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GREEN PERCEIVED RISK, GREEN VIRAL COMMUNICATION, GREEN PERCEIVED VALUE AGAINST GREEN PURCHASE INTENTION THROUGH GREEN SATISFACTION

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Abstract

The purpose of this study is to analyze the significant effect of green perceived risk on green purchase intention, to analyze the significant effect of green viral communication on green purchase intention, to analyze the significant effect of green perceived value on green purchase intention, to analyze the significant effect of green satisfaction on green purchase intention to analyze the significant effect of green perceived risk on green satisfaction, to analyze the significant effect of green perceived value on green satisfaction, to analyze the significant effect of green viral communication on green satisfaction. The population in this study consumers of green product users in Medan The sample in this study consisted of 100 respondents. The data collection method uses a questionnaire with random sampling techniques and data analysis uses EVIEWS 10. The data collection method also uses a Likert scale questionnaire data one to six. The results of the analysis using eviews 10 resulted that there was a significant effect of green perceived risk on green satisfaction, there was no significant effect of green viral communication on green satisfaction, there was a significant effect of green perceived value on green satisfaction, there is a significant effect of green perceived risk on green purchase intention, there is no significant effect of green perceived value on green purchase intention, there is a significant effect of green satisfaction on green purchase intention, there the significant effect of green viral communication on green purchase intention.

Keywords: green perceived risk, green viral communication, green perceived value, green purchase intention, green satisfaction

1. Introduction

Tourism is an important economic sector in Indonesia. Many hoteliers have adopted the concept of go green to capture consumer interest. The green industry has become famous in recent years. Green revolution, go green, environmental protection, sustainable lifestyle, sustainable development, protecting the human earth and many more natural phenomena in everyday human life (B.Singh& Pandey, 2012). Green hotels help protect the environment by performing various environmentally friendly practices. This study examines the reason constructs to provide unique insights on consumers' motivational mechanisms in green hotel patronage intention. (Tan et al., 2020) Green consumerism has received more attention since the increasing level of consumer awareness of environmentally friendly products. Therefore, the purpose of this paper is to examine the effect of consumers' perception of green products on green purchase intentions. In this study, the perception of green products is conceptualized as a multidimensional variable consisting of perceptions of green companies, environmental labels, green advertisements, green packaging, and the value of green products (Kong et al., 2014). Combination of Theory Reasoned Action ,Information Adaption Model, perceived risk, and social interaction as additional external constructs shows source credibility and social influence critically affect attitude and subjective norms, which lead to purchase intention (Gunawan & Huarng, 2015). In the worst competitive market the consumer products manufacturing industries pay attention on customer purchase intention for maintain their repute in market and enhanced their goodwill. Because loyal customer are good source for create revenue. This study learns and contributes the factors that affect customer purchase intention. (Sohail Younus, 2015). Since the industrial revolution, increasing industrial activity has an impact on global environment continuously. Environmentalists force governments and businesses to implement corrective policies to repair environmental damage. To reduce damage to environmental pollution, many environmental communities advocate promoting the concepts of green

