



Determinants of Purchase Intention on Green Smartphone

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Abstract

The motive of this study became to decide and examine the credibility of green brands, private label products and electronic word of mouth on the purchase intention of iPhone smartphones each partly and concurrently. The sample consisted of 140 respondents from Universitas Muhammadiyah Tangerang college students. This studies approach makes use of quantitative. The sampling technique used was purposive sampling. The data collection method became achieved the use of a questionnaire device with a Likert Summated score (LSR) with the evaluation criteria strongly disagree - strongly agree. The effects showed that green brand credibility has a positive and significant effect on purchase intention of iPhone smartphones, private label products have a positive and significant impact on purchase intention of iPhone smartphones and E-WOM has a positive and significant impact on purchase intention of iPhone smartphones. Simultaneously green credibility, private label products and E-WOM have a positive and significant impact on purchase intention in iPhone smartphones. From the results of the regression equation shows that the have an impact on of electronic word mouth has the highest have an effect on then private label products and the smallest is green brand credibility. That these marketers to offer information on iphone products that iphone products have long past green spread that widely through electronic word of mouth that iphone smartphones are green brands.

Keywords: Green Brand Credibility, Private Label Product, Electronic Word Of Mouth Purchase Intention





1. INTRODUCTION

In this globalization technology, people may be increasingly more privy to the importance of keeping the surroundings, the range of factors that reason environmental harm will bring about the depletion of the ozone stratosphere layer that is getting thinner every day, could be thinning in each a part of the arena, environmental situations like this may increasingly make people privy to the importance of protecting the surroundings, an increasing number of groups are growing products which are environmentally friendly and do now not harm nature so they get a very good response in the community. The cross inexperienced motion has made companies more competitive in organising products that do not damage nature. Brand is a product identity that distinguishes a excellent image is needed inside the network. The first step within the pass inexperienced motion by using recycled and developing an intelligent robotic named Daisy whose assignment is to recycle production waste to shield the surroundings, not best that Apple Inc. makes use of solar electricity for lighting fixtures, even Apple Inc. uses solar energy for all operations. Some things that make iphone smartphones very appealing to the public, due to the fact. Apple Inc gives the satisfactory offered by using Iphone greater easily inside the shape of software and hardware, similarly, Steve Jobs also said that Iphone is related to the highest profits with market segmentation, particularly purchasers have a middle to higher elegance way of life which makes consumers still choose Iphone products in purchases.

Consistent with the supply (Databook, 2022) Apple inc. Recorded sales in 2022 US \$123.9 which elevated sales in comparison to the previous year. The sales increased 48.74% from the preceding sales of US \$83.3 billion, although Apple includes Imacs, Ipods and various other products Iphone remains one of Apple's largest sales at 50%. In line with the supply (Bearden et al., 2016) hobby in buying a product is conveyed to others via guidelines to take part in the use of the product. Purchaser buying hobby is constantly hidden in every man or woman, where no person can know what purchasers need and count on. Iphone telephone customers are the maximum fascinated human beings in growing nations, Indonesia is some of the international locations most interested in the use of iphone smartphones as compared to different international locations, according to records 41% of net customers are interested by shopping for an iphone phone (Amalia, 2016).

2. LITERATURE REVIEW

2.1 Green Brand Credibility and Purchase Intention

Brand credibility is the trust in a brand's innate product description that requires customers to see that the brand has the expertise and desire to always fulfill its promises (Jasmine & Saraswati, 2021). Green brand credibility is used to promote an environmentally



friendly product, leave a unique impression, especially increase customer satisfaction and provide consistent best quality to consumers (Suki et al., 2016). In line with According to (Erdem, T., Swait, J., Louviere, 2002) there are 3 indicators of green brand credibility 1) deliver what has been promised 2) trustworthy service 3) competent in providing services. Brand credibility is one way for companies to build good relationships with their customers, increase consumer confidence in the brand and increase the level of purchasing decisions (Ongkowitzjaja, Y., & Tjokrosaputro, 2020). Interest in buying a product is conveyed to others through suggestions to participate in the use of the product. Consumer buying interest is always hidden in each individual, where no one can know what consumers want and expect (Bearden et al., 2016). This is in accordance with research conducted by (Wahyuningtyas, 2016) (Setiady & Meliana, 2020) (Shafira Puteri Yowanda, 2022). (Vuong & Bui, 2023).

