



Research Article

## Predictors of Local Consumers Green Purchase Intention Toward Suputra Herbal Incense Products in Badung Regency

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**Abstract:** Public awareness of environmental issues is increasing, but there is still a gap between ecological understanding and green consumption behavior. This phenomenon is evident in the low interest of local consumers in Suputra Herbal Incense products in Badung Regency, despite the product's strong ecological and cultural value. This condition raises questions about the factors influencing local consumers' green purchasing intentions towards environmentally friendly products. This study uses a quantitative approach with a causal associative design to analyze the main predictors influencing green purchasing intentions. A total of 100 respondents were selected through a purposive sampling technique, namely potential consumers who are related to herbal incense products. The research instrument has been tested for validity and reliability, thus it is suitable for use in data collection. Data analysis was conducted with the help of multiple linear regression using SPSS software to test the research hypotheses. The results show that green brand image, green marketing, and price perception have a positive and significant influence on local consumers' green purchasing intentions. These findings confirm that an environmentally friendly brand image can strengthen consumer trust and interest. In addition, a consistent and authentic green marketing strategy plays a significant role in increasing product appeal. The perception of fair pricing is also a key consideration, as consumers tend to be more accepting of prices when they align with the product's ecological benefits and cultural values. In conclusion, this research provides practical contributions for MSMEs, particularly in designing effective and sustainable green marketing strategies. Efforts to strengthen green brand image, consistently implement environmentally friendly promotions, and foster a perception of fair pricing will encourage increased purchasing intentions among local consumers. Thus, eco-friendly products like Suputra Herbal Incense have the potential to compete more strongly in the increasingly competitive domestic market.

**Keywords:** Green Brand Image; Green Marketing; Green Purchase Intention; MSMEs; Perceived Price

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### 1. INTRODUCTION

Business development in Indonesia has undergone rapid transformation in recent years, where innovation and creativity have become key drivers of success. This transformation is further supported by a growing population that expands market opportunities and by technological advancements that facilitate product distribution and promotion (Kotler & Keller, 2021). These changes have also led to increased demand for products that are not only high in quality but also environmentally conscious.

According to a survey by Katadata Insight Center (2023), 82.8% of Indonesians express concern for environmental issues, and over 70% are willing to purchase environmentally friendly products even at higher prices. This indicates that awareness of sustainability is not merely a global trend but has become ingrained in the behavior of Indonesian consumers. This phenomenon reflects a shift in consumption patterns, where

people increasingly consider sustainability factors when making purchasing decisions. As awareness grows around environmental issues such as global warming, pollution, and climate crises, consumers are showing a clear preference for eco-friendly, organic, and ethical products.

As a developing country with a large population, Indonesia holds significant market potential for green products. Micro, Small, and Medium Enterprises (MSMEs), as a vital pillar of the national economy, have considerable opportunities to develop green-based products while preserving local wisdom and cultural values. In addition to creating employment and increasing community income, MSMEs play an important role in educating the market on the importance of sustainability through their product offerings. However, in order to remain competitive in an increasingly dynamic market, MSMEs must understand consumer behavior and the factors that influence purchasing decisions—particularly in the context of environmentally friendly products. MSMEs contribute significantly to strengthening the domestic economic structure and reducing social inequality through job creation and improved community welfare (DJPb Kemenkeu, 2021).

In the era of globalization and digitalization, MSMEs are expected to continuously innovate to remain competitive in both local and international markets. Bali, as one of Indonesia's provinces, has garnered attention not only as a premier tourist destination but also as a promising business hub. The island attracts both domestic and international tourists, contributing to the growth of the local economy, including industries related to wellness, relaxation, and spirituality (Wibowo, 2020).