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management, green marketing, green products, green production, green national accounting, and so forth. (Chen, Y.-S .; Chang, 2013). Green marketing is a tool used by companies in various industries to protect the environment for future generations to follow current trends (Yazdanifard& Mercy, 2011). This has a positive impact on environmental safety. Because of the increasing concern for environmental protection, a new market that is a green market has emerged so that products can survive in this market, a product must apply the concept of green in every aspect of the business. On the other hand, today's customers are looking for many products with environmentally friendly concepts that guarantee consumer health and increase customer satisfaction. Consumers also identify that these consumers use environmentally friendly products and are willing to pay for green lifestyle. Green marketing affects all sectors of the economy, not only leading to the protection of the environment but creating market opportunities and new jobs. Companies that apply the Go Green concept have the opportunity to get many satisfied and loyal customers. In recent years, the issue of global warming is growing rapidly. This also has an impact on consumer purchasing behavior in the world. Tren go green is the main cause of consumers to make environmental considerations in terms of the choice of buying a product or choosing to stay in a particular hotel. Indonesian consumers' awareness and concern for the environment can basically be one of the opportunities for companies to meet consumer needs. Now, the concept of green marketing has become an important agenda for companies in increasing competitive advantage. In the previous era, the effects of environmental destruction were often ignored in designing a new product or in the production process. Hazardous waste is disposed of without regard to the possibility of environmental damage. The use of energy in inefficient production processes results in very high product operating costs. And the results of products that are full of chemicals are left free to circulate in the market. Of course this is very dangerous for consumers and cause an increasingly polluted environment. This is supported by (Ribeiro, 2010) which states that there are now around 70,000 - 100,000 chemicals in global trade. With increasing environmental awareness and innovation in recent years, the company is continually striving to be the first to introduce new green concept products to the market to gain greater market share. However, it is not clear whether consumer awareness about marketing and environmentally friendly innovation will increase purchase intentions (Wu & Chen, 2014). Similar research according to (Bianchi et al., 2019) the aim is to provide insight into the effect of perceived CSR on purchase intention (short-term effect) and corporate reputation (long-term effect), whilst considering the role of brand image, satisfaction (affective and cognitive) and brand. loyalty. According to (Bukhari, 2011) green marketing refers to the process of selling products or services based on the company's environmental benefits, such as environmentally friendly products or services in it or produced in an environmentally friendly way.Based on data collected by (Nielsen, 2015) globally, consumers in Southeast Asia are consumers who are most willing to pay more for products and services that are committed to the environment more than any other region in the world including Middle East, Africa, Latin America, Europe and North America. Indonesian consumers rank fourth (78%), after Vietnam (86%), the Philippines (83%) and Thailand (79%), as consumers who are willing to pay more for products committed to positive social and environmental impacts. In green marketing, the term green purchase intention is also known. Green purchase intention is the tendency of consumers to buy green products. Green purchase intention is interesting to study given the high public concern for the environment, but in fact the actual purchase of green products is still low (Chen, Y.-S. and Chang, 2012) Green viral communication is a level when consumers will conclude about messages positive environment of a company's product or brand to friends, relatives, and colleagues (Chen, Y.-S., Lin, C.-L. Chang, 2013) Especially at this time, with advances in communication and information technology, messages regarding Green products can be easily delivered and accepted by many people. In knowing how important green viral communication affects green purchase intentions for consumers in Jakarta can be one of the references for business people for green product marketing strategies. Increasing green perceived value is one of the company's strategies to increase green purchase intention. Then, one of the determinants examined in this study is green perceived risk. Green perceived risk is the expectation of negative environmental consequences associated with buying behavior. Green perceived risk has a negative correlation with green purchase intention, ie when a company can reduce green perceived risk, an increase in green purchase intention will occur. Green perceived risk is the expectation of negative environmental consequences associated with buying behavior. Green perceived risk has a negative correlation with green purchase intention, which is when a company can reduce green perceived risk, an increase in green purchase intention will occur. In connection with the increasing number of people who care about the environment, companies must implement a green marketing strategy to increase green perceived value and reduce the perceived risk of the product (perceived risk) to achieve competitive advantage. Green Perceived value is the overall assessment of consumers of the net benefits of a product or service between what is received and what is given based on the desires of the consumer's environment and sustainable expectations (Chen, Y.-S. and Chang, 2012). (Zhuang, W., Cumiskey, K.J., Xiao, Q. and Alford, 2010) said that Green perceived value is not only an important component of long-term customer relationships,

but also plays an important role in influencing green purchase intentions and influencing customer satisfaction. Green perceived risk is a subjective perception of consumers related to the possible consequences of the wrong decision to buy environmentally friendly products. Reducing the perceived risk of green products can help to reduce customer skepticism and to increase customer confidence and increase purchase intentions (Chen, Y.-S and Chang, 2012) Hotel design features currently provide a luxurious environment for guests and increasing customer satisfaction, along with green construction practices that can be applied in hotels to achieve sustainability goals. Buying interest is one of the preferences that motivates consumers to want to try or buy a desired product (Moriarty, S., Mitchell, N., & Wells, 2015) While (Blackwell, RD, 2012) says the purchase intention can be explained as what representation consumers think about the product they want to buy. Buying interest shows a series of other actions that are closely related to brand attitudes and considerations and focus on the possibility of buying a brand or switching to another brand (Keller, 2013). Problem formulation in this research, does green perceived risk significantly influence green purchase intention? Does green viral communication have a significant effect on green purchase intention? Does green perceived value significant effect on green purchase intention? Does green satisfaction significantly influence green purchase intention? Does green perceived risk have a significant effect on green satisfaction? Does green perceived value significantly influence green satisfaction? Does green viral communication have a significant effect on green satisfaction? The research objective is to analyze green perceived risk significantly influence green purchase intention, analyze green viral communication significantly influence green purchase intention, analyze green perceived value significantly influence green purchase intention, analyze green satisfaction have a significant effect on green purchase intention, to analyze green perceived intention risk has a significant effect on green satisfaction, green perceived value has a significant effect on green satisfaction and green viral communication has a significant effect on green satisfaction.

2. Theoretical Background

2.1 Green viral communication

Green viral communication is a level where consumers will conclude positive environmental messages from a company's product or brand to friends, relatives, and colleagues (Chen, Y.-S., Lin, C.-L. Chang, 2013). Green viral communication as oral communication, person-to-person between communicators and recipients who consider the message as non-commercial even if the subject is a brand, product, or service (Chang, 2015). When consumers feel a positive environmental message from the green product they consume, then consumers tend to be recommending to others, through oral and other communication media. The literature on green marketing indicates that consumers' attention to green products is one of the major determinants of green purchase intentions (Chen, 2010). Companies should proactively engage in green management practices and deliver green images to consumers because consumers will have perceptions about these efforts and are willing to spread the information to others (Chen, Y.-S., Lin, C.-L. Chang, 2013)

