



Green Marketing Strategy: Factors Influencing Green Purchase Intention in the Decision to Use a Solar Power Plant (PLTS) in Palembang City

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ABSTRAK

The main objective of this study is to identify factors that can influence green purchase intention in the decision to use renewable energy for PLTS. The research design used in this study is a causal design to explain the causal relationship between variables through hypothesis testing. Theory of Planned Behavior (TPB) as a basic theoretical framework in predicting and investigating pro-environmental behavior. The population in this study were household/private PLN consumers in South Sumatra. The results of this study conclude that Environmental Knowledge and Green Product Awareness have a significant effect on Green Purchase Intention. In addition, this study also suggests that Environmental Knowledge can influence a person's attitude to use environmentally friendly products. Environmental Knowledge has a significant effect on Green Purchase Intention through Attitude as an intervening variable.

Keywords: *Green Purchase Intention, Environmental Knowledge, Attitude, Green Product Awareness*

1. INTRODUCTION

Issue damage environment and global warming as good consideration use source power increasingly nature limited, create companies, researchers and governments try for create alternative possible production minimize impact negative damage environment, which is in part big caused by the production process industry manufacture that is with designing product sustainable and friendly known environment with the green product (Costa et al, 2020; CSR Costa et al, 2021). Global warming is becoming very urgent, and many issues are discussed in international forums (Tan et al, 2017). increasing awareness of the public in the use of green product make the company consider a green marketing strategy in part of the big industry (Doszhanov, Aibek & Ahmad, ZA, 2015). Application draft green marketing become a very urgent matter for done in face issue damage environment.

Currently, an industry that participates as well as in the development of products in a friendly innovation environment or green products is the industry photovoltaic. Industry photovoltaic is one sector

contributing industry in the development of electricity national as an alternative to use energy fossil. Energy is one source of power nature that is not updated and is limited. Limitations on source power naturally become a serious matter because the need will source power continuing energy increases along with the increase amount residents, accompanied by the enhanced need to need everyday source energy like electricity as well as the impact from the use of source power energy that can trigger damage environment (Fristuti, Melia & Royda, 2020).

To address the problem of limitations in energy and reduce the impact use source power energy damage the environment, the Ministry of Energy and Resources Mineral Resources (ESDM) plans to utilize energy renewable. One of them uses energy renewable namely solar panels is a possible alternative accepted For replacing the use of material burn fossil Goods in a manner national or globally that can reduce the effect of global warming (Balakrishnan, et al, 2020; Shahbaz, et al, 2020). The superiority of the PLTS compared to energy used during this among them maintenance and operation easier so which can reduce pollution and

effects house glass, and it more economical and easily integrated with the system's existing electricity there is (Fristuti, Melia & Royda, 2020).

According to Jacobson et al (2017), global warming has been very worrying so energy renewal is urgently needed to prevent global warming so as not to rise above 1.5 C. Research results show that the use of energy renewable own effects positive and sufficiently big to grow the economy in some countries like Ukraine, Sweden, Slovenia, Poland, Peru, Netherlands, Mexico, the Republic of Korea, Kenya, Japan, Ireland, Greece, Germany, Finland, Denmark, Czech Republic, China, Chile, Bulgaria, Brazil, Austria, and Australia (Shahbaz, M., et al., 2020). So that many countries have started to move from using energy not renewable become energy renewable in a period long.

Using energy renewable with utilizing PLTS in the city of Palembang was already start introduced in the year 2018-time implementation event sport the Asian level, the SEA Games, which moment that Palembang City became a pilot project for the use application of energy clean using PLTS. The use of PLTS among the consuming public is still very small. New society only knows if the energy sun can produce energy the same electricity the benefits of energy electricity are used in life every day (Suarasumsel. id, 2018). So that important to know the factors that only can influence interest consumers in the decision to use energy-renewable PLTS.

