

# The effect of Green Product, Green Perceived Value, and Environment Knowledge on Green Purchase Intention on Cleo Eco Green bottled water in Islamic Economic Perspective

Sari Kirana<sup>1</sup>, A Zuliansyah<sup>2</sup>, Yulistia Devi<sup>3</sup>

<sup>1</sup> State Islamic University of Raden Intan Lampung, Indonesia; sarikiranaa9@gmail.com

<sup>2</sup> State Islamic University of Raden Intan Lampung, Indonesia; zuliansyah@radenintan.ac.id

<sup>3</sup> State Islamic University of Raden Intan Lampung, Indonesia; yulistiadevi@radenintan.ac.id

## Abstract

This study aims to determine the effect of green product, green perceived value, and environment knowledge on green purchase intention in Cleo Eco Green bottled water products in the perspective of Islamic economics. The method used is a quantitative approach with data collection through questionnaires involving 100 respondents in the city of Bandar Lampung. The results of the analysis showed that Green products have no significant effect on Green Purchase Intention, with a p-value of 0.600. The Green Perceived Value also had no significant effect, with a p-value of 0.070. However, Environment Knowledge was shown to have a positive and significant effect on Green Purchase Intention, with a p-value of 0.033. These findings indicate that although consumer awareness of green products is still low, good environmental knowledge can increase the purchase intention of green products. In the perspective of Islamic economics, these three variables are interconnected and can increase consumer awareness to consider the social and environmental impact of their choices.

## Keywords

Green Product; Green Perceived Value; Environment Knowledge; Green Purchase Intention

## Correspondence Author:

Sari Kirana

State Islamic University of Raden Intan Lampung, Indonesia; sarikiranaa9@gmail.com

## 1. INTRODUCTION

Today there are many issues that the world community is concerned about environmental sustainability. Such issues as wild burning, global warming, environmental pollution, and many more (Alamsyah et al., 2022). Natural conditions that can not be predicted lately is one sign of global warming. This makes people aware of the importance of preserving the environment and makes them aware not to make things worse (Gaffar et al., 2024). Environmental damage will have a bad impact on human survival that can be caused by plastic waste (Green et al., 2024). Plastic is very useful in various industrial activities because of its affordable price, light weight and practical use in various products (Arwini, 2022). However, plastic will cause significant damage to the environment because it is difficult to decompose, where this waste is waste that is difficult to handle, if buried it will pollute the soil, if burned it will pollute the air and if thrown overboard it will pollute the water (Auzora & Untarini, 2023).



© 2025 by the authors. This is an open access publication under the terms and conditions of the Creative Commons Attribution 4.0 International License (CC BY NC) license (<https://creativecommons.org/licenses/by-nc/4.0/>).

Published by Sunan Giri Islamic Institute (INSURI) Ponorogo; Indonesia  
Accredited Sinta 4

Currently, the development of national general waste generation continues to grow during the same period which can be evidenced from the National Waste Management Information System (SIPSN) website which states that the projected national plastic waste generation reaches 9.2 million tons. This amount is equivalent to 13.98% of the total volume of waste generated by RI. Plastic waste generation in the country is projected to continue to grow during 2017 to 2025. The generation of plastic waste in 2025 is projected to reach 9.9 million tons, also equivalent to 13.98% of the total volume of waste generated during that period. This illustrates a significant increase and indicates for the community to better protect the environment and reduce waste production.

In Islam Allah SWT forbids humans from making mischief on Earth. The Prohibition of making damage covers all areas, such as damaging the relationships, physical and spiritual of others, life and sources of livelihood (agriculture, trade, etc.), damaging the environment and so on. This is in accordance with the word of Allah in QS.Al-A'raf 56.

وَلَا تُفْسِدُوا فِي الْأَرْضِ بَعْدَ إِصْلَاحِهَا وَادْعُوهُ خَوْفًا وَطَمَعًا إِنَّ رَحْمَتَ اللَّهِ قَرِيبٌ مِّنَ الْمُحْسِنِينَ

*Meaning : Do not make mischief in the land after it has been settled. Pray to him with fear and hope. Indeed, the mercy of Allah is near to those who do good.*

Through the above verse Allah confirms that "And do not cause mischief on the Earth after it has been created well. Pray to him with fear so that you are more fervent and encouraged to obey him, and full of hope for his grace and the answer to your prayers. Indeed, the mercy of Allah is near to those who do good". This reminds people how important it is to preserve nature and avoid actions that can damage it. Because it is the responsibility of humans on earth to maintain and maintain the Earth. It teaches people to be thankful to God and to be thankful for the blessings of nature (Fairuuz Nur Athiyyah Irawan et al., 2023).

The potential for environmental damage has encouraged entrepreneurs and the general public to move to environmentally friendly products (Malau, 2024). Consumers believe that when they support environmentally conscious brands by purchasing these items, industry players are encouraged to make changes to products, packaging, or media advertising. One of the AMDK that has an environmentally friendly marketing idea is PT. Sariguna Primatirta (Tanobel) through its products namely Cleo Eco Green. Cleo Eco Green products are a form of environmental preservation efforts. This product is one way to reduce plastic waste pollution which is currently a problem for the people of Indonesia (Hatta, 2023). Cleo has owned a drinking water bottle plastic recycling plant since 2013. Cleo launched an environmentally friendly product innovation by presenting environmentally friendly packaging called Cleo Eco Green. This innovation comes as a gift to Indonesia as well as Cleo's concern in supporting government programs to reduce plastic waste. Each Cleo Eco Green Bottle is made from 100% recycled

rPET plastic with food grade standards from FDA and BBKK.