2.2 Green perceived value

Green perceived value is a comprehensive evaluation of the total environmental benefits obtained by consumers for the sacrifice that will be done (Chen, Y.-S. and Chang, 2012) Green perceived value is defined by (Chen, Y.-S. and Chang, 2012) as an overall assessment of consumers of the net benefits of a product or service between what is received and what is given based on the consumer's environmental desires, sustainable expectations, and environmentally friendly needs. While (Kotler, P. and Keller, 2016) explain that customer perceived value is the difference between evaluating prospective customers for all the benefits and costs of offers and alternatives perceived Green Perceived value is an important concept in understanding customers (Lien, C. H., 2015). Green Perceived value is the overall assessment of consumers of the benefits of an environmentally friendly product. Perceived value is a set of attributes related to the perception of the value of a product, so it can build word of mouth effects and increase purchase intention (Ashton et al., 2010). It is believed that perceived value is not only an important component of long-term customer relationships, but also plays an important role in influencing purchase intention (Zhuang, W., Cumiskey, KJ, Xiao, Q. and Alford, 2010). Green perceived value is evaluated based on green product performance in the context of the environment. Perceptions of product value are often reflected in consumers' evaluations of products, producing word of mouth effects that significantly affect consumer purchase intentions Researchers also show that there is a positive relationship between green perceived value and green purchase intention (Eid, 2011). Research according to (Dehghanan&Bakhshandeh, 2014) green perceived value has positive and direct effects on green trust and green purchase intention, and green perceived risk has negative and direct effect on green trust and green purchase intention. Green trust also has a positive and direct effect on green purchase intention.

Finally the direct effect of green purchase intention on green purchase behavior was positive. This means green perceived value and perceived risk are effective on green purchase behavior of Iranian consumers.

2.3 Green Perceived risk

Green perceived risk is a subjective evaluation by consumers related to the possible consequences of wrong decisions (Chen, Y.-S. and Chang, 2012). According to (Schiffman and Wisenblit., 2015) perceived risk is the uncertainty faced by consumers when they cannot predict the consequences of their purchasing decisions. The types of perceived risk include functional, physical, financial, psychological and time risks. Green perceived risk is a subjective perception of consumers related to the possible consequences of the wrong decision to buy environmentally friendly products. According to (Chen, Y.-S. and Chang, 2012) green purchase intention can be explained as the possibility of consumers buying certain products because of their environmental needs.Buying interest is generally based on matching purchase motives with brand attributes or characteristics that users consider. When positive consumers have an interest in buying, it forms a positive commitment to the brand that encourages consumers to take actual buying actions (Belch, G.E. and Belch, 2012). (Wu, Paul C. S., Gary Yeong-Yuh Yeh, 2011) stated that purchase intention is a possibility that consumers will plan or are willing to buy certain products or services in the future. Meanwhile (Garbarski, 2012) suggests that purchase intention is a thought that arises because of a feeling of being interested and wanting to have an expected goods or service. Green purchase intention as an individual's willingness to consider and buy or choose environmentally friendly products rather than conventional or traditional products in the decision making process. Perceived risk is the risk perceived by consumers when buying a product, whether the product matches or meets consumer expectations, so it is important to understand the perceived risk to gain consumer confidence (Kakkos, N., Trivellas, P., &Sdrolias, 2015). According to (Chen, Y.-S. and Chang, 2012) green perceived risk has a negative and significant predictor of green purchase intention. This is reinforced by (Kim, J., & Lennon, 2013) that green perceived risk has a negative and significant predictor of green purchase intention. In his research, (Chen, Y.-S. and Chang, 2012) integrates the concept of green marketing and relationship marketing into a green purchase intention research framework. Environmentally friendly products must have product functionality to compete with products that are not environmentally friendly to increase purchase intentions. The research also considered the value of the product and product risk to increase purchase intentions. In addition, reducing the risk perceived by customers about green products can help to reduce customer skepticism and to increase customer confidence in green products. Green perceived value positively influences green purchase intention, while green perceived risk negatively affects green purchase intention. Understanding (Setiowati& Putri, 2012) satisfaction reflects a person's level of trust in a positive experience that is felt, therefore satisfaction is an overall affective response due to the use of a product or service. Satisfaction can be seen as a response to customer fulfillment. Satisfaction is a customer evaluation of a product or service in terms of whether the product and service meets customer needs and expectations. Satisfaction refers to consumer expectations of a product or service, if the product or service meets consumer expectations, consumers will feel satisfied and will lead to repurchase intentions (Chang, S.-C., & Chou, 2014). If a company is able to provide quality products or services that satisfy or even exceed customer expectations, consumers will consider repurchasing or recommending products to others (Kotler, P. and Keller, 2016).Research according to (Chairy&Alam, 2019) there were positive and significant influences of environmental concern, green perceived knowledge and green trust on green purchase intentions. The result of this study may be useful for the government to provide information on environmentally-friendly products, and also to provide recommendations for marketers in deciding on what products to produce