A recent study finds that environmental knowledge and attitude are possible factors predicting interest purchase consumers to green purchase intention (Kusuma, PND & Handayani, SR, 2018; Putri et al, 2021). Environmental knowledge can also form consumer attitudes to interest purchase product friendly environment (Haryanto & Budiman, 2014; Noor et al, 2012). Research results other has confirmed the influence positive of the attitude towards interest in purchasing a product-friendly environment (Tan et al, 2017; Greaves, 2013). Attitude can also become mediating variable between environmental knowledge and interest in purchasing in green purchase intention (Wulandari et al, 2015; Indriani et al, 2019).

Another study suggests that awareness of somebody to use product friendly environment can become a predictor in influencing interest in somebody to use products friendly environment (Atulkar, Sunil, 2021; Hernizar et al, 2020; Doszhanov, Aibek & Ahmad, ZA, 2015). green product awareness is related to the ability of the consumer to know and recognize products' friendly environment that can reduce pollution environment (Tseng, 2013). So, the concept of green marketing strategy is a concern for lots of industry moments. Awareness of consumers to present products friendly environment and reception consumers to use the product (Korcaj et al, 2015). Research conducted by Schelly (2014) observed that aware customers who exists

products in green product awareness will show interest in the for green purchase intention.

Research previously has lots discussed context green marketing about interest purchase or use of product and factors that can affect it with a focus on various product industry manufacturing, will but discussion about draft green marketing in industry photovoltaic specifically use energy Renewable solar power plants are very minimal. Because the objective main of the study is to identify possible factors that influence interest purchase products deep green. The decision to use energy-renewable PLTS.

1.1. Formulation of the Problem

Based on the background behind the above, the problem study can be formulated as follows:

1. How to influence environmental knowledge, attitude, and green product awareness to interest use of Solar Power Generation (green purchase intention) for consumers in Palembang City.
2. How to influence environmental knowledge through attitude as an intervening variable to interest use of Solar Power Generation (green purchase intention) for consumers in Palembang City.

1.2 Objective

Study This aim for :

1. Prove in a manner the empirical and analyzing influence of environmental knowledge, attitude, and green product awareness to interest use of Solar Power Generation (green purchase intention) for consumers in Palembang City.
2. Prove in a manner empirical and analyzing influence environmental knowledge through attitude as intervening variable to interest use Solar Power Generation (green purchase intention) for consumers in Palembang City.

2. LITERATURE REVIEW

Theory behavior was planned to be put forward by Ajzen in 1985. According to theory, three variables (behavior, norm subjective, and control perceived behavior) are center formation interest behavior, which sequentially influences behavior human. Individuals tend to show attitude positive when they manner positively and evaluate the behavior of the results; evaluation of positive makes them more possible for be involved in behavior certain (Amoako et al., 2020).

One assumption important point made by Ajzen and Fishbein (1980) is that individuals rather rational, create decisions based on the information and consider the implication of action they are before involved or not involved in something behavior. Besides in addition, Ajzen and Fishbein (1980) indicate two factors determine behavior, that is belief related behavior with consequence behavior on one side, and beliefs-related normative with

other people's recipes on the other hand (Sharma & Foropon, 2019). Besides that, TPB is one most influential theories in psychology society, and health. Furthermore, TPB was also validated in the context of pro-environmental behavior (Sharma & Foropon, 2019).

Approach management marketing is a structured way that can be carried out by the perpetrator business to determine the target market for can deliver products goods/services to the right consumer to get the maximum profit effectively and efficiently (Sholihin & Oktapiani, 2021).

Field marketing and advertising green create a promotion strategy To make the customer aware of will problems and issues environment. With the help of message bulk about the product green energy and its use, the company promotes the product in the market (Atulkar, 2021). This is more strategy preferred because organizations must adapt themselves to the concerns/requests of growing consumers, and society post-modern increasingly worries about the impact on ecology and the environment (Mandliya et al., 2020).

Green Marketing is an effort to produce and serves a friendly product environment. Researchers have given several contributions related issue green marketing, such as: researching the attitude and behavior of consumers of green products; For identify a market for product green; based on the need of the consumer market segment and satisfying them; For develop a positioning strategy for product green; and for designing mix marketing for product green. Mix marketing green must make such shape so that the public must be awakened will benefit from accepting the draft go green and products friendly environment (Pant et al., 2020).