Human needs are not limited to clothing, food, and shelter, but also include emotional and psychological well-being, which are increasingly recognized as essential in everyday life. According to Maslow's hierarchy of needs (1943), self-actualization and esteem are vital aspects of human motivation. In today's fast-paced and demanding world, many individuals seek ways to relieve stress and find inner peace. Various methods are used to achieve this, including meditation, yoga, and the use of aromatherapy products (Sulianta, 2024). One such product that holds deep spiritual meaning in many cultures is incense. The use of incense has long been a part of spiritual rituals and practices across the globe, including in Bali, where it is used to create a calming atmosphere and support meditation and worship activities (Suhartini, 2021).

As public awareness of environmental sustainability increases, interest in herbal incense has grown in Bali, as it is considered more natural compared to synthetic incense (Nurtjahjo, 2021). Suputra Herbal Incense, located in Angantaka Village, Badung Regency, Bali, is one of the MSMEs offering incense made from herbal ingredients. This product is unique in that it uses environmentally friendly natural materials and offers additional benefits such as improving air quality and providing a relaxing aromatherapy effect. Furthermore, it carries strong cultural significance, as it is often used in religious ceremonies and traditional Balinese practices. However, despite its high quality and unique characteristics, the product faces significant challenges in penetrating the local market.

**Table 1.** Sales Data of Local and Foreign Consumers at Suputra Herbal Incense MSME.

Description	2020	2021	2022	2023	2024
Local Consumers	-	2	10	35	50
Foreign Consumers	20	70	200	350	500
Total Sales	20	72	210	385	550

Source: Suputra Herbal Incense, 2025

The sales data presented above reveals a significant disparity between local and foreign consumer purchases. This gap raises concerns, particularly considering that the local market should serve as a foundational pillar for MSMEs' business sustainability critical for fostering brand loyalty and reinforcing brand presence within the surrounding community.

According to Alamin & Ratnasari (2019), a decline in green purchase intention may indicate issues in consumer perception, especially regarding perceived quality and value. *Green purchase intention* refers to an individual's tendency or intention to buy environmentally friendly products or brands after recognizing and understanding the green attributes of those products

(Riptiono & Yuntafi'ah, 2021). Similarly, Rahmi et al. (2017) define green purchase intention as a consumer's willingness to consume products and services that contribute positively to environmental well-being. Juliana et al. (2020) further emphasize that eco-friendly products must maintain functional performance to remain competitive against non-green alternatives and to enhance consumer purchase intention.

Based on the sales data, the number of local consumers in 2021 was only 2 units. Although this figure increased to 50 units by 2024, it remains significantly lower than foreign consumer sales, which reached 500 units in the same year. This data, derived from transaction records between 2020 and 2024, illustrates a considerable gap in purchasing volume, indicating relatively low purchase intention among local consumers for Suputra Herbal Incense products.

As Alamin & Ratnasari (2019) suggest, low green purchase intention may stem from negative consumer perceptions regarding product quality and value. Meanwhile, Zahra & Rohman (2024) argue that a strong brand image and appropriate green marketing strategies significantly influence green purchase intention. Thus, identifying the key determinants of green purchase intention becomes an essential step in understanding the causes behind low local sales and in formulating effective solutions.

Several factors commonly associated with low green purchase intention in local markets include green brand image, green marketing strategy, and perceived price. Zahra & Rohman (2024) highlight that a positive green brand image plays a crucial role in building consumer trust toward environmentally friendly products, thereby increasing purchase intention. Mohammadi et al. (2023) reinforce this view, stating that effective green marketing strategies enhance perceived value and product differentiation in the minds of consumers. Furthermore, Idris & Ratmono (2023) find that perceived price—particularly when deemed fair and commensurate with the product's benefits—has a significant impact on green purchase intention.

Adli & Sari (2024) argue that green brand image is one of the primary factors that may hinder consumer attraction. While some consumers may be aware of the brand, their perception of its quality, benefits, and overall value may still be underdeveloped. According to Apriliani & Aqmala (2021), green brand image refers to the perception, beliefs, and attention consumers associate with a brand, particularly concerning sustainability and environmental responsibility.