2.4 Green satisfaction

According to (Nesset, E., Nervik, B., &Helgesen, 2011) an attitude evaluation as a comparison between perceived and expected performance of the company. Satisfaction is the consumer's evaluation of the performance of providers of environmentally friendly products and services that are in line with the performance expected by consumers. Green Satisfaction as a satisfying level of consumption fulfillment is related to satisfying customer desires for the environment, sustainable expectations and needs of green products (Chen, Y.-S., Lin, C.-L. Chang, 2013) Green Satisfaction is satisfaction that is felt when wrong one wish, need or expectation about the need for environmentally friendly products has been fulfilled (Saleem, MA, Khan, MA, & Nature, 2015). Green Satisfaction is the level of consumers feeling happy by using the needs of certain environmentally friendly products that are environmentally responsible.Research according to (Imaningsih, 2019) there is an influence of green perceived quality to green satisfaction and there is a green influence on green trust on Body Shop products in Indonesia. Research according to (Kurniawan, 2014) green marketing has a significant direct effect on perceived quality, perceived quality has a significant direct effect on green satisfaction, green satisfaction has a

significant direct effect on green trust, green marketing has a significant direct and indirect effect on green satisfaction, and green marketing has a significant direct and indirect effect on green trust. All of those effects are found to be positive effects. Research according to (Yu-Shan Chen; Ching-Hsun Chang, 2013) produces green perceived quality significantly affects green satisfaction and green trust, whereas perceived green risk negatively affects green satisfaction and green trust. The relationship between green trust, 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 decreasing of green perceived risk is useful to enhance green satisfaction and green trust.Research according to (Luis &Pramudana, 2017) green perceived value has a positive and significant effect on green satisfaction and green trust. Green perceived quality has a positive and significant effect on green satisfaction and green trust, and green satisfaction has a positive and significant effect on green trust.(Kim, Won-Moo HurYeonshin, 2012) The results indicate that perceived social, emotional, and functional values have a significant positive effect on customer satisfaction with respect to green innovation. Further, customer satisfaction leads to customer loyalty, while lowering price consciousness. This study demonstrates the importance of consumer value and satisfaction in facilitating the diffusion of green innovation, with implications for marketing strategy and public policy. Research according to (Alshura&Zabadi, 2016) findings revealed that there was a statistically significant relationship between trust in green brands, green brand awareness, green perception values, and Jordan consumer's intention to use this product, while green brand image had no significant effect.

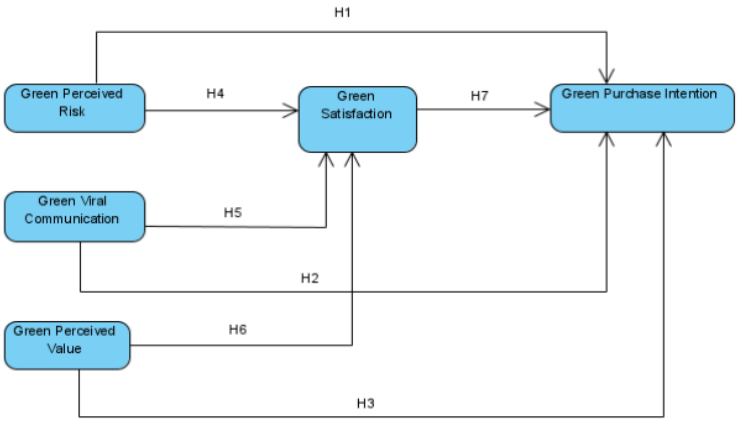

Figure 1. Conceptual Framework

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2.5. Hypothesis

H1: Green perceived risk has a significant effect on green purchase intention

H2: Green viral communication has a significant effect on green purchase intention

H3: Green perceived value has a significant effect on green purchase intention

H4: Green perceived risk has a significant effect on green satisfaction

H5: Green viral communication has a significant effect on green satisfaction

H6: Green perceived value has a significant effect on green satisfaction

H7: Green satisfaction has a significant effect on green purchase intention

3. Research Methodology

This research was conducted in Medan with a population of all users of green products. Questionnaires are distributed via online forms. The sample in this study amounted to 100 respondents. Data collection instruments using a questionnaire with six Likert scale. This type of research is quantitative research. According to (Hair Jr. Joseph F., 2015) the number of samples cannot be analyzed factors if the number is less than 50, the sample must total 100 or more, in the rule of thumb, the minimum number of samples is at least five times and will be more acceptable if the number of samples is ten times that of the number of indicators to be examined and analyzed so that the total sample is 100 people. The determination of the sample using simple random sampling techniques

Data analysis in this study uses descriptive statistics and multiple regression analysis. Analysis of the data obtained in this study will use the econometric Views (Eviews) version 10 application program. Descriptive statistics provide an overview of the data seen from the mean, standard deviation, variance, maximum, minimum, sum, range, kurtoses, and skewness. Before the multiple linear regression testing classic assumption tests were performed including tests of normality, multicollinearity, autocorrelation and heterocedasticity