The growing potential of the bottled water industry creates fierce competition among bottled water producers to be able to create a variety of products supported by a good marketing strategy to attract the attention of consumers (Hikami & Sukresna, 2024). The number of AMDK brands in Indonesia shows that there is high competition in the AMDK industry. The company will continue to compete to place its product brand in the top brand index and easily remembered by consumers (Yachya & Marka, 2023).

**Table 1. Data on top Brand (TBI) bottled drinking water products in 2024**

Brand	Top brands
Aqua	46,9%
Le Minerale	18,8%
Ades	5,5%
Cleo	5,1%
Club	3,3%

Source: <https://www.topbrand-award.com> (data processed 2024)

Based on the table data above shows Aqua is in the top position with a percentage of 46.9%. Le minerale took second place with a percentage of 18.8%. Next Ades and Cleo occupied the third and fourth positions with percentages of 5.5% and 5.1%, respectively. Meanwhile, the Club occupies the bottom position with a percentage of 3.3%. In this case, it can be seen that the mineral water brand in the Cleo package occupies the fourth position in the top brand index of bottled water, which means that Cleo is less superior to Aqua, Le minerale and Ades products. The main problem faced by Cleo is the lack of public confidence in mineral water products in this package as an environmentally friendly product, or green product. Although Cleo has brought the concept of eco-friendly, public perception has not fully accepted that this product really meets these criteria. This indicates that Cleo's Green Perceived Value is still low in the eyes of consumers. People's environmental knowledge of Cleo products also appears to be lacking. Limited knowledge of the benefits of eco-friendly products and how they contribute to environmental sustainability can hinder consumers' buying intentions.

The existence of green products helps sustainable development and helps people consider long-term interests. Public awareness of Environmental Health fosters people's desire to consume green products, and encourages industry to implement environmental management in order to create green products (Daffa & Sanjaya, 2022). Furthermore, the factor into consideration green buying intention is Green Perceived Value (perceived value). Green Perceived Value or perceived value is the difference that occurs between the evaluation carried out by potential customers, where this evaluation includes all expenses and benefits obtained from an offer given by the company or other alternative options

perceived by customers (Zahra & Rohman, 2024).

According to Krisdayanti & Widodo's research, the reason consumers are interested in using environmentally friendly products is because they are considered to be able to provide more value for consumers and the environment. When consumers feel they have benefited from the products purchased, then it can arouse their buying interest in environmentally friendly products (Krisdayanti & Widodo, 2022). In addition, environmental factors can also affect the purchase intention of green products, the purchasing behavior of consumers who learn about environmental knowledge is very important in increasing the intention to buy environmentally friendly products because increasing environmental knowledge also increases the consumption style of customers (Haryono et al., n.d.). Environment knowledge is useful for the formation of interest in green products because more and more people know about environmental problems, in the end the interest in buying green products increases among the public (Simanjuntak et al., 2023).

To understand the effect of green products, green perceived value, and environment knowledge on green purchase intention, it is necessary to look at the results of previous research with various findings. Research conducted by (Madjidan & Sulistyowati, 2022) indicates that Green products have a positive and significant effect on Green purchase intention. On the contrary, research (Abdillah & H, 2022) indicates that green products do not have a positive and significant effect on green purchase intention. On the other hand, related to green perceived value, research (Wicaksono & Darpito, 2023) states that green perceived value has a positive and significant effect on green purchase intention. But research (Febrianto & Dewi, 2023) green Perceived Value does not have a positive and significant effect on Green Purchase Intention. Furthermore, research (Fahmi, 2024) states that environmental knowledge has a positive and significant effect on green purchase intention. But this study is not in line with research (Qomariah & Prabawani, 2020) environmental knowledge does not have a positive and significant effect on green purchase intention.

Based on the differences in the results of previous studies, it is interesting to conduct further research. The novelty of this research is by combining Green Perceived Value variables and the object of research is Cleo Eco Green bottled water which was previously separated in other studies. The purpose of this study was to determine the effect of green product, green perceived value and environment knowledge on green purchase intention. The results of this study are expected to provide consideration and evaluation for the company to be able to increase the purchase intentions of Cleo Eco green products.

## 2. METHODS

In this study, the type of research conducted is quantitative research. According to (Sugiyono, 2013) quantitative methods are called traditional methods, because this method has been used long enough so that it has been passed down as a method for research, this method is called quantitative methods because the data collected in the form of numbers and analyzed using statistics. This study aims to examine the independent variables (independent) and dependent variables (dependent). Thus the researchers used a type of descriptive quantitative research.

This study uses a quantitative approach. Data were collected through questionnaires compiled using a likert scale. The entire data processing process is carried out using SmartPLs 4 software to ensure the accuracy and reliability of the analysis results. This research was carried out in the city of Bandar Lampung from March to April 2025. With a total population covering the city of Bandar Lampung as many as 1,073,451 people. And the sample to be used is 100 samples, the sample criteria used are residents of Bandar Lampung who are addressed in Kedaton, kemiling, Rajabasa, Sukarame, Enggal, Tanjung Karang Timur and Tanjung Karang Pusat districts and residents who have a vulnerable age of 17 to 40 years so that the data used is more relevant to the purpose of the study. This research uses Non probability sampling method as sampling technique. In Non probability sampling, purposive sampling will be used where the researcher determines the sampling by setting specific characteristics in accordance with the purpose of the study. To determine the number of samples to be selected in the study, the authors used the Slovin formula with an error rate of 10% as follows :

n = Sample Size

N = Population Size

e = Error rate (error)10%

$$\begin{aligned} n &= \frac{N}{1+N.(10\%)^2} \\ &= \frac{1.073.451}{1+1.073.451(10\%)^2} \\ &= \frac{1.073.451}{10.735,51} \\ &= 99,99 \end{aligned}$$

From the above calculation, the sample that can be used is 99.99 and rounded to 100 respondents.