There are several drafts of important marketing strategies, namely:

1. Market Segmentation

This company requires a market group consisting of various types of characteristic buyers heterogeneous become groups are smaller and homogeneous, so easy For reached.

2. Market Positioning

Election-specific market patterns with objectives get opportunities for more positions tall compared to competitors.

3. Market Entry Strategy

Companies use this method to reach market segments to target sales.

4. Marketing Mix Strategy

Gathering variables used by the company to influence the customer. Variables used such as; product, price, place, and promotion.

Very important for the government and providers of service to increase the level of awareness of customers and create the Ready face problem energy moment this and the future. Concern for the environment increases the effectiveness of customers and pushes them to contribute to the protection environment. Because that's important for provider services and agencies government to create awareness among customers through various promotional media that play a role important in awakening interest buy (Atulkar, 2021).

Attitude is a trending consumer to save energy. Involvement of emotional consumers For a safe environment gives producers chance to produce product friendly environment. Conservation energy consumers are influenced by a caring environment (Waris & Hameed, 2019). Attitude refers to a trend of favorable and unfavorable individuals profitable to something object, individual, or situation, which developed through mental processes and experiences individual. The use of product energy by consumers' house stairs, attitude is a trending consumer for save energy, which is influenced by the behavior of economical energy (Waris & Hameed, 2020).

Taking decisions the consumer for a selected product often depends on the values environment so the concerned consumer for the environment will influence the decision to adopt an equipment house ladder to save energy (Waris & Hameed, 2020). Enhancement level concern environment increases the possibility of pro-environmental behavior (Arroyo & Carrete, 2018).

Research conducted by Joshi & Rahman (2015) regarding influencing factors in behavior purchasing a friendly environment gives results that concern environment consumers and attributes functional product appear as two factors determinant main to behavior purchase green consumer. this result was then supported by Pratiwi Ni Putu Deviary Kusuma & Sulhaini (2018) who stated that knowledge environment and advertising green are influential positive and significant to the attitude environment and ultimately affect green purchase intentions. However, the results were different pointed out by Costa et al (2021) which shows that the awareness environment does not influence the intention to buy.

Study other show that a promotion time limit can cause more intention to share product green than promotion in an amount limited as revealed by Liang et al (2022). The same research related to promotion to intention buy is also done by Chi (2021) which shows that eco-brand, eco-label, and social media push the intention consumption green at the destination eco-tourism. Sreen et al (2018) researched the impact behavior of individuals on intent to purchase green with application construction from the Theory of Planned Behavior (TPB) which shows results that collectivism in a manner significantly related to third predictors (attitude, norm subjective and

Internal PBC) and influential to intention purchase green. this result is supported by research further carried out by Choi & Johnson (2019), their findings show that three construction of TPB accounted for 50.8% of the variance in intention buy, the most influence indicated by attitudes and norms subjective having effect Enough big to intention buy. Study the latest of the related Hou & Sarigöllü (2022). effect scale to intention purchase green. the research shows that using an expanded scale for express benefit green can increase the perception of consumers about mark product, which in the end will push the intention to purchase green.

2.1. Hypothesis

Based on the matter the so-formulated hypothesis :
 H1:Environmental Knowledge influential significant to Green Purchase Intention.

H2:Environmental Knowledge is influential and significant to attitude.

H3:Attitudes influential and significant to Green Purchase Intentions.

H4: Green Product Awareness has an effect significant to Green Purchase Intention.

H5:Environmental Knowledge influential and significant to Green Purchase Intentions through attitude as an intervening variable.

2.2. Empirical Research Framework

Based on the connection between the draft above, got framework is conceptual as follows.