Suputra Herbal Incense's 2024 sales data shows that local demand remains relatively low compared to the foreign market segment. One potential reason for this is the product's lighter scent compared to conventional incense, along with its relatively higher price due to the use of natural herbal ingredients. Kotler & Keller (2016) note that scent and price perception are critical factors in shaping perceived value and consumer purchase decisions. These findings indicate the need for a careful evaluation of product scent and pricing strategies to enhance competitiveness and appeal in the local market.

Green marketing encompasses a comprehensive approach, involving all business activities—from production, promotion, distribution, and consumption to disposal—that are aligned with environmental sustainability (Pongrante, 2022). It not only emphasizes product promotion but also reflects the company's commitment to environmental preservation through the use of natural ingredients and sustainable production processes. Campaigns that educate consumers about the ecological benefits of using herbal-based incense products can effectively boost interest and strengthen local consumers' purchase intention.

One of the major barriers to increasing green purchase intention is the perception that the product's price does not align with its environmental benefits. Research by Song & Fong (2024) underscores that price fairness—an essential component of perceived price—plays a crucial role in enhancing green purchase intention. Their findings suggest that when consumers perceive the price to be fair and proportionate to the ecological advantages, they are more likely to support green products.

**Table 2.** Comparison of Price and Ingredients Between Suputra Herbal Incense and Other Brands.

Product Name	Price (IDR)	Type of Ingredients	Key Features
Suputra Herbal Incense 500gr	35.000	Natural Herbal	Natural ingredients, free from chemical fragrances, eco-friendly
Hio Bali Maharaja Aroma Incense 500gr	20.500	Chemical/Synthetic	Smokeless, distinctive Maharaja aroma
Harum Aromatic Mahadewa Incense 500gr	22.000	Chemical/Synthetic	Synthetic jasmine scent, used as room freshener
Dupa Aromatherapy Raja Wangi aroma lavender 500gr	21.000	Chemical/Synthetic	Artificial lavender aroma, for daily relaxation

Source: Suputra Herbal Incense, Hio Bali Incense, Mahadewa Incense, Raja Wangi Incense, 2025

Based on Suputra Herbal Incense's 2024 data, the product is priced higher than conventional incense due to the use of premium herbal ingredients and a more complex production process. According to Kotler & Keller (2016), when a product is perceived as expensive, consumers tend to evaluate whether the cost aligns with the perceived benefits. If the value received is not considered equivalent, purchase intention is likely to decline.

Drawing from previous studies by Zahra & Rohman (2024), Mohammadi et al. (2023), and Majeed et al. (2022), this study examines three primary independent variables believed to influence green purchase intention: green brand image, green marketing, and perceived price. Zahra & Rohman (2024) emphasize that green brand image plays a critical role, as a brand perceived as environmentally responsible can foster positive consumer perceptions and drive willingness to buy green products. Green marketing is also a key variable, as environmentally conscious promotional strategies are increasingly favored by sustainability-minded consumers (Mohammadi et al., 2023). Meanwhile, perceived price is relevant because the higher cost of Suputra Herbal Incense compared to conventional alternatives may affect how consumers assess the fairness and value of the product.

With a marketing approach that emphasizes ecological values and sustainability, MSMEs like Suputra Herbal Incense can enhance product visibility, build consumer trust, and ultimately increase purchase intention for environmentally friendly products.

However, previous research has identified inconsistencies in the relationships between green brand image, green marketing, perceived price, and green purchase intention. For example, Zahra & Rohman (2024) found that green brand image has a significant positive influence on green purchase intention, whereas Yahya (2022) reported no significant relationship. Similarly, studies have shown mixed results regarding green marketing: while Nugroho & Ambardi (2024) concluded that green marketing has a significant positive effect, Zahra & Rohman (2024) found it to be ineffective in influencing purchase intention. Likewise, perceived price has shown contradictory outcomes—Idris & Ratmono (2023) found a positive effect, whereas Utami (2018) found no significant impact.