Questionnaire (questionnaire) is a tool used to collect data through a series of questions that have been designed with the aim of measuring research variables (Wahyuningrum, 2023). The questionnaire contains a series of questions used to collect data from respondents. Questions can be closed-ended questions with predetermined answer choices or open-ended questions that allow the respondent to give a free response. Data in this study will be collected through a questionnaire with a Likert scale.

Strongly disagree =1, disagree =2, neutral = 3, agree = 4 and strongly agree = 5. Technical data analysis uses SmartPls 4 software to test the feasibility of data and draw conclusions in hypotheses. Outer model test and inner model test become the analysis tool to be used in this research.

Then this study also explains the views or perspectives of Islamic Economics on green purchase intention in Cleo Eco bottled water products. So that the author adopts the literature review technique of the phenomenon based on Hadith sources and also the Qur'an so that the information or research results are more valid.

### 3. FINDINGS AND DISCUSSION

#### Characteristics of Respondents

Respondents came from the population who have bought/used Cleo Eco Green products with an age range of 17-40 years. From the analysis, the results obtained most of the respondents are women as many as 63 people (63%) and the majority are in the age range of 17-25 years as many as 62 respondents (62%) with the most job characteristics of students/students as many as 43 people (43%). While based on the most dominant income is to have an income of Rp 1,000,000 as many as 44 people (44%).

**Table 2. Characteristics of respondents**

No	Characteristics of respondents	Total	Percentage
1.	Gender:		
	a. Men	37	37%
	b. Woman	63	63%
	Total	100	
2.	Age :		
	a. 17-25	62	62%
	b. 26-32	28	28%
	c. 33-40	10	10%
	Total	100	
3.	Jobs :		
	a. Private employees	12	12%
	b. Student	43	43%
	c. PNS	13	13%
	d. Entrepreneur	22	22%
	e. Other	10	10%
	Total	100	
4.	Domicile :		
	a. Kedaton	13	13%
	b. Kemiling	10	10%
	c. Rajabasa	15	15%
	d. Sukarame	28	28%
	e. Other	34	34%
	Total	100	

5.	Income:		
a.	< Rp 1.000.000	44	44%
b.	Rp 1.000.000 – Rp 3.000.000	32	32%
c.	> Rp 3.000.000	24	24%
	total	100	

### Test Outer Model

For testing the outer model can be done with 2 stages, namely testing the validity and reliability of data. By testing the outer model can help to determine whether the research qualifies as good data or not, that is, it must be valid and reliable.

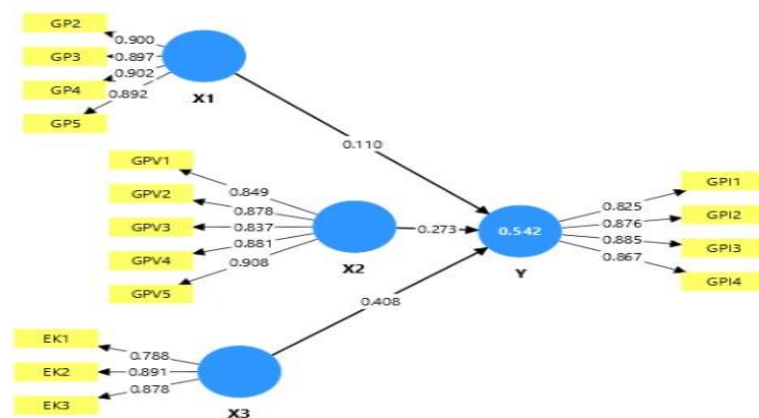


Figure 1. Results Of Analysis Of The Measurement Model (Outer Model)

According To I. Ghazali in (Rianto, 2021) that the value that meets the validity condition is if the outer loading has a value  $> 0.07$ . From the outer loading test results shown in Figure 1, it can be concluded that the outer loading value above 0.7 so it can be said that the data used in this study is valid and feasible to use in a study.

### Discriminant Validity

Discriminant validity was measured using cross loading and Average Variance Extracted (AVE). The way to test discriminant validity is by looking at the cross loading value for each variable, the value must be higher than the other variables (Munawaroh Munawaroh et al., 2023). And if the value of AVE indicates the value of AVE greater ( $>$ ) 0.5, then it is said to meet the requirements (Farhan Saputra et al., 2023).

**Table 3. Yield average Variance Extracted (AVE)**

	<b>Cronbach's Alpha</b>	<b>Composite reliability(rho_a)</b>	<b>Composite reliability(rho_c)</b>	<b>Average Variance Extracted (AVE)</b>
GP	0,920	0,922	0,943	0,806
GPV	0,921	0,932	0,940	0,759
EK	0,812	0,817	0,889	0,728
GPI	0,886	0,887	0,921	0,746

Source: data processed 2025 Smartpls 4 Results

The criteria for validity and reliability are seen through the value obtained from AVE and the reliability of a variable. The variable can be said to have a high reliability value if the Composite Reliability value is more than 0.7 and the AVE value is more than 0.5. From the table above, it can be seen that all variables have Composite Reliability and AVE values according to the terms and conditions.