Normality test to examine whether the model in the regression variable is independent, the dependent variable or both have normal distribution or not where a good regression model is to have a normal or near normal data distribution, the most widely used method is the Jarque-Bera test. In the EViews program, normality testing is carried out with the Jarque-Bera test. The Jarque-Bera test has a chi square value of two degrees of freedom. If the jarque-test results are greater than the chi square value at $\alpha = 5\%$, then the null hypothesis is accepted which means the data is normally distributed. If the results of the jarque test are smaller than the chi square value at $\alpha = 5\%$, then the null hypothesis is rejected, which means it does not have a normal distribution. Multicollinearity is the existence of a perfect linear relationship (near perfect) between some or all independent variables (Kuncoro, A, 2018) Multicollinearity test aims to test whether the regression model found a correlation between independent variables (independent). A good regression model should not occur correlation between independent variables. If the independent variables are correlated with each other, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation value among fellow independent variables is equal to zero. To detect the presence or absence of multicollinearity in the regression model is as follows (Ghozali&Ratmono, 2017a) namely 1. The R2 value generated by an estimation of the empirical regression model is very high, but individually many independent variables do not significantly influence the dependent variable . 2. Analyze the correlation matrix of independent variables. If there is a high correlation between independent variables, this is an indication of multicollinearity. (Ghozali&Ratmono, 2017b) more firmly said if the correlation between two independent variables exceeds 0.8 then multicollinearity becomes a serious problem. Heterokedastisitas test aims to test whether in the regression model there is an inequality residual variable one observation to another observation. If the variance from one observation residual to another observation is fixed then it is called homokedasticity, and if it is different then it is called heterokedasticity. A good regression model is one that experiences heteroscedasticity or does not occur heteroscedasticity (Ghozali&Ratmono, 2017a) In this study, the method used to detect the presence or absence of heteroscedasticity using the white test. This test is carried out with the help of the Eviews 10 program which will obtain an Obs * R square probability value which will be compared with the significance level (alpha). If the significance value is above 0.05, it can be concluded that heteroscedasticity does not occur. But on the contrary, if the significance value is below 0.05, it can be said that heteroscedasticity has occurred.

This test aims to test whether in a linear regression model there is a correlation between confounding errors in the previous period. If there is a correlation then it is called an autocorrelation problem. A good regression model is a regression that is free from autocorrelation. In detecting the presence or absence of autocorrelation can be done with the Durbin-Watson test (DW test) with the terms DU <DW. Multiple regression analysis is intended to examine the simultaneous effect of several independent variables on one dependent variable. Regression analysis is used by the researcher if the researcher intends to predict how the (variable) situation of the dependent variable, and if two or more independent variables as predictors are manipulated or increased in value. Regression analysis can provide answers about the effect of each independent variable on the dependent variable. Taking the hypothesis can be done by looking at the probability value of the significance of each variable contained in the output of the results of regression analysis using Eviews 10. If the significance number is smaller than α (0.05), it can be said that there is a significant influence between the independent variables on the dependent variables

In this study the multiple regression model that will be developed is as follows

$$GPI = \beta 0 + \beta 1GPR + \beta 2GVC + \beta 3GPV + \beta 4\ GS + e$$

GS = α0 + α1GPR + α2GVC + α3 GPV + e

Where :

GPI = green purchase intention

GPR = green perceived risk

GVC = green viral communication

GPV = green perceived value

GS = green satisfaction

e = error

β = constant

α = constant

4. Results and Discussion

4.1. Analysis of Descriptive

Table 1

Analysis of Descriptive Statistics

	GPI	GPR	GPV	GS	GVC
Mean	4.201667	3.830000	4.218333	4.136667	4.424000
Median	4.166667	3.833333	4.166667	4.166667	4.400000
Maximum	5.833333	5.000000	5.166667	5.666667	5.400000
Minimum	2.833333	2.333333	2.833333	3.000000	3.000000
Std. Dev.	0.574571	0.626742	0.493331	0.494856	0.526686
Skewness	0.313395	-0.043909	-0.180323	0.550690	-0.597759
Kurtosis	3.157770	2.441070	2.765564	3.836176	3.221460
Jarque-Bera	1.740652	1.333812	0.770941	7.967626	6.159606
Probability	0.418815	0.513294	0.680131	0.018615	0.045968
Sum	420.1667	383.0000	421.8333	413.6667	442.4000
Sum Sq. Dev.	32.68306	38.88778	24.09417	24.24333	27.46240
Observations	100	100	100	100	100

Source : Primary data analysis (2020)

4.2 Variable Identification

Dependent Variable (Y): green purchase Intention
Mediation Variable: green satisfaction
Independent Variable (X1): green perceived risk
Independent Variable (X2): green viral communication
Independent Variable (X3): green perceived value