This study aims to test and explain the influence of three main factors on local consumers' green purchase intention toward Suputra Herbal Incense products: green brand image, green marketing effectiveness, and perceived price. These variables are selected based on prior literature. Zahra & Rohman (2024) demonstrated that a strong green brand image is essential in shaping favorable consumer perceptions of eco-friendly products, ultimately enhancing purchase intention. Asyhari & Yuwalliatin (2022) also found that consistently applied green marketing strategies can strengthen brand image and positively influence purchasing decisions. Meanwhile, Martins (2022) revealed that price fairness—when aligned with the environmental value offered—can increase green purchasing behavior, particularly among small and medium-sized enterprises.

Therefore, this study is expected to identify appropriate strategies to enhance the product's appeal in the local market. Such strategies may include building a more positive

price perception by effectively communicating the product's ecological value, strengthening the green brand image through consistent environmental campaigns, and implementing targeted, measurable green marketing strategies. Through these approaches, Suputra Herbal Incense can improve its local marketing performance and reinforce its position in the increasingly competitive herbal incense industry.

Additionally, the findings of this study are expected to provide practical insights for other MSMEs facing similar challenges in marketing eco-friendly products to local consumers.

## 2. METHODOLOGY

This study employs a quantitative approach using a causal associative research design aimed at examining the cause-and-effect relationship between the independent variables—green brand image, green marketing, and perceived price—and the green purchase intention of consumers toward Suputra Herbal Incense in Badung Regency. This location was selected due to its strong market potential and relevance to the context of local MSMEs that produce eco-friendly products. The object of the study focuses on consumer behavior, while the research subjects are local residents with an interest in environmentally friendly products. The variables were operationalized using indicators adapted from prior research, and the data collection instrument was a Likert-scale-based questionnaire (Sugiyono, 2022; Widyastuti & Changda, 2019; Tsai, 2022; Kotler & Armstrong, 2022).

The population of the study consists of environmentally conscious residents of Badung Regency, categorized as an infinite population due to the difficulty in determining the exact number. A total of 100 respondents were selected using purposive sampling, with criteria including residence in Badung Regency, a minimum education level of high school, and prior knowledge of Suputra Herbal Incense. The sample size determination follows Roscoe's rule of thumb (1982), which recommends a minimum sample size of five times the number of research indicators. Primary data were collected through an online questionnaire (Google Form), while secondary data were obtained from relevant literature, reports, and official publications, all of which support the validity of the study (Sugiyono, 2022; BPS, 2024).

To ensure the quality of the instrument, validity and reliability testing was conducted using SPSS software, confirming that each item accurately measured the intended constructs. Data analysis was performed in two stages: descriptive statistics to profile respondent characteristics and responses, and inferential statistics using multiple linear regression to test the research hypotheses. Classic assumption tests were also performed, including normality, multicollinearity, and heteroscedasticity tests. Hypothesis testing involved the F-test (simultaneous significance), t-test (partial significance), and the coefficient of determination ( $R^2$ ) to assess the strength of the relationship between the independent variables and the dependent variable. This research design is expected to generate empirical insights into the factors influencing consumer purchase intention toward environmentally friendly products in Badung Regency (Sugiyono, 2022; Ghozali, 2021; Utama, 2016).

## 3. Results and Discussion

### 3.1. Classical Assumption Testing

#### 3.1.1. Normality Test

The normality test aims to determine whether the residuals in the regression model are normally distributed. The Kolmogorov-Smirnov test was used, where the data are considered normally distributed if the Asymp. Sig. (2-tailed) value exceeds the significance level of 0.05 ( $\alpha = 5\%$ ).

**Table 3.** Normality Test Results.

One-Sample Kolmogorov-Smirnov Test			
Unstandardized		Residual	
N		100	
Normal Parameters <sup>a,b</sup>		Mean	.0000000
		Std. Deviation	.91839347
Most	Extreme	Absolute	-.063
Differences		Positive	.053
		Negative	-.063
Test Statistic		.063	
Asymp.Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>	

Source: Processed primary data, 2025

As shown in Table 3, the Asymp. Sig. (2-tailed) value is 0.200, which is higher than the 0.05 significance level. Therefore, it can be concluded that the residuals are normally distributed ( $0.200 > 0.05$ ), meeting the assumption of normality.