#### Discriminant Validity

**Table 4. Cross Loading Results**

	<b>X1</b>	<b>X2</b>	<b>X3</b>	<b>Y</b>
<b>EK1</b>	0,682	0,609	0,788	0,588
<b>EK2</b>	0,742	0,652	0,891	0,654
<b>EK3</b>	0,725	0,680	0,878	0,560
<b>GP2</b>	0,900	0,717	0,773	0,613
<b>GP3</b>	0,897	0,653	0,793	0,600
<b>GP4</b>	0,902	0,698	0,746	0,606
<b>GP5</b>	0,892	0,623	0,703	0,538
<b>GPI1</b>	0,558	0,595	0,600	0,825
<b>GPI2</b>	0,500	0,644	0,583	0,876
<b>GPI3</b>	0,591	0,584	0,655	0,885
<b>GPI4</b>	0,624	0,465	0,602	0,867
<b>GPV1</b>	0,624	0,849	0,667	0,498
<b>GPV2</b>	0,696	0,878	0,724	0,648
<b>GPV3</b>	0,605	0,837	0,611	0,459
<b>GPV4</b>	0,637	0,881	0,617	0,630
<b>GPV5</b>	0,698	0,908	0,679	0,616

Source: data processed 2025 Smartpls 4 Results



From Table 4. above discriminant validity is said to be valid when the value of the loading factor of each indicator has a value > 0.70 compared to the value of other latent variables. With this, it can be said that all latent variables have met a good discriminant validity value.

### Composite Reliability

According to (Alvin et al., 2023) composite reliability test can be accepted and declared valid if the value of each variable meets the requirements of >0.70. Tests for composite reliability can be seen in Table 5.

**Table 5. Results Reliability and Validity**

	<b>Cronbach's Alpha</b>	<b>Composite reliability(rho_c)</b>
GP	0,920	0,943
GPV	0,921	0,940
EK	0,812	0,889
GPI	0,886	0,921

Source: data processed 2025 Smartpls 4 Results

Composite Reliability test results showed that the variable Green Product(X1) is 0.943, the variable Green Perceived Value (X2) is 0.940, Environment Knowledge (X3) is 0.889, and Green Purchase Intention (Y) is 0.921. The four variables showed a Composite Reliability value above 0.70 so that it can be said that all variables in this study are reliable.

### Test Inner Model

This test aims to examine the relationship between one latent variable with another latent variable. The Coefficient of Determinant describes how much influence the independent variable has on the dependent variable. The value criterion used in Coefficient of Determinant using R-Squared test value (R<sup>2</sup>). The criterion of Coefficient of Determinant using R<sup>2</sup> is, 0.75 is substantial or strong, R<sup>2</sup> 0.50 is moderate or moderate, and R<sup>2</sup> 0.25 is weak (Pamungkas & Sudiarno, 2022).

### R-square test (R<sup>2</sup>)

**Table 6. R-square value**

	<b>R-square</b>	<b>R-square adjusted</b>
<b>GPI</b>	0,542	0,528

Source: data processed 2025 Smartpls 4 Results

Based on the table above, it can be seen that the value of R-Square in this study for the dependent variable, namely green purchase intention (Y) reaches a value of 0.542, which means that green product, green perceived value, and environment knowledge are able to explain their influence on green

purchase intention of cleo eco green products by 54.2%, while 45.8% are influenced by other variables. Then it can be concluded that the model is considered moderate.

### F-square test

According to (Nurchayati & Perkasa, 2024) the F-square value indicates the magnitude of the partial influence of each endogenous variable. With the interpretation of the value of F-square as follows:

- F-square value  $> 0.35$ , then it can be interpreted that has a strong influence.
- F-square value of  $0.15 < 0.35$ , then it has a moderate/moderate influence.
- F-square value of  $0.02 < 0.15$ , then it has a weak influence.

**Table 7. F-square value**

	X1	X2	X3	Y
GP				0,007
GPV				0,062
EK				0,093
GPI				

Source: data processed 2025 Smartpls 4 Results

Based on the table above it can be seen that the table shows the results of each independent variable, including the green product variable is said to be weak because  $0.007 < 0.15$ . The Green Perceived Value variable is said to be weak because it is  $0.062 < 0.15$  and the Environment Knowledge variable is said to be weak because it gets  $0.093 < 0.15$ . In this case the value of the independent variable Green Product, Green Perceived Value, and Environment Knowledge contained in this study has a small impact on the dependent variable is Green Purchase Intention.

### Hypothesis Testing

Structural models require significant approximate values of path relationships, which can be obtained through bootstrapping procedures. The significance of the T-statistic can be seen in the algorithm report. To assess the significance, a comparison was made between the t-table at alpha 0.50 (5%) = 1.96 and the t-count (t-statistic). If t-count  $> 1.96$ , then it can be said to have a significant effect. Conversely, if t-count  $< 1.96$ , then it is considered not to give a significant effect (Supriyanti & Perkasa, 2024).

**Tabel 8. Result Path Coefficient**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistic ( OSTDEV )	P values
GP->GPI	0,110	0,117	0,210	0,524	0,600
GPV->GPI	0,273	0,301	0,150	1,815	0,070
EK->GPI	0,408	0,395	0,191	2,132	0,033

Source: data processed 2025 Smartpls 4 Results

Based on the results of the analysis that has been done, the hypothesis used in this test is :

H1: the effect of Green products on Green Purchase Intention Cleo Eco Green products with p-value of 0.600 which means greater than the significance level of 0.05 ( $0.600 > 0.05$ ) and t-statistic of 0.524 ( $0.524 < 1.96$ ) so it can be concluded that the hypothesis is rejected. This means that the green product variable has no significant effect on Green Purchase Intention.

H2: the effect of Green Perceived Value on Green Purchase Intention of Cleo Eco Green products with p-value of 0.070 which means that it is greater than the significance level of 0.05 ( $0.070 > 0.05$ ) and t-statistic of 1.815 ( $1.815 < 1.96$ ) so it can be concluded that the hypothesis is rejected. This means that the green Perceived Value variable has no significant effect on Green Purchase Intention.

H3: the effect of Environment Knowledge on Green Purchase Intention of Cleo Eco Green products with p-value of 0.033 which means it is smaller than the significance level of 0.05 ( $0.033 < 0.05$ ) and t-statistic of 2.132 ( $2.132 > 1.96$ ) so that it can be concluded that the hypothesis is accepted. The environmental Knowledge variable has a significant effect on Green Purchase Intention.