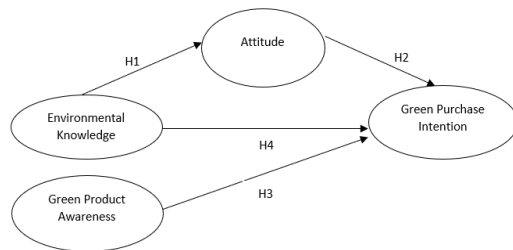


Figure 1. Framework Think

3. RESEARCH METHODS

3.1 Research Design

The research design used in this study is a causal design. Causal design is used to explain the causal relationship between variables through hypothesis testing, where there are independent variables (variables that influence) and dependent (influenced). This design examines causal relationships as well as finds out how the relationship between variables and the problem refers to the research objectives. Study this uses an approach quantitative.

3.2. Population/Sample

The population in this research is household PLN consumers household / personal in South Sumatra. The retrieval technic sample in a study uses a purposive technique Sampling is a technique determination sample with consideration of certain. This technique can be interpreted as a sampling process by first determining the number of samples to be taken and then selecting samples based on certain criteria. The criteria for sampling in this study are:

1. Consumer of State Electricity Company (PLN).
2. Consumers who are at least 25 years old and above and are in the region of Sumatra south.

3.3. Data Sources & Types

Primary data sources in this study come from results-related questionnaires with sample research.

3.4. Data Analysis Technical

Instrument Test

According to Sugi y ono (200 8:76): “Test the instrument research is a tool used to measure natural, as well as social phenomena that are specifically observed .” All these phenomena are referred to as research variables. In the study this instrumented test was carried out consisting of:

Reliability Test

Reliability is the index showing to what extent tool measuring can be dependable. Reliability can also be interpreted as trust, reliability, and consistency something index. According to Sugiyono (2008:73): Instruments said reliable if instrument the used several times for measure the same object, as well capable of generating the same data. Testing reliability can be done with the use of technique statistics Cronbach's alpha. The instrument said reliable if the own value $\alpha > 0.60$. High or low reliability indicated by the numbers is called coefficient reliability, with a range of 0 – 1. If the coefficient reliability approaches number 1 then the more reliable tool measures them.

3.5. Method Data Analysis

A deep data analysis study is done using Structure Equation Model (SEM) which is operated through the SMART PLS program. Testing hypothesis study was done with two models viz relationship model testing in a manner direct and intervening models (variable between). Testing variables between (intervening) will do with the use analysis path (Path analysis).

$$Y1_i = \alpha + X1_i + \epsilon \tag{1}$$

$$Y2_i = \alpha + X1_i + X2_i + X3_i + \epsilon \tag{2}$$

4. RESULT

4.1. Validity Convergent

According to Chin (1998; in Hock and Ringle, 2006: 195) states validity convergent reviewed from mark outer loadings and Average Variance Extracted (AVE) where value cut off value on each value, namely: for outer loadings/loading factor required value is 0.7 however For study stage initial, value 0.5-0.7 still stated passed the validity test convergent (Ghozali and Latan, 2015, p. 74). Then Hair et al (2011) suggested that

Table 1. Outer Loading Result

	attitude	Environmental Knowledge	Green Product Awareness	Green Purchase Intentions
x1.1		0.779		
x1.2		0.888		
x1.3		0.787		
x1.4		0.790		
x2.1			0.781	
x2.2			0.846	
x2.3			0.912	
x2.4			0.813	
y. 1				0.902
y.2				0.946
y. 3				0.900
z. 1	0.757			
z. 2	0.831			
z. 3	0.874			
z. 4	0.855			
z. 5	0.811			

Source: SmartPLS

Based on Table 1 above, can be seen that all mark outer loading for all variable own value > 0.7 . So that all variable items get away in testing outer loading.

Convergent Validity is considered fulfilled If the mark Average Variance Extracted (AVE) is ≥ 0.5 . The validity test results convergent ie as follows:

4.2. Average Variance Extracted (Validity Test)

Table 2. Results of Average Variance Extracted

Variable	AVE	Critical Value	Information
attitude	0.683	>0.5	Valid
Environmental Knowledge	0.660	>0.5	Valid
Green Product Awareness	0.705	>0.5	Valid
Green Purchase Intentions	0.839	>0.5	Valid

Source: SmartPLS

Table 2 shows that the third variable used in the study is valid because produces an AVE value > 0.5 .