### 3.1.2. Multicollinearity Test

The multicollinearity test evaluates whether there is a correlation among independent variables in the regression model. This is assessed using the tolerance value (should be  $> 0.10$ ) and the Variance Inflation Factor (VIF) (should be  $< 10$ ).

**Table 4.** Multicollinearity Test Results

<b>Coefficients<sup>a</sup></b>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Green Brand Image	.992	1.008
	Green Marketing	.982	1.018
	Perceived Price	.978	1.022

a. Dependent Variable: Green Purchase Intention

Source: Processed primary data, 2025

As shown in Table 4, all variables have tolerance values  $> 0.10$  and VIF values  $< 10$ , indicating no multicollinearity exists among the independent variables.

### 3.1.3. Heteroscedasticity Test

This test checks whether the variance of the residuals is constant across observations. A significance value  $> 0.05$  indicates the absence of heteroscedasticity.

**Table 5.** Heteroscedasticity Test Results.

<b>Coefficients<sup>a</sup></b>					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	.704	1.242		.567
	Green Brand Image	.002	.052	.004	.041
	Green Marketing	.004	.045	.009	.092
	Perceived Price	-.003	.038	-.009	-.089

Source: Processed primary data, 2025

As shown in Table 5, all independent variables have significance values  $> 0.05$ , indicating that heteroscedasticity is not present in the model.

### 3.1.4. Multiple Linear Regression Analysis

The purpose of multiple linear regression analysis is to generate predictions by estimating the effect of independent variables (X) on a dependent variable (Y). The regression equation used in this study is as follows

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e \dots \dots \dots (1)$$

$$Y = -4,473 + 0,609 + 0,381 + 0,298$$

Informtion:

Y = Green Purchase Intention (dependent variable)

X<sub>1</sub> = Green Brand Image (independent variable)

X<sub>2</sub> = Green Marketing ((independent variable)

X<sub>3</sub> = Perceived Price ((independent variable)

$\alpha$  = Constant

$\beta_1$  = Regression coefficients for each independent variable Green Brand Image

$\beta_2$  = Regression coefficients for each independent variable Green Marketing

$\beta_3$  = Regression coefficients for each independent variable Perceived Price

e = error

### 3.1.5. F-Test (Simultaneous Significance Test)

The F-test aims to assess the overall feasibility of the multiple linear regression model by determining whether the independent variables collectively have a statistically significant effect on the dependent variable. If the significance value of the ANOVA test is less than  $\alpha = 0.05$ , the model is considered valid.

**Table 6.** F-Test (Model Fit).

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77.489	3	25.830	29.696	<0,001 <sup>b</sup>
	Residual	83.501	96	.870		
	Total	160.990	99			
a. Dependent Variable: Green Purchase Intention						
b. Predictors: (Constant), Perceived Price, Green Marketing, Green Brand Image						

a. Dependent Variable: Green Purchase Intention

b. Predictors: (Constant),Perceived Price,Green Marketing,Green Brand Image

Source: Processed primary data, 2025

Based on the SPSS output, the significance value (Sig. F) is <0.001, which is less than the 0.05 threshold. This indicates that green brand image, green marketing, and perceived price simultaneously have a significant influence on green purchase intention for Dupa Herbal Suputra products.

### 3.1.6. t-Test (Partial Significance Test)

The t-test is used to determine the partial effect of each independent variable on the dependent variable individually. A significance level of 5% ( $\alpha = 0.05$ ) is used.