## Discussion

### The effect of Green products on Green Purchase Intention On Cleo Eco Green Drinking Water.

The results of the analysis provide findings that the green product variable does not have a positive and significant effect on Green Purchase Intention in Cleo Eco Green bottled water. This is because the value of p-value  $0.600 > 0.05$  and t-statistic  $0.524 < 1.96$ , which means that there is no positive and significant influence of green product variables on Green Purchase Intention. This indicates that Green products are not enough to influence consumers in making purchases of environmentally friendly products offered. Thus the company can improve their way of conveying the advantages of its products to increase green purchase intention. This study adopts the Theory of Planned Behavior which explains the intention or desire of a person to buy green products. The application of The Theory of Planned Behavior will make a significant contribution in understanding the factors that influence the purchase intention of green products.

The intention to buy environmentally friendly products will increase if consumers are more aware and concerned about the environment and have extensive and relevant knowledge, because the existing security in a product and involvement in the environment can provide confidence in consumers (Zhuang et al., 2021). But it can be seen with the results of Research Green Product does not have a positive and significant effect on Green Purchase Intention, this is because consumer awareness on environmentally friendly products appear less and information about environmentally friendly products is still low in the eyes of consumers. So that the green products offered by Cleo Eco Green get less attention from consumers. The results of this study in line with previous research conducted by (Abdillah & H, 2022) which states that Green products do not have a positive and significant effect on Green Purchase Intention.

#### **The effect of Green Perceived Value on Green Purchase Intention in Cleo Eco Green bottled water.**

The results of the analysis showed that the green Perceived Value variable did not have a positive and significant effect on Green Purchase Intention in Cleo Eco Green bottled water. This is because the value of  $p\text{-value } 0.070 > 0.05$  and  $t\text{-statistic } 1.815 < 1.96$ , which means that there is no positive and significant influence of green product variables on Green Purchase Intention. This provides evidence that consumers do not fully know the benefits derived from consuming Cleo Eco Green bottled water so that it has not been able to generate green purchase intentions. Related to this, it is important to improve consumer education by providing information about the environmental benefits of using Cleo Eco Green products and building consumer confidence by increasing transparency in the production process. This study is in line with The Theory of Planned Behavior that explains The Theory of Planned Behavior in explaining one's purchase intention on green products by adopting the framework of The Theory of Planned Behavior, namely attitudes toward behavior, subjective norms, perception behavior control. Green perceived value is an assessment of a consumer's overall assessment of the benefits of a product and service based on the consumer's desire for environmental conditions, sustainable expectations, and Green needs.

By providing as much information as possible to consumers about the benefits that distinguish Cleo Eco Green products from other products, it will increase green purchase intentions. Companies can add environmental value in a product to attract the attention of consumers who are sensitive to current environmental changes. The greater the benefits or value of the product received and perceived by consumers, it will create a strong buying intention in consumers (Mada & Hidayanti, 2021). However, the results showed that Green Perceived Value did not have a positive and significant effect on Green Purchase Intention. The results of this study in line with previous research conducted by (Febrianto & Dewi, 2023) which states that Green Perceived Value does not have a positive and significant effect on Green Purchase Intention.

### **The effect of environmental Knowledge on Green Purchase Intention in Cleo Eco Green bottled water.**

Based on the results of the analysis that has been done, it was found that environmental Knowledge has a positive and significant effect on Green Purchase intention in Cleo Eco Green bottled water. It is known with p-value  $0.033 < 0.05$  and t-statistic value  $2.132 > 1.96$ , which means that Environment Knowledge variable has a positive and significant effect on Green Purchase Intention. Consumers who have good environmental knowledge tend to be more aware of environmental problems that are very worrying. This awareness encourages them to use environmentally friendly products and choose more responsible and sustainable Cleo Eco Green Products. This study is in line with The Theory of Planned Behavior which explains that increasing Environmental Knowledge will affect individuals awareness of the environment encouraging them to seek information about environmental problems, including in choosing environmentally friendly products (Belycia & Soelasih, 2024).

Thus, consumers who have a high level of knowledge about the environment will tend to do a strong environmental concern. This can be shown by the attitude of choosing environmentally friendly products compared to other products, and being more likely to be interested in goods that have sustainable benefits than those with a lower level of understanding (Diash & Syarifah, 2021). The higher the level of environmental Knowledge that consumers have, the greater the desire of consumers to make green purchases. The results of this study in line with previous research conducted by (Fahmi, 2024) which states that environmental Knowledge has a positive and significant effect on Green Purchase Intention.

### **The effect of *Green Product, Green Perceived Value, and Environment Knowledge* on Green Purchase Intention in Cleo Eco Green bottled water.**

Based on the results showed that of each independent variable, including the green product variable is said to be weak because  $0.007 < 0.15$ . The Green Perceived Value variable is said to be weak because it is  $0.062 < 0.15$  and the Environment Knowledge variable is said to be weak because it gets  $0.093 < 0.15$ . In this case the value of the independent variable Green Product, Green Perceived Value, and Environment Knowledge contained in this study has a small impact on the dependent variable is Green Purchase Intention.

The results are in line with research conducted by (Maski Annisa & Purbo Jadmiko, 2023) Green products, Perceived Value, and environmental Knowledge have no effect on green purchase intentions. From the above Research, explained that the lower knowledge of consumers on the environment will have an impact on the decline in consumer buying intentions towards Cleo Eco Green Products. These results explain that products that are considered environmentally friendly, green perceived value and knowledge possessed by consumers of Cleo Eco Green products have no effect or impact on the

intention to buy. Consumers will think that what they have about the environment will not influence them to intend to buy Cleo Eco Green Products. Positive things about a good environment, not necessarily the implication is consistent, one of which may be due to other factors, why products are considered environmentally friendly, green perceived value and good knowledge about the environment does not make consumers buy environmentally friendly (Indraswari, 2024).