4.3. Analysis Results Reliability

Table 3. Cronbach's Alpha results

	Cronbach's Alpha	Rule of Thumb	Results
attitude	0.885	>0.7	Reliable
Environmental Knowledge	0.827	>0.7	Reliable
Green Product Awareness	0.859	>0.7	Reliable
Green Purchase Intentions	0.904	>0.7	Reliable

Source: SmartPLS

Table 3 shows the whole variables used in the research this characteristic is reliable Because produces mark Cronbach's alpha > 0.7 . concluded that the data has passed the reliability test then data can be next to analysis next.

4.4. Composite reliability

Table 4. Value Composite Reliability

Variables	Composite reliability	Rule of Thumb	Results
attitude	0.915	>0.70	reliable
Environmental Knowledge	0.885	>0.70	reliable
Green Product Awareness	0.905	>0.70	reliable
Green Purchase Intentions	0.940	>0.70	reliable

From the table above, the value Composite Reliability all variables own mark Composite Reliability > 0.7 , so the data is reliable and can be done testing next data processing.

4.5. Coefficient Value Determination

The data analysis will serve for the first time about structural model test results (inner model) on the determination of the coefficients (R^2). In determining mark coefficient determination / R- square (R^2), its value range from 0 to 1 and divided become three criteria assessment, the first For mark R square (R^2) ($1 - 0.75$) incl characteristic substantial/strong, the second For R- square value (R^2) ($0.74 - 0.5$) included

characteristic moderate/moderate, the third For R-square value (R^2) (0.49 – 0.25) included characteristic weak. As for value coefficient determinations generated by research, this is as follows:

Table 5. R-Square Value Results

Variable	R Square
attitude	0.428
Green Purchase Intentions	0.549

Source: SmartPLS

Based on the results mark coefficient determination (r square) generated by the construct study is as follows:

1. Donations variable Environmental Knowledge and Green Product Awareness to Attitude variable of 0.428 or 42.8%. Whereas the rest of 57.2% (100-42.8) is influenced by variables outside research.
2. Donations variable Environmental Knowledge, Green Product Awareness, and Attitude to variable Green Purchase Intention of 0.549 or 54.9%. Whereas the rest of 45.1% (100-54.9) is influenced by variables outside research.

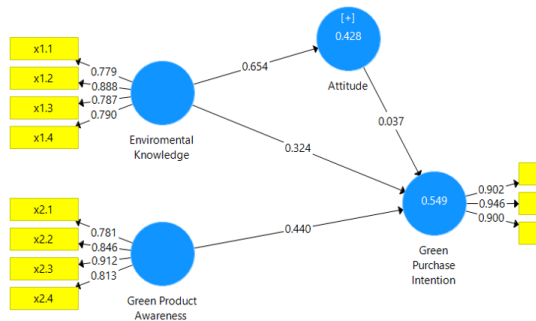


Figure 2. R-Square Value Results

4.6. Hypothesis Test Results in Influence direct

4.6.1. Significance Test

4.6.1.1. Hypothesis Results with Test sig

As for the criteria in the significance test This among others:

- a. If the value Probability > 0.05, then No happen influence between variable independent to dependent or H0 is accepted and Ha is rejected.
- b. If the value Probability < 0.05, then happen influence between variable independent to dependent or H0 is rejected and Ha is accepted.

Table 6. Calculation Results Bootstrapping

Cod e	hypothesis	Original sample	Q statistics	P values	Conclusion
H1	Attitude -> Green Purchase Intention	0.037	0.307	0.759	Rejected
H2	Environmental Knowledge -> Attitude	0.654	15,700	0.000	Accepted
H3	Environmental Knowledge -> Green Purchase Intention	0.324	4,978	0.000	Accepted
H4	Green Product Awareness -> Green Purchase Intention	0.440	4,053	0.000	Accepted

1. No there is an influence variable Attitude -> Green Purchase Intention, because mark P- the value of 0.759 > 0.05 or in other words H0 accepted and H_a rejected.
2. There is an influence positive significant variable Environmental Knowledge -> Attitude because mark P-the value of 0.000 < 0.05 or in other words H0 rejected and H_an accepted.
3. There is an influence positive significant variable Environmental Knowledge -> Green Purchase Intention because mark P- the value of 0.000 < 0.05 or in other words H0 rejected and H_an accepted.
4. There is an influence positive significant variable Green Product Awareness -> Green Purchase Intention, because mark P- the value of 0.000 < 0.05 or in other words H0 rejected and H_an accepted.