Table 2

Classic Assumption Test

Dependent Variable : GPI				
Method: Least Squares				
Sample: 1 100				
Included observations: 100				
Variable	Coefficient	Std. error	t-statistic	Prob
GPR	0.219631	0.090006	2.440191	0.0165
GPV	0.022303	0.115228	0.193558	0.8469
GS	0.293694	0.112502	2.610579	0.0105
GVC	-0.224697	0.103567	-2.169594	0.0325
C	3.045543	0.825109	3.691082	0.0004
R-squared	0.183219	Mean dependent var	4.201667	
Adjusted R-squared	0.148828	S.D. dependent var	0.574571	

S.E. of regression	0.530093	Akaike info criterion	1.617180
Sum squared resid	26.69491	Schwarz criterion	1.747438
Log likelihood	-75.85899	Hannan-Quinn criter.	1.669898
F-statistic	5.327547	Durbin-Watson stat	1.521449
Prob(F-statistic)	0.000649		

Source : Primary data analysis (2020)

4.3. Multiple Regression Analysis

In this study the multiple regression model that will be developed is as follows

$GPI = \beta 0 + \beta 1GPR + \beta 2GVC + \beta 3GPV + \beta 4\ GS + e$

GPI = 3.045543 + 0.219631 GPR- 0.224697GVC + 0.022303 GPV + 0.293694GS + e

4.4Coefficient of Determination (R^2)

The results obtained by R-Squared (R2) of 0.183219. R-Squared (R2) with a value of 18.3% indicates that the significant influence of green perceived risk, green perceived value, green viral communication, green satisfaction on green purchase intention by 18.3%, the remaining 81.7% is explained by other variables.

4.5 Adjusted R Squared

The adjusted R Squared value means the R Squared value that has been corrected by the standard error value, the adjusted R squared value is 0.148828. While the standard error value of the regression model 0.530093 is indicated by the label S.E. of regression. This standard error value is smaller than the standard value of the response variable deviation indicated by the label "S.D. dependent var "that is equal to 0.574571 which can be interpreted as a valid regression model as a predictor model. The results obtained adjusted R-Squared (R^2) of 0.148828. adjusted R-Squared (R^2) with a value of 14.8% indicates significant green perceived risk, green perceived value, green viral communication, green satisfaction towards green purchase intention by 14.8%, the remaining 85.2% is explained by other variables.

4.6 Simultaneous Test

Simultaneous test in eviews is shown by the results of the Test F value. F value of 5.327547 with Prob (F-statistic) p value of 0.000649 where <0.05 or critical limit of research, so it can be concluded that the hypothesis is supported. The hypothesis supported in the simultaneous test means that the independent variable simultaneously significantly influences the dependent variable.

4.7. Hypothesis test

From the results of the analysis using eviews 10, it was found that there was a significant effect of green perceived risk on green purchase intention with a p value of 0.0165, there was no significant effect of green perceived value on green purchase intention with a value of p value of 0.8469, there was a significant effect of green satisfaction on green purchase intention with p value of 0.0105, there is a significant effect of green viral communication on green purchase intention with a p value of 0.0325

4.8 Normality test

Residual normality test results above are jarque-bera value of 0.058671 with p value of 0.971091 where> 0.05, so accept H0 or, which means normal distribution of residuals.

4.9 Linearity Test

Table 3

Linearity Test

Ramsey RESET Test
Equation: UNTITLED

Specification: GPI GPR GPV GS GVC C			
Omitted Variables: Squares of fitted values			
	Value	df	Probability
t-statistic	0.682554	94	0.4966
F-statistic	0.465880	(1, 94)	0.4966
Likelihood ratio	0.494392	1	0.4820

Source : Primary data analysis (2020)

Linearity Test with Eviews above is using the Ramsey Reset Test, where the results are at the p value indicated in the probability column of the F-statistics row. The result is the F-statistic value of 0.465880 (1.94) of 0.4966> 0.05 so that it can be concluded that the independent variable is linear with the dependent variable. (variable green perceived risk, green perceived value, green viral communication, green linear satisfaction with green purchase intention)

4.10 Multicollinearity Test

Table 4

MulticollinearityTest			
Variance Inflation Factors			
Sample: 1 100			
Included observations: 100			
	Coefficient	Uncentered	Centered
Variable	Variance	VIF	VIF
GPR	0.008101	43.41048	1.121107
GPV	0.013277	85.21827	1.138470
GS	0.012657	78.16705	1.091957
GVC	0.010726	75.75578	1.048268
C	0.680804	242.2799	NA

Source : Primary data analysis (2020)

Centered VIF green perceived risk (X1) value is 1.121107, green perceived value (X2) is1.138470 and green satisfaction (X3) is 1.091957, green viral communication is 1.048268 where the value is less than 10, it can be stated that there is no multicollinearity problem in prediction model

4.11 Heteroscedasticity Test

Table 5

Heteroscedasticity Test			
Heteroskedasticity Test: Breusch-Pagan-Godfrey			
F-statistic	1.117549	Prob. F(4,95)	0.3529
Obs*R-squared	4.494007	Prob. Chi-Square(4)	0.3433
Scaled explained SS	4.294097	Prob. Chi-Square(4)	0.3677