H1: There is a mutual influence between Green Brand Credibility and Purchase Intention

2.2 Private Label Products and Purchase Intention

According to (Syahbana, 2022) private label is a product from a supply company that has a contract with a retailer. Product from a supply company that has signed a contract with a retailer. Private label aims to meet consumer needs and increase profit margins in modern retail. Retail is a business that is constantly evolving and growing (Coelho et al., 2013). To compete, retailers must create various innovations to increase the number of consumers and overall awareness of their retail presence (Hasanah, 2017) (Marhaeni & Kurniawan, 2020). There are several indicators of Private Label Products 1) product quality 2) price 3) promotion 4) packaging. According to (Kakkos, 2015) the advantages of private labels are not only known by consumers but also by the retail industry itself as an opportunity to build store reputation. Buyers compare the prices of the various options available and then decide on the desired monetary allocation, The price of The price of private label products is relatively cheap in terms of price perception compared to the price of national brand products, this is due to changes in the volume of consumption of national brand products. The main reason why consumers buy private label products is price, but due to the improvement in the quality of own brands, consumers still choose private label products over national brands. This is in accordance with research conducted by (Nugroho & Burhani, 2019).

H2: There is a mutual influence between Private Label Products and Purchase Intention

2.3 Electronic Word Of Mouth and Purchase Intention

(Kotler & Keller, 2016) Electronic word of mouth is a positive or negative statement made by potential customers, actual customers and former customers about a product or



company via the internet. actual customers and former customers about a product or company via the internet. Electronic Word Of Mouth is not interpersonal communication because, it can be used by many people. However, it is not all mass communication either, because it is only intended for certain people (Hawkins, D.I., & Mothersbaugh, 2011). According to (Goyette, I., 2012) There are 2 indicators and dimensions of Electronic Word of Mouth 1) intensity 2) content 3) opinion valence. Electronic Word of Mouth is now the most effective and efficient marketing communication media because it does not require large costs, wide reach and rapid information dissemination. Social media that is currently hot and supports these activities is Tiktok social media which is widely used to market products / services by means of E-WOM (Lestari & Gunawan, 2021). Product quality plays an important role in electronic Word of Mouth. Therefore, if customers can be impressed with the quality of the product, then e-WOM will run well and affect customer buying interest. (Noraini et al., 2016) This is in accordance with research conducted by (Maskuri et al., 2019) (Fajar Permadi & Suryadi, 2019) (Sinaga & Sulistiono, 2020).

H3: There is a mutual influence between Electronic Word Of Mouth and Purchase Intention

2.4 Green Brand Credibility, Private Label Products and Electronic Word Of Mouth on Purchase Intention

Purchase intention is consumer behavior where consumers want to choose, use and consume to buy marketed products or services. Shopping interest may be the result of learning and thought processes that shape perceptions (Kotler, P., & Keller, 2016). The intention that arises in making a purchase creates a motivation that continues to be recorded in the mind and becomes a very strong activity, which in the end, when a consumer has to meet his needs, he will actualize what is in his mind (Agatha et al., 2019). According to there are 3 indicators of purchase intention 1) Transactional interest 2) Preferential interest 3) Explorative interest Research (Marendra & Wicaksono, 2022) entitled "The Influence of E-Wom and Brand Credibility on Purchase Intention with Brand Attitude as Intervening" shows that Brand Credibility, Electronic Word Of Mouth has a significant positive effect on Purchase Interest.

H4: There is a mutual influence between Green Brand Credibility, Private Label Products and Electronic Word Of Mouth and Purchase Intention