It can be explained that consumers will act if they have products that are considered environmentally friendly, green perceived value and knowledge that buying environmentally friendly products makes a difference in saving the environment (Wikaningtyas et al., 2019).

***Green Product, Green Perceived Value, and Environment Knowledge towards Green Purchase Intention in Islamic Economic Perspective.***

In the Islamic economic perspective, the concepts of Green product, Green Perceived Value, and Environment Knowledge are individually interrelated variables and have a significant influence on Green purchase Intention (Nono & Umam, 2024). But together they do not have a greater impact on the Green purchase Intention. Green products refer to goods and services designed to minimize adverse impacts on the environment, in line with Islamic economic principles that teach the need to maintain and care for Allah'S creation. Green Perceived Value shows how consumers assess the environmental benefits of a product, which can be attributed to factors such as awareness of environmental concerns and trust in a product. Environmental Knowledge plays a major role in forming a positive attitude towards environmentally friendly products, because the higher a person's knowledge of the environmental impact of consuming these products, the more likely they are to choose environmentally friendly products. In this case, Islamic Economics encourages consumers to not only consider material benefits, but to consider the social and environmental impacts of their choices (Purba et al., 2024).

Thus, the unity between Green product, Green Perceived Value and Environment Knowledge can generate a shared awareness that forms Green Purchase Intention, in line with Islamic teachings that emphasize the balance between economic needs and environmental responsibility. In Islamic economics, the principles of sustainability and social responsibility are strongly emphasized (Silvi Indah Nurvita Sari et al., 2025). Islam encourages ethical and responsible consumption (Mhd. Arif, 2023). Regarding the responsibility for the environment, humans as caliphs on earth are given the responsibility by Allah SWT to be responsible for maintaining the environment, which means that Allah SWT gives confidence to humans to lead nature with all its contents (YUNITA & Zahratul Idami, 2020).

#### **4. CONCLUSION**

Based on the results of data analysis and discussion, it can be concluded that Green products do not have a positive and significant effect on Green Purchase Intention. Because consumer awareness of

the environment still seems lacking and information about Cleo Eco Green products are still low in the eyes of consumers who cause lack of consumer attention on the product. Green Perceived Value variable does not have a positive and significant effect on Green Purchase Intention. Because consumers do not fully know the benefits of consuming Cleo Eco Green bottled water compared to other products. Furthermore, environmental Knowledge has a positive and significant effect on Green Purchase Intention. Consumers who have good environmental knowledge tend to be more aware of the existence of environmental problems and will tend to do a strong environmental concern. A consumer's overall assessment of the benefits of a product and service based on the consumer's desire for environmental conditions, sustainable expectations, and Green needs related to the consumer's desire or interest to consume products that have little impact on the environment. The results of this study are also expected to contribute to energy savings, play a role in protecting and improving natural resources and can help reduce the use of toxic substances, pollution and waste.

In the Islamic economic perspective, Green Products, Green Perceived Value, and Environment Knowledge can generate Green Purchase Intention. In line with Islamic teachings that emphasize the balance between economic needs and environmental responsibility. These three variables can increase mutual awareness and encourage consumers to consider social and environmental impacts. In Islamic economics, the principles of sustainability and social responsibility are strongly emphasized. Islam encourages ethical and responsible consumption. It can be concluded that Islamic economics can also be understood as the science of human behavior in meeting their needs to achieve long-term prosperity (falah) which is based on Islamic law. Islamic economics can also be interpreted as an economic system based on Islamic principles. The principles of Islam in question are principles derived from the Qur'an and Sunnah.

However, this study has limitations, such as the use of a limited sample of 100 respondents from the city of Bandar Lampung, which results can not be generalized to other places that have different characteristics. In addition, data collection techniques that only use questionnaires with likert scales may not fully reflect the views and behavior of consumers in depth. As well as the use of variables that only adopt green Product, Green Perceived Value and Environment Knowledge variables in influencing Green Purchase Intention.

So the authors suggest to further develop research both in terms of a more expanded number of respondents and also research techniques that more fully reflect the views and behavior of consumers. As well as the use of variable moderation is highly recommended in order to better validate the results of more relevant data.