4.6.1.2. Hypothesis Test Results Influence No direct

Table 7. Calculation Results Bootstrapping

Cod e	hypothesis	Original sample	Q statistics	P values	Conclusion
H1	Environmental Knowledge -> Attitude -> Green Purchase Intention	0.024	0.305	0.761	Rejected

So results from Table 7, among others:

1. No there is an influence variable environmental Knowledge -> Attitude -> Green Purchase Intention because mark P- the value of 0.761 > 0.05 or in other words H₀ accepted and H_a rejected

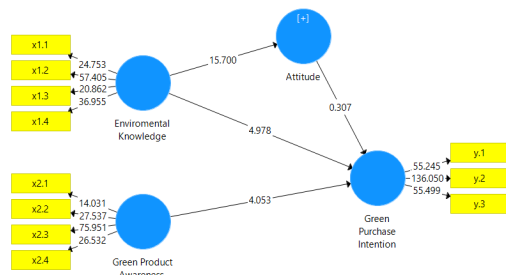


Figure 3. Calculation Results

5. DISCUSSION

Hypothesis Test 1:

Hypothesis 1 (one) stated that Environmental Knowledge is influential and significant to Green Purchase Intention. Based on the results of hypothesis testing in Table 6 above obtained a P-Value value of 0.000 < 0.05, with thereby variable Environmental Knowledge, is influential in a manner significant to Meaningful Green Purchase Intention Hypothesis 1 (H1) Accepted.

Hypothesis test results in 1 above show that variable knowledge environment (Environmental Knowledge) is one possible factor influencing interest in consumers to do purchases in products friendly environment. Research results in This is in line with research conducted by Kusuma & Handayani (2018) and Putri et al (2021) which states that the knowledge environment is a possible factor that predicts interest purchase consumers in product friendly environment. Accordingly, research conducted by Pratiwi & Sulhaini (2018) states that knowledge somebody to the environment and advertising green can influential positive and significantly interest purchase consumers to product green.

Consumers who know the impact negative of the use of power electricity made from burned fossils will consider For use materials in a more burn-friendly environment like using generator electricity power solar, this will influence the decision of the consumer To use power electricity power Sun as a replacement power electricity made from burned fossils.

Hypothesis Test 2:

Hypothesis 2 (two) stated that Environmental Knowledge is influential and significant to attitude. Based on the results of hypothesis testing in Table 6 above obtained a P-Value value of 0.000 < 0.05, with thereby variable Environmental Knowledge, is influential in a manner

significant to Meaningful attitude Hypothesis 2 (H2) Accepted.

Hypothesis testing 2 shows that variable Environmental Knowledge can influence a person's attitude for use product friendly environment. This is in line with research conducted by Haryanto & Budiman (2014) and Noor et al (2012) which states that Knowledge environment (environmental knowledge) is one possible factor in forming consumer attitudes to interest purchase product friendly environment. Research results are also supported by research conducted by Pratiwi & Sulhaini (2018) which states that knowledge environment and advertising green influential positive and significant in form attitude consumer to use product green. The use of energy renewable as replacement energy material that burns fossil, attitude is a trend For saving behavior influenced energy economic energy (Waris & Hameed, 2020). Where's the attitude formed because of the knowledge consumer of the environment which is influencing variables attitude of consumers to use something product.

Hypothesis Test 3:

Hypothesis 3 (three) stated that attitude is influential and significant to Green Purchase Intention. Based on the results of hypothesis testing in Table 6 above obtained the P-Value is 0.759 > 0.05, with thereby variable Attitudes don't influence in a manner significant to Meaningful green purchase intention Hypothesis 3 (H3) Rejected.