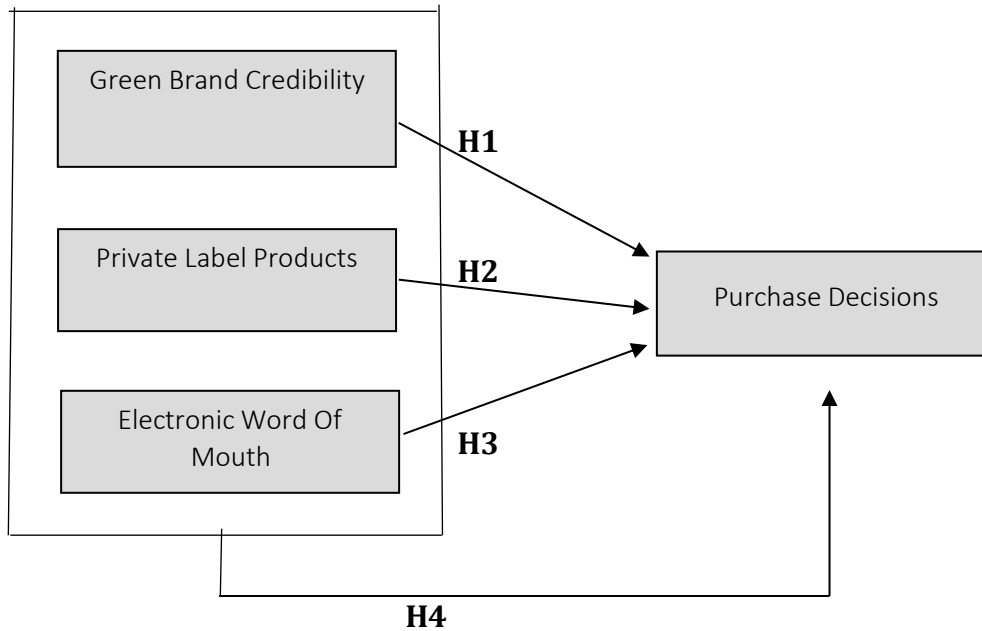


Figure 1. Research Conceptual Framework

3. RESEARCH METHOD

Researchers use an associative research approach, with a causal relationship, associative research is a formulation of research problems that asks about the relationship between two or more variables (Sugiyono, 2019). The population in this study were all even semester students at Universitas Muhammadiyah Tangerang. To calculate the determination of the number of samples from this selected population further, sampling uses the Hair formula. the minimum sample is 5-10 times the number of manifest variables (indicators) of the study as many as 28 so that the minimum sample size is 5 times the number of indicators or as many as $5 \times 28 = 140$ respondents. The sampling method used is purposive sampling. Data was collected in May 2023. The data was distributed using a questionnaire with a Likert rating scale. The data analysis method in this study was assisted by the use of statistical software, especially SPSS V.27 (Ghozali, 2018).

4. RESULT

4.1 Validity and Reliability Test

The validity test was carried out per item statement with 30 respondents. Validity test results obtained for the variables Green Brand Credibility, Private Label Products and

Electronic Word Of Mouth and Purchase Intention which have r count > r table (0.361), it can be concluded that the data can be used and declared valid.

Table 1. Validity Test Result

Variable	Item	R Count	T Table	Result
Green Brand Credibility	X1.1	0.808	0.361	Valid
	X1.2	0.798	0.361	Valid
	X1.3	0.843	0.361	Valid
	X1.4	0.911	0.361	Valid
	X1.5	0.744	0.361	Valid
	X1.6	0.811	0.361	Valid
Private Label Products	X2.1	0.717	0.361	Valid
	X2.2	0.725	0.361	Valid
	X2.3	0.806	0.361	Valid
	X2.4	0.665	0.361	Valid
	X2.5	0.760	0.361	Valid
	X2.6	0.788	0.361	Valid
	X2.7	0.866	0.361	Valid
	X2.8	0.827	0.361	Valid
Electronic Word Of Mouth	X3.1	0.734	0.361	Valid
	X3.2	0.704	0.361	Valid
	X3.3	0.699	0.361	Valid
	X3.4	0.748	0.361	Valid
	X3.5	0.762	0.361	Valid
	X3.6	0.747	0.361	Valid
	X3.7	0.845	0.361	Valid
	X3.8	0.865	0.361	Valid
Purchase Intention	Y1	0.788	0.361	Valid
	Y2	0.631	0.361	Valid
	Y3	0.805	0.361	Valid
	Y4	0.720	0.361	Valid
	Y5	0.823	0.361	Valid
	Y6	0.803	0.361	Valid

Source: Processed Data (2023)

Table 2. Reliability Test Result

	Cronbach's Alpha	Result
Green Brand Credibiliy	0.922	Reliabel
Private Label Products	0.936	Reliabel
Electronic Word Of Mouth	0.919	Reliabel
Purchase Intention	0.839	Reliabel

Source: Processed Data (2023)

The reliability test results show that green brand credibiliy has a Cronbach's Alpha value of 0.922, private label products have a Cronbach's Alpha value of 0.936, and electronic word of mouth is 0.919. It can be seen that the variable Cronbach's Alpha value has a reliability coefficient > 0.600 so it can be concluded that the test measuring instrument has reliability (Ghozali I, 2013).

4.2 Classic Assumption Test

The histogram graph can be used to test the normality of the data, the data can be normally distributed because it has bell-shaped characteristics and does not tilt to the left or right. Therefore, as a basis or decision-making guideline in the normality test, it can be concluded that the residual value is normally distributed.