## REFERENCES

- Abdillah, S. T., & H, I. M. (2022). *The Effect Of Green Advertising And Green Product On Green Purchase Intention With Green Trust As Mediation Variable On Consumers Of Water Packaging " ADES " IN SURABAYA*. 6(36), 1291–1300.
- Alamsyah, I. A., Mia, M., & Erwita, M. A. (2022). Pengaruh Green Advertising, Dan Green Brand Image Terhadap Green Awareness Dan Green Purchase Intention Pada Produk Runa Beauty Di Indonesia. *Jurnal Ilmiah Mahasiswa Manajemen*, 11(2), 152–160. <https://doi.org/10.33508/jumma.v11i2.4378>
- Alvin, A., Nastiti, P., & Marsella, E. (2023). Identifikasi Faktor Loyalitas Pengguna pada Shopee Games Menggunakan Expectation-Confirmation Model (ECM). *Edu Komputika Journal*, 10(1), 38–45. <https://doi.org/10.15294/edukomputika.v10i1.61821>
- Arwini, N. P. D. (2022). Sampah Plastik Dan Upaya Pengurangan Timbulan Sampah Plastik. *Jurnal Ilmiah Vastuwidya*, 5(1), 72–82. <https://doi.org/https://doi.org/10.47532/jiv.v5i1.412>
- Auzora, A., & Untarini, N. (2023). Peran Kemasan Dan Kualitas Website Dalam Meningkatkan Keputusan Pembelian Air Galon Le Minerale. *Jurnal Ilmiah Wahana Pendidikan*, 2(25), 64–73.
- Belycia, C., & Soelasih, Y. (2024). Faktor pembentuk green purchase intention pada pakaian ramah lingkungan. *Jurnal Manajemen Maranatha*, 24(1), 15–30. <https://doi.org/https://doi.org/10.28932/jmm.v24i1.9397>
- Daffa, N., & Sanjaya, V. (2022). Pengaruh Green Product Dan Harga Terhadap Keputusan Pembelian. *Business and Entrepreneurship Journal (BEJ)*, 3(2), 32–36. <https://doi.org/10.57084/bej.v3i2.882>
- Diash, A. F., & Syarifah, D. (2021). Pengaruh Environmental Knowledge dan Environmental Concern terhadap Green Purchase Intention pada Generasi Milenial. *Buletin Riset Psikologi Dan Kesehatan Mental (BRPKM)*, 1(1), 551–559. <https://doi.org/10.20473/brpkm.v1i1.26747>
- Fahmi, M. (2024). Pengaruh Environmental Knowledge Dan Environmental Awareness Terhadap Green Purchase Intention Pada Konsumen Galon Le Mineral sekali pakai. *Neraca Manajemen, Ekonomi*, 4(1).
- Fairuuz Nur Athiyyah Irawan, Labibah, Z. A. L., & Asti Ananta. (2023). Studi Kasus Etika Lingkungan Terhadap Manusia Dalam Perspektif Agama Islam. *Moderasi: Jurnal Kajian Islam Kontemporer*, 1(01 SE-Articles). <https://journal.forikami.com/index.php/moderasi/article/view/459>
- Farhan Saputra, Alifah Jiddal Masyruroh, Bayu Putra Danaya, Srirahayu Putri Maharani, Nova Astia Ningsih, Tania Septfania Ricki, Ganis Aliefiani Mulya Putri, Jumawan Jumawan, & Hadita Hadita. (2023). Determinasi Kinerja Karyawan: Analisis Lingkungan Kerja, Beban Kerja dan Kepemimpinan pada PT Graha Sarana Duta. *Jurnal Riset Manajemen*, 1(3), 329–341. <https://doi.org/10.54066/jurma.v1i3.900>
- Febrianto, D. M., & Dewi, C. K. (2023). Pengaruh Consumption Values , Relational Benefit Terhadap Brand Commitment Pengguna Benefit Terhadap Brand Commitment Pengguna. *E-Proceeding of Management*, 10(4), 2462–2471.
- Gaffar, U. H., Husen, O. O., Alam, R. A. C., Harwanto, F., Jayadisastra, Y., Pramulya, R., & Anam, K. (2024). *Minyak kelapa dan minyak sawit: Dampak kesehatan, lingkungan, ekonomi dan sosial di balik produksi*. TOHAR MEDIA.
- Green, P., Knowledge, B., Brand, G., Konsumen, P., Merek, A., & Minerale, L. E. (2024). *Rudika Harminingtyas 1 , Theresia Susetyarsi 2 , Diva Riza Fahlefi 3 ,Catur Prabowo 4*. 16(3), 18–30.
- Haryono, A. T., Manajemen, J., Ekonomi, F., & Hasyim, U. W. (n.d.). *Pengaruh Environmental Knowledge dan Environmental Attitude Terhadap Pro- Environmental Purchasing Behaviour ( Sebuah Study Tentang Perilaku Konsumen Gen Z )*. 102–113.
- Hatta, U. B. (2023). *Istithmar : Jurnal Studi Ekonomi Syariah Analisis Faktor-Faktor yang Mempengaruhi Green Purchase Intention*. 7, 1–10.
- Hikami, S., & Sukresna, I. M. (2024). Strategi Aktivasi Merek KH-Q untuk Meningkatkan Kesadaran Merek (Studi Kasus Brand Air Minum Dalam Kemasan KH-Q). *Al Qalam: Jurnal Ilmiah Keagamaan Dan Kemasyarakatan*, 18(2), 891–926. <https://doi.org/http://dx.doi.org/10.35931/aq.v18i2.3375>