Based on hypothesis test results 3, Variable attitude no is one possible factor that influences the decision consumer to use product friendly environment. Research results This is different from the results study earlier. Research conducted by Tan et al (2017) and Greaves (2013) stated that Attitude is a variable that can influence interest purchase consumers in product friendly environment. Besides that research conducted by Roh et al (2022) and Joshi et al (2021) states that the attitude of consumers influences positive and significant as well as factors main can influence the intention to purchase consumer to something product. However, the results of the study this is in line with the results of research conducted by Nguyen et al (2018) and Taufique et al (2017) which state that attitude have no influential significance to interested consumer in do purchase product green.

Hypothesis test results in 3 above show that variable attitude (attitude) no can become a possible factor influencing consumer in do purchase product green (green purchase intention), this can just happen Because attitude related to habits individual what is they do. Although consumers knowledge about the impact of pollution and environmental consequence and use products that use ingredients dangerous, however often happen inconsistency between what consumers know and think with How they behave (Hume, 2010). Concern consumers about the environment and attitudes showed it

turns out no can always influence their actions to purchase the product. Relationship patterns that are not consistent can just happen Because other factors can influence the intention of somebody To decide to purchase a product green (Grimmer & Wooley, 2014). So we can conclude that attitude no can influence the interested consumer in relationship with the decision For using a more PLTS-friendly environment.

Hypothesis 4 test:

Hypothesis 4 (four) stated that Green Product Awareness is influential and significant to Green Purchase Intention. Based on the results of hypothesis testing in Table 6 above obtained a P-Value value of $0.000 < 0.05$, with thereby variable Green Product Awareness matters in a manner significant to Meaningful Green Purchase Intention Hypothesis 4 (H4) Accepted.

Hypothesis testing 4 shows that the variable Green Product Awareness can influence the intention to purchase consumer product green (Green Purchase Intention). This is in line with a study previously carried out by Atulkar, Sunil, (2021); Hernizar et al, (2020); Doszhanov, Aibek & Ahmad, ZA, (2015). So that very important thing for the government and providers' service for creating awareness of consumers to benefit from using product green (Atulkar, 2021). In research, the conscious consumer is related to the ability of the consumer to know and recognize products friendly environment (green products) that can reduce pollution environment (Tseng, 2013). Awareness of consumers to present products friendly environment (green product awareness). Reception consumers to use the product (Korcaj et al, 2015). Research conducted by Schelly (2014) observed that aware customers who exist products in a friendly environment (green product awareness) will show interest in the For use product (green purchase intention). So that can pull the conclusion, that awareness consumer to his concern for the environment will influence the interested consumer about the decision to use product electricity with material more burn friendly environment namely PLTS.

Hypothesis Test 5:

Hypothesis 5 (five) stated that Environmental Knowledge is influential and significant to Green Purchase Intention through attitude as an intervening variable. Based on the results of hypothesis testing in Table 7 above obtained the P-Value is $0.761 > 0.05$, with thereby variable Environmental Knowledge is not influential in a manner significant to Green Purchase Intention through attitude as an intervening variable which means Hypothesis 5 (H5) Rejected.

However, sadly attitudes often own no pattern consistent with the knowledge that using products green to reduce damage environment No can influence interested consumers for do purchase product green (Hume, 2010). This makes variable attitude no mediate connection

between Environmental Knowledge and green purchase intention.

6. AUTHORS' CONTRIBUTIONS

Green marketing strategy is a phenomenon of economy inherent green. To increase understanding of Green marketing strategy and its success, research This fill in gap literature about influencing factors of Green Purchase Intentions in the decision to use Solar Power Plant (PLTS) in Palembang City. Research results conclude that Environmental Knowledge and Green Product Awareness are influential and significant to Green Purchase Intention. Besides that, research also hints that Environmental Knowledge can influence a person's attitude toward using product friendly environment. However, attitude no is one possible factor that influences the decision of the consumer to use product friendly environment. Environmental Knowledge is influential and significant to Green Purchase Intention through attitude as an intervening variable.

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