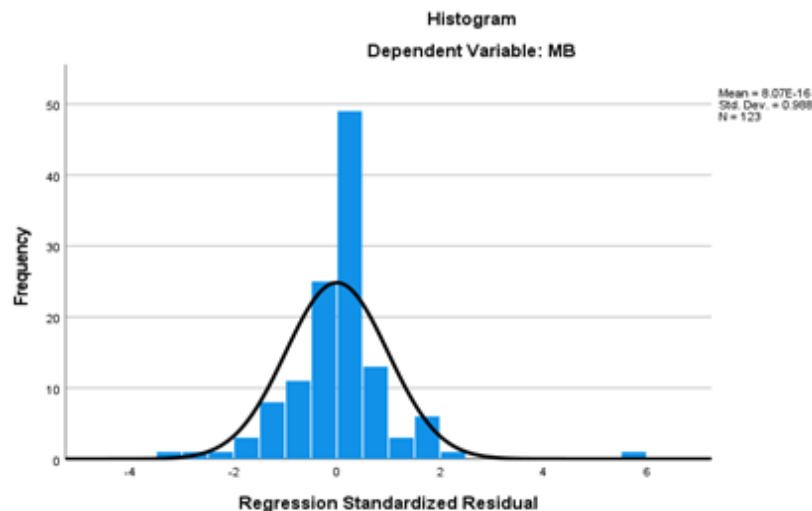


Figure 2. Histograms Result

Table 3. Multicollinearity Test Result

	Collinearity Statistics	
	Tolerance	VIF
Green Brand Credibility	0.268	3.738
Private Label Products	0.153	6.534
Electronic Word of Mouth	0.242	4.140

Source: Processed Data (2023)

The multicollinearity test is carried out by looking at the tolerance value and variance inflation factor (VIF). The basis for decision making in the multicollinearity test, if the tolerance value > 0.10 and $VIF < 10$, means that there is no multicollinearity in the statistical data tested. From table 3, the results of the examination, multicollinearity shows that the tolerance value for the green brand credibility variable is 0.268 and private label products is 0.153, and electronic word of mouth is 0.242, meaning there is no multicollinearity. The calculation effect also shows that the green brand credibility variable has a VIF value of 3.738 < 10 . And the private label product variable has a VIF value of 6.534 < 10 . Electronic word of mouth variable has a VIF value of 4.140 < 10 . And so it can be concluded that there may be no symptoms of multicollinearity.

The heteroscedasticity test has the aim of knowing whether in the regression version there is an imbalance in variance from one residual to another. One way of heteroscedasticity technique is to look at the scatter plot graph between the predicted value of the variable that has been determined (ZPRED) with its residuals (SRESID) (Ghozali, 2013). From Figure 3. shows that there is no heteroscedasticity disorder that occurs in the parameter estimation technique of the estimator version, the points spread above and below the number 0 on the Y axis without forming a certain pattern, so there is no heteroscedasticity.

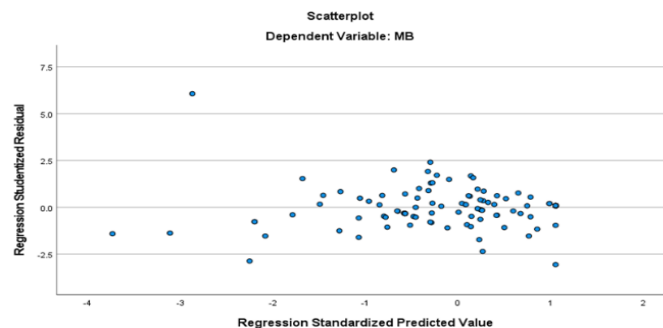


Figure 3. Heteroscedasticity Result

4.3 Multiple Linear Regression Test

Table 4. Results of Multiple Regression Tests

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.856	1.268		3.041	0.003
Green Brand Credibility	0.096	0.087	0.101	1.111	0.269
Private Label Products	0.211	0.086	0.296	2.468	0.015
Electronic Word Of Mouth	0.366	0.069	0.504	5.291	0.000

Source: processed data (2023)

Multiple linear regression is a version of regression or prediction that requires several independent variables or independent variable predictors. Based on the output of Table 4. Unstandardized Coefficients column B for regular (a) is 3.856, green brand credibility (b) is 0.096 and the coefficient of private label products (b) is 0.211 and the coefficient of electronic word of mouth (b) is 0.366 simultaneously so that the regression equation can be written $Y = 3.856 + 0.096X_1 + 0.211X_2 + 0.366X_3 + e$ the coefficient (b) is known as the regression coefficient and represents the exchange of variable X through units. After being influenced by the green brand credibility variable with an increase of one unit, it increases the value of purchase intention by 0.096, and from the private label product variable by 0.211 and the electronic word of mouth variable 0.366 for each variable increase of 1 unit.