Source : Primary data analysis (2020)

The p value is indicated by the value Prob. chi square (4) on Obs * R-Squared with p value 0.3433> 0.05 then accept H0 or which means the regression model is homocedasticity or in other words there is no problem of non-heterocedastic assumptions

4.12 Serial Autocorrelation Test

Table 6

Serial Autocorrelation Test

Breusch-Godfrey Serial Correlation LM Test:			
F-statistic	2.581248	Prob. F(2,93)	0.0811
Obs*R-squared	5.259133	Prob. Chi-Square(2)	0.0721

Source : Primary data analysis (2020)

There is no autocorrelation problem when the Durbin-Watson Statistics is around 2. But it is necessary to test serial autocorrelation using eviews.

From the results above it was found thatDW = 1.969387> DU = 1.7804, there is no positive autocorrelation4-DW = 4-1.969387 which is 2.030613> DU = 1.7804, then there is no negative autocorrelation. Prob Chi Square (2) which is the p value of the Breusch-Godfrey Serial Correlation LM Test, which is 0.0721 where> 0.05 so that it accepts H0 or, which means there is no serial autocorrelation problem

4.13 Variable Identification

Dependent Variable (Y): green satisfaction
Independent Variable (X1): green perceived risk
Independent Variable (X2): green viral communication
Independent Variable (X3): green perceived value

Table 7
Classic Assumption Test

Dependent Variable : GS				
Method: Least Squares				
Sample: 1 100				
Included observations: 100				
Variable	Coefficient	Std. error	t-statistic	Prob
GPR	0.172881	0.079724	2.168485	0.0326
GPV	-0.214705	0.102213	-2.100573	0.0383
GVC	-0.096975	0.093433	-1.037905	0.3019
C	4.809248	0.565146	8.509738	0.0000
R-squared	0.084213	Mean dependent var	4.201667	
Adjusted R-squared	0.055594	S.D. dependent var	0.574571	
S.E. of regression	0.480903	Akaike info criterion	1.617180	
Sum squared resid	22.20174	Schwarz criterion	1.747438	
Log likelihood	-66.64387	Hannan-Quinn criter.	1.669898	
F-statistic	2.942609	Durbin-Watson stat	1.418367	
Prob(F-statistic)	0.036921			

Source : Primary data analysis (2020)

4.14. Multiple Regression Analysis

In this study the multiple regression model that will be developed is as follows

$GS = \alpha 0 + \alpha 1GPR + \alpha 2GVC + \alpha 3\ GPV + e$

GS = 4.809248 + 0.712881GPR -0.096975GVC- 0.214705GPV + e

4.15Coefficient of Determination (R^2)

The results obtained R-Squared (R^2) of 0.084213. R-Squared (R^2) with a value of 8.4% indicates that the significant influence of green perceived risk, green perceived value, green viral communication on green satisfaction by 8.4%, the remaining 91.6% is explained by other variables.

4.16 Adjusted R Squared

The adjusted R Squared value means the R Squared value that has been corrected by the standard error value, the adjusted R squared value is 0.055594 while the standard error value of the regression

model 0.480903 is indicated by the label S.E. of regression. This standard error value is smaller than the standard value of the response variable deviation indicated by the label "S.D. dependent var "that is equal to 0.494856 which can be interpreted as a valid regression model as a predictor model. The results obtained adjusted R-Squared (R^2) of 0.055594. adjusted R-Squared (R^2) with a value of 5.5% indicates significant green perceived risk, green perceived value, green viral communication, to green satisfaction by 5.5%, the remaining 94.5% is explained by other variables.

4.17 Simultaneous Test

Simultaneous test in eviews is shown by the results of the Test F value. F value of 2.942609 with Prob (F-statistic) p value of 0.036921 where <0.05 or critical limit of research, so it can be concluded that the hypothesis is supported. The hypothesis supported in the simultaneous test means that the independent variables simultaneously significantly influence the dependent variable (green perceived risk variable, green perceived value, green viral communication significantly influence green satisfaction)

4.18 Hypothesis test

From the results of the analysis using eviews 10, it was found that there was a significant effect of green perceived risk on green satisfaction with a p value of 0.0326, there was no significant effect of green viral communication on green satisfaction with a p value of 0.3019, there was a significant effect of green perceived value on green satisfaction with a p value value of 0.0383

4.19 Normality test

Residual normality test results above are jarque-bera value of 1.742806 with p value of 0.418364 where> 0.05, so accept H0 or which means normal distribution of residuals.