- Indraswari, N. M. (2024). Pengaplikasian Theory of Consumption Value Pada Niat Beralih Produk Ramah Lingkungan: Perspektif Identitas Diri Hijau. *Economic and Education Journal (Ecoducation)*, 6(3), 596–620. <https://doi.org/https://doi.org/10.33503/ecoducation.v6i3.390>
- Krisdayanti, K., & Widodo, A. (2022). Green marketing and purchase intention of green product: The role of environmental awareness. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 5(2), 205–216. <https://doi.org/10.36407/jmsab.v5i2.588>
- Mada, A. La, & Hidayanti, I. (2021). Efek Green Perceived Value Dan Risk Terhadap Green Repurchase Intention : Green Trust Sebagai Pemediasi Pada Pengguna Peralite Di Kota Ternate. 04, 326–345.
- Madjidan, N. L., & Sulistyowati, R. (2022). Pengaruh Green Marketing dan Green Product terhadap Green Purchase Intention pada Alang Alang Zero Waste Shop. *Jurnal Ecogen*, 5(2), 297. <https://doi.org/10.24036/jmpe.v5i2.13068>
- Malau, V. O. (2024). Perkembangan Ekonomi Hijau sebagai Upaya Mengatasi Perubahan Iklim. *Circle Archive*, 1(5). <https://circle-archive.com/index.php/carc/article/view/231>
- Maski Annisa, S., & Purbo Jadmiko. (2023). Analisis Faktor-Faktor yang Mempengaruhi Green Purchase Intention. *Istithmar*, 7(1), 1–10. <https://doi.org/10.30762/istithmar.v7i1.218>
- Mhd. Arif, N. A. (2023). Hubungan Antara Investasi Dan Konsumsi Dalam Ekonomi Islam. *Al-Mizan : Jurnal Ekonomi Syariah*, 6(I SE-Articles). <https://doi.org/10.54459/almizan.v6iI.502>
- Munawaroh Munawaroh, Septiyanitha Dwi Maharani Putri, & Rayhan Gunaningrat. (2023). Apakah Persepsi Harga dan Cita Rasa Berpengaruh terhadap Keputusan Pembelian Ayam Geprek Rocket Chicken. *Jurnal Publikasi Ilmu Manajemen*, 3(1 SE-Articles), 36–52. <https://doi.org/10.55606/jupiman.v3i1.3275>
- Nono, N. H., & Umam, K. U. (2024). Pengaruh Strategi Pemasaran Hijau Terhadap Preferensi Konsumen Muslim Dengan Metode Structural Equation Modeling. *Syirkatuna*, 12(1), 1–13. <https://ejournal.steialishlah.ac.id/index.php/syirkatuna/article/view/34>
- Nurchayati, S., & Perkasa, D. H. (2024). Peran Illusion of Control, Literasi Keuangan Dan Bias Overconfidence Dalam Mempengaruhi Keputusan Investasi Dipasar Modal .... *Jurnal Bina Bangsa ...*, 17(2).
- Pamungkas, Z. Y., & Sudiarno, A. (2022). Implementasi Model UTAUT (Unified Theory of Acceptance and Use of Technology) untuk Menganalisis Faktor- Faktor yang Mempengaruhi Penggunaan Aplikasi Brimo. *Jurnal Teknologi Informasi Dan Ilmu Komputer*, 9(3), 569–578. <https://doi.org/10.25126/jtiik.2022936047>
- Purba, B., Siboro, H., Sianturi, T., Banjar, Y. V., & Situmeang, V. (2024). Pengaruh Pengetahuan Lingkungan terhadap Sikap dan Perilaku Konsumen dalam Memilih Produk Ramah Lingkungan: Studi Kasus Mahasiswa Universitas Negeri Medan. *Economic Reviews Journal*, 3(3 SE-Articles), 2105–2122. <https://doi.org/10.56709/mrj.v3i3.315>
- Qomariah, A., & Prabawani, B. (2020). The Effects of Environmental Knowledge, Environmental Concern, and Green Brand Image on Green Purchase Intention with Perceived Product Price and Quality as the Moderating Variable. *IOP Conference Series: Earth and Environmental Science*, 448(1). <https://doi.org/10.1088/1755-1315/448/1/012115>
- Rianto, M. (2021). Pengaruh Financial Knowledge, Pendapatan dan Social influence terhadap Minat Menggunakan Aplikasi Pembayaran Digital pada Generasi Milenial Islam di Kota Bekasi. *Jurnal Ilmiah Ekonomi Islam*, 7(03), 1858–1865.
- Silvi Indah Nurvita Sari, Anugrahi Putri Ziyadatin Ilmi, Ananta Delyana Mafikah, Hikmatu Sa'diyah, Rika Nur Amelia, & Eny Latifah. (2025). Konsep Produksi Menurut Perspektif Etika Bisnis Islam. *Journal Economic Excellence Ibnu Sina*, 3(1 SE-Articles), 59–68. <https://doi.org/10.59841/excellence.v3i1.2268>
- Simanjuntak, M., Nafila, N. L., Yuliati, L. N., Johan, I. R., Najib, M., & Sabri, M. F. (2023). *Environmental Care Attitudes and Intention to Purchase Green Products : Impact of Environmental Knowledge , Word of Mouth , and Green Marketing*.
- Sugiyono, D. (2013). *Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D*.

- Supriyanti, L., & Perkasa, D. H. (2024). Pengaruh Kompetensi, Beban Kerja dan Stres Kerja terhadap Organizational Citizenship Behavior (OCB). *Jurnal Manajemen Sumber Daya Manusia*, 02(02), 74–79.
- Wahyuningrum, T. (2023). *Buku Referensi Kuesioner Dalam Pengukuran Usability*. Deepublish.
- Wicaksono, R. A., & Darpito, S. H. (2023). Pengaruh Green Perceived Value dan Green Perceived Risk Terhadap Green Purchase Intention yang Dimediasi Green Trust. 11(2), 221–232. <https://doi.org/10.37641/jimkes.v11i2.1775>
- Wikaningtyas, S. U., Sulastiningsih, S., & Novitasari, D. (2019). Pengentasan kemiskinan: Model membangun motivasi menjadi pengusaha ramah lingkungan (Green Entrepreneur). STIE Widya Wiwaha. <http://eprint.stieww.ac.id/id/eprint/893>
- Yachya, R. J., & Marka, M. M. (2023). *Journal of Applied The Influence of Green Products and Green Prices on Customer*. 3(2).
- YUNITA, Y., & Zahratul Idami. (2020). Pengelolaan Lingkungan Hidup Menurut Perspektif Fiqih. *Jurnal Hukum Samudra Keadilan*, 15(2), 210–222. <https://doi.org/10.33059/jhsk.v15i2.2452>
- Zahra, S. K., & Rohman, F. (2024). Pengaruh Green Marketing, Green Perceived Value, Dan Green Brand Image Terhadap Purchase Intention. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 3(1), 135–144. <https://doi.org/10.21776/jmppk.2024.03.1.14>
- Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the Factors Influencing Green Purchase Intention : A Meta-Analysis Approach. 12(April), 1–15. <https://doi.org/10.3389/fpsyg.2021.644020>