Table 5. Results of Testing the Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
.860 ^a	.739	.732	1.92465

Source: processed data (2023)

The Adjusted R Square value of 0.732 is then multiplied by 100% according to the coefficient of determination test formula ($R^2 \times 100\%$), so that the result is 73.2%. Thus the magnitude of the contribution of the influence of Green Brand Credibility, Private Label Products and Electronic Word Of Mouth on Purchase Intention is 73.2%, while the remaining 26.8% is influenced by other variables not examined.

5. DISCUSSION

To determine the effect of green brand credibility, private label products electronic word of mouth on purchase intention, by looking for a comparison between t count and t table H_a accepted H_o rejected. If t count < t table then H_a rejected H_o accepted and if t count > t table or if sig value. <0.05 then H_a is accepted H_o is rejected. Hypothesis testing t is done with a two-sided test (two tailed test) by comparing the t count value with the t table at a significant level of 5% (0.05).

Based on Table 4 shows the regression test results obtained by the green brand credibility variable, the t value is $11.964 > t$ table 1.979, and the significance value is 0.000 <0.05, so the conclusion is H_1 is accepted. So it can be concluded that there is a positive and significant effect of green brand credibility on buying interest. The results of this study are supported by (Gilaninia, S., & Rahimi, 2012) (Vuong & Bui, 2023) that interest in people's green brand credibility is directly proportional to buying interest in Iphone products. Iphone products that are already environmentally friendly make people more confident by buying iphone products directly participating in protecting nature.

Based on the table 4 Shows the regression test results obtained by the private label product variable t count $15.785 > t$ table 1.979, and a significance value of 0.000 <0.05, it is concluded that H_2 is accepted, so it can be concluded that there is a positive and significant effect of private label products on buying interest. The results of this study are supported by (Alharits & Wahyono, 2022) (Fauzi & Sartika, 2022) that interest in private label products is a product produced by a certain company and sold under the company's trademark. They tend to have lower prices compared to well-known brands such as the iPhone. Private label products can often attract consumers who are looking for alternatives at more affordable prices.

Based on Table 4 shows the regression test results obtained by the electronic word of mouth variable, the t value is $16.880 > t$ table 1.979, and the significance value is 0.000 <0.05, so the conclusion is H_3 is accepted. So it can be concluded that there is a positive and significant effect of green brand credibility on purchase intention. The results of this study are supported by (Fajar Permadi & Suryadi, 2019) (Sinaga & Sulistiono, 2020) (Lestari & Gunawan, 2021). The results showed that buying interest is influenced by recommendations,



suggestions and reviews received by respondents or potential consumers reviews received by respondents or potential consumers. The more often potential consumers collect information with high credibility and good quality information, it will increase the tendency towards buying interest.

For simultaneous hypothesis testing between green brand credibility and private label products and electronic word of mouth in purchase intention, it can be seen that the F count is $112.283 > F$ table 2.68, or by comparing the value (p sig. F) $0.000 < 0.05$, then the decision is H4 accepted. The relationship between green brand credibility and private label products and electronic word of mouth shows a strong and significant influence on iPhone purchase interest, because the positive relationship means that the higher the purchase interest in iPhone products continues to increase, even affecting purchase interest.

6. CONCLUSION

The effects showed that green brand credibility has a positive and significant effect on purchase intention of iPhone smartphones, private label products have a positive and significant impact on purchase intention of iPhone smartphones and E-WOM has a positive and significant impact on purchase intention of iPhone smartphones. Simultaneously green credibility, private label products and E-WOM have a positive and significant impact on purchase intention in iPhone smartphones. From the results of the regression equation shows that the have an impact on of electronic word mouth has the highest have an effect on then private label products and the smallest is green brand credibility.

With regard to the green brand credibility variable Apple must continue to improve and strengthen its existing sustainability efforts. The company should continue to invest in renewable energy, recycling, and reduced environmental impact in its supply chain. pple should continue to improve and strengthen its existing sustainability efforts. The company should continue to invest in renewable energy, recycling, and reduced environmental impact in its supply chain, Actively Leverage E-wom Apple should continue to harness the power of e-WOM by developing user-focused marketing strategies and strengthening the Apple fan community. in order to increase interest in purchasing Iphone smartphone products. For further research on the same topic, research can also be carried out on other objects because based on the determination value of 73.2%, so that the information obtained can later be used to further develop the information made by respondents. In addition, future researchers can use other more complex variables such as lifestyle, price perception, product opinion, marketing techniques, service systems and many more.





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