 and rooted. The calculation results show that the GoF value of 0.687 is greater than 0.36, so it is categorized as a large GoF, meaning that the model is very good (has high capability) in explaining empirical data.

Coefficient of Determination Test (*R-Square)*

R-square is a measure of the proportion of variation in the affected value that can be explained by the influencing variables. This is useful for predicting whether a model is good or bad. The *R-square* result for endogenous latent variables of 0.75 indicates that the model is substantial; 0.50 indicates that the model is moderate and 0.25 indicates that the model is weak (Juliandi, 2018). Based on data processing that has been done using the smartPLS 3.0 program, the *R-Square* value is obtained which can be seen in the following figure and table:

Table 8. R-Square Test Results

	R Square	R Square Adjusted
Green Purchase Intention (Y)	0.906	0.905

Table 8 above shows the influence of the Perceived Consumer Effectiveness variable with an r-squared value of 0.906, indicating that it accounts for 90.6% of the variation in Repurchase Intention (Y). In other words, the model is substantial (good), with 9.4% influenced by other variables. Furthermore, the influence of the Perceived Consumer Effectiveness variable (X) on Green Purchase Intention (Y) with an r-squared value of 0.654 indicates that the variation in Perceived Consumer Effectiveness (X) is 65.4%, or in other words, the model is substantial (good), with

34.6% influenced by other variables.

Furthermore, the influence of the Perceived Consumer Effectiveness variable (X) on Green Purchase Intention (Y) with an r-squared value of 0.747, or in other words, the model is substantial (good), with 25.3% influenced by other variables.

Test F^2 (*Size Effect / F-Square)*

F-Square is a measure used to assess the relative impact of an influencing variable (exogenous) on an influenced variable (endogenous). The criterion for drawing conclusions is if the value F^2 of 0.02, then there is a small (weak) effect of the exogenous variable on the endogenous, the value F^2 of 0.15, then there is a moderate effect of the exogenous variable on the endogenous, the value F^2 of 0.35, there is a large (good) effect of the exogenous variable on the endogenous (Juliandi, 2018). Based on data processing that has been carried out using the smartPLS 3.0 program, the F-Square value obtained can be seen in the following figure and table:

Table 9. Values *F-Square*

	Perceived consumer effectiveness	*Green Purchase Intention*
Perceived consumer effectiveness (X)	0.161	0.027
Green Purchase Intention (Y)	0.161	0.040

Test *Predictive Relevance* (Q^2)

Researchers measured the relevance of the model's predictions (Q^2) after determining the effect size value (F^2) to calculate the predictive power of the model. (Hair Jr et al., 2016) claim that Q^2 evaluate the parameter estimates and default values of the model. Researchers calculate Q^2 using the blindfolding procedure of PLS, which achieves estimated results from variable scores. Furthermore, researchers obtain variable scores from cross-validated redundancy scores. Predictions of endogenous constructs are determined by the extracted cross-validation results, which also indicate the level of model quality. According to (Hair Jr et al., 2016), $Q^2>0$ in reflective endogenous variables shows the relevance of the model's predictions, whereas $Q^2 <0$ indicates a lack of predictive power of the model.

Table 10. *Predictive Relevance* (Q^2)

	SSO	SSE	Q^2 (=1-SSE/SSO)
Perceived consumer effectiveness (X)	1950.000	1950.000	
Green Purchase Intention (Y)	3510.000	2498.475	0.288

Note*: SSO-Sum of square of Observations; SSE – Sum of Squares of Prediction Errors; while Q^2 value = 1-SSE/SSO*

As shown in Table 10, it can be seen that the model has a predictive relevance of 0.402 for Customer Satisfaction, 0.621 for Repurchase Intention, 0.288 for Trust. Based on these results, the value of Q^2 Both endogenous constructs are well above zero. Therefore, it can be concluded that the model has good predictive

relevance.

Hypothesis Testing

This test is used to determine the path coefficients of the structural model. The goal is to test the significance of all relationships or hypotheses. Hypothesis testing in this study is divided into direct and indirect effects. Based on data processing performed using the smart PLS 3.0 program.

Direct Effect Hypothesis Testing

The results of the direct influence hypothesis test can be seen in the following path coefficient table:

Table 11. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Perceived consumer effectiveness (X) > Green Purchase Intention (Y)	0.240	0.249	0.099	2.417	0.016

Source: PLS 3.00

Based on Table 11, the following hypothesis tests can be concluded:

Perceived Consumer Effectiveness (PCE) has an effect on Green Purchase Intention, with a p-value of 0.016 <0.05. The original sample value was 0.240. Perceived consumer effectiveness is the single best predictor of environmentally friendly behavior. Consumers will purchase safe, environmentally friendly products if they believe their actions have a positive impact on the environment (Park, 2015). It is also said that perceived consumer effectiveness is defined as a specific belief in an individual's efforts to make a difference in solving a problem (Lavuri et al., 2022). Green purchase intention is the possibility and willingness of a consumer who is interested in environmentally friendly issues and is aware of choosing products that are more environmentally friendly compared to conventional products whose production process tends to ignore the impact and influence on the environment (Olson, 2022).

Green purchase intention refers to consumers' willingness to purchase environmentally friendly products and the consumer has a motive to purchase these environmentally friendly products, or in other words, consumers are not only concerned about the ecological quality of a product but also about the consequences that can be caused to the environment as a result of their purchasing decisions for that product (Lavuri et al., 2022). Green purchase intention is also conceptualized as a person's opportunity and willingness in their purchasing considerations to give preference to products that have environmentally friendly functions compared to other traditional products (Hartmann & Apaolaza-Ibáñez, 2012).

This finding is consistent with the TPB framework, which asserts that attitude is a key predictor of behavioral intention. In the context of green products in Indonesia, Aisyah and Cahyasita (2023) found that attitude significantly

influences green product purchase intention because consumers tend to form purchase intentions when they believe the behavior provides personal and social benefits. Similar results were also shown by Han and Utama (2024), who stated that attitude toward environmentally friendly products plays a significant role in increasing green purchase intention. In the food context, the influence of attitude is even stronger because consumers consider not only ecological benefits but also direct benefits to health, consumption safety, and product quality.

CONCLUSION

Based on the results of data analysis, it was concluded that Perceived Consumer Effectiveness (PCE) has a positive and significant influence on Green Purchase Intention. Consumers who feel effective in making purchases will feel and try to intend to make green purchases in Medan City. Therefore, Perceived Consumer Effectiveness has an important role and influences green purchase intentions. However, this study is only limited to this variable, so further research is needed to test other appropriate variables.

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