4.20 Linearity Test

Table 8

Linearity Test

Ramsey RESET Test			
Equation: UNTITLED			
Specification: GS GPR GPV GVC C			
Omitted Variables: Squares of fitted values			
	Value	df	Probability
t-statistic	0.930623	95	0.3544
F-statistic	0.866059	(1, 95)	0.3544
Likelihood ratio	0.907511	1	0.3408

Source : Primary data analysis (2020)

Linearity Test with Eviews above is using the Ramsey Reset Test, where the results are at the p value indicated in the probability column of the F-statistics row. The result is F-statistic value of 0.866059 (1.95) of 0.3544 > 0.05 so that it can be concluded that the independent variable is linear with the dependent variable. (green perceived risk variable, green perceived value, green viral communication, linear with green satisfaction)

4.21 Multicollinearity Test

Table 9

Multicollinearity Test

Variance Inflation Factors			
Sample: 1 100			
Included observations: 100			
	Coefficient	Uncentered	Centered
Variable	Variance	VIF	VIF
GPR	0.006356	41.38342	1.068756
GPV	0.010447	81.47353	1.088443
GVC	0.008730	74.91513	1.036636
C	0.319390	138.1040	NA

Source : Primary data analysis (2020)

Centered VIF green perceived risk (X1) value of 1.068752 green perceived value (X2) of 1.088443 and green viral communication of 1.036636 where the value is less than 10, it can be stated that there is no multicollinearity problem in the prediction model

4.22 Heteroscedasticity Test

Table 10
Heteroscedasticity Test

Heteroskedasticity Test: Breusch-Pagan-Godfrey			
F-statistic	0.849991	Prob. F(3,96)	0.4700
Obs*R-squared	2.587876	Prob. Chi-Square(3)	0.4596
Scaled explained SS	2.570901	Prob. Chi-Square(3)	0.4626

Source : Primary data analysis (2020)

The p value is indicated by the value Prob. chi square (3) on Obs * R-Squared with p value 0.4596> 0.05 then accept H0 or which means the regression model is homocedasticity or in other words there is no problem assuming non heterokedasticity

4.23 Serial Autocorrelation Test

Table 11
Serial Autocorrelation Test

Breusch-Godfrey Serial Correlation LM Test:			
F-statistic	2.684522	Prob. F(2,94)	0.0921
Obs*R-squared	4.354637	Prob. Chi-Square(2)	0.0836

Source : Primary data analysis (2020)

There is no autocorrelation problem when the Durbin-Watson Statistics is around 2. But it is necessary to test serial autocorrelation using eviews.
From the results above it was found thatDW = 1.909553> DU = 1.7582, there is no positive autocorrelation
4-DW = 4-1.909553 which is 2.090447> DU = 1.7582, then there is no negative autocorrelation
Prob Chi Square(2) which is the p value of the Breusch-Godfrey Serial Correlation LM Test, which is 0.0836 where> 0.05, so accept H0 or, which means there is no serial autocorrelation problem

DISCUSSION

From the results of the analysis using eviews 10, it was found that there was a significant effect of green perceived risk on green satisfaction with a p value of 0.0326, there was a significant effect of green perceived risk on green purchase intention with a p value of 0.0165 which contradicts research (Dehghanan & Bakhshandeh, 2014) and (Chen, Y.-S. and Chang, 2012) that green perceived risk has a negative effect on green satisfaction. There was no significant effect of green viral communication on green satisfaction with a p value of 0.3019, there was no significant effect of green perceived value on green purchase intention with a p value of 0.8469, there was a significant effect of green perceived value on green satisfaction with a p value of 0.0383 which is in line with research (Luis &Pramudana, 2017), there was an effect significant green satisfaction with green purchase intention with a p value of 0.0105, there is a significant effect of green viral communication on green purchase intention with a p value of 0.0325 which is in line with research (Cheung et al., 2015; Haery et al., 2013; Khabaz & Norouzi. , 2018; Mahesh, 2013; Wu & Chen, 2014)

Commented [E3]: add discussion, explain your hypothesis resul and compare with other research both align and contradictive result

CONCLUSIONS

From the research results indicate that the significant effect of green perceived risk on green satisfaction can be concluded that Ho is rejected and H1 is accepted, there is no significant effect of green viral communication on green satisfaction, it can be concluded that Ho is accepted and H1 is rejected, there is a significant effect

of green perceived value on green satisfaction can be concluded that Ho is rejected and H1 is accepted, there is a significant effect of green perceived risk on green purchase intention, it can be concluded that Ho is rejected and H1 is accepted, there is no significant effect of green perceived value on green purchase intention, it can be concluded that Ho is accepted and H1 is rejected, there is a significant effect of green satisfaction on green purchase intention that Ho is rejected and H1 is accepted, there is a significant effect of green viral communication on green purchase intention that Ho is rejected and H1 is accepted,

The limitation in this study is that the coefficient of determination of green perceived risk, green perceived value, green viral communication on green satisfaction has very little value. While the coefficient of determination of green perceived risk, green perceived value, green viral communication, green satisfaction with green purchase intention is also of very small value. The data analysis technique in this study only uses Eviews 10, it is expected to be able to use Structural Equation Model (SEM) analysis. Based on the research results that have been shown with its limitations,

In future research, researchers are expected to be able to perfect this research. Future research is expected to be able to see the limitations of this research as input. Future research is expected to be able to analyze other variables besides those in this study which can also affect purchase intention and green satisfaction.

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