**Table 7.** t-Test Results.

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-4.473	2.136	.	.039
	Green Brand Image	.609	.090	.499	<,001
	Green Marketing	.381	.077	.367	<,001
	Perceived Price	.298	.066	.335	<,001

a. Dependent Variable: Green Purchase Intention

Source: Processed primary data, 2025

Based on Table 7, the results of the hypothesis testing are as follows:

a) **The Influence of Green Brand Image on Green Purchase Intention**

Based on the SPSS output, the significance value (sig. t) was found to be  $<0.001$ , which is lower than the significance threshold of 0.05 ( $<0.001 < 0.05$ ). Additionally, the standardized coefficient (beta) value is 0.499, indicating a positive direction of influence. Therefore, it can be concluded that green brand image has a positive and significant effect on green purchase intention. Thus,  $H_0$  is rejected and  $H_1$  is accepted.

b) **The Influence of Green Marketing on Green Purchase Intention**

The SPSS results indicate a significance value (sig. t) of  $<0.001$ , which is lower than the 0.05 significance level ( $<0.001 < 0.05$ ). Furthermore, the standardized coefficient (beta) is 0.367, showing a positive influence. Hence, green marketing has a positive and significant effect on green purchase intention. As a result,  $H_0$  is rejected and  $H_2$  is accepted.

c) **The Influence of Perceived Price on Green Purchase Intention**

According to the SPSS calculations, the significance value (sig. t) is  $<0.001$ , which is smaller than the 0.05 threshold ( $<0.001 < 0.05$ ). The standardized coefficient (beta) is 0.335, suggesting a positive influence. Consequently, it can be concluded that perceived price has a positive and significant impact on green purchase intention. Therefore,  $H_0$  is rejected and  $H_3$  is accepted.

### 3.1.7. Coefficient of Determination Test ( $R^2$ )

The coefficient of determination (R Square) is fundamentally used to assess how well the regression model explains the variation in the dependent variable. R Square values range from 0 to 1, where values closer to 1 indicate a greater proportion of variation in the dependent variable explained by the independent variables. Conversely, a low Adjusted R Square value suggests that the explanatory power of the model is still limited. The results of the coefficient of determination test in this study are presented in Table 8.

**Table 8.** Results of the Coefficient of Determination ( $R^2$ ) Test.

Model Summary					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.694 <sup>a</sup>	.481	.465		.933
a. Predictors: (Constant), Perceived Price, Green Marketing, Green Brand Image					

Source: Processed primary data, 2025

Based on Table 8, the R Square value of 0.481 indicates that 48.1% of the variation in green purchase intention can be explained by the independent variables: perceived price, green marketing, and green brand image. The remaining 51.9% is influenced by other factors not included in this research model. Furthermore, the Adjusted R Square value of 0.465, after adjusting for the number of predictors, still reflects a reasonably good explanatory power of the independent variables toward the dependent variable.

## 3.2. Discussion of Research Findings

### 3.2.1. The Influence of Green Brand Image on Green Purchase Intention

The results of the analysis indicate that green brand image has a positive and significant influence on green purchase intention, thereby supporting the first hypothesis ( $H_1$ ). This finding suggests that the more favorable the brand image of *Dupa Herbal Suputra* as an environmentally friendly product, the higher the consumers' intention to purchase. This aligns with the study by Rachmawaty & Hasbi (2020), which found a positive relationship between brand image and consumer purchase intention. In essence, a higher brand quality and reputation tend to enhance consumers' willingness to buy.

Similarly, Ellitan et al. (2021) demonstrated that green brand image positively affects green purchase intention due to strong brand associations in consumers' memory, which contribute to consistent perceptions of environmentally friendly branding. Deccasari et al. (2022) also emphasized that green brand image positively contributes to purchase intention, acting as a representation of brand identity that influences consumer attitudes and behaviors



toward preferred products. These findings are reinforced by Akbar & Rubiyanti (2023), who stated that a positive brand image increases consumer trust in brand values and encourages sustainable repurchase intentions.

According to Yahya (2022), when consumers perceive a product positively, they are more likely to purchase it. Environmentally conscious consumers tend to place more trust in brands that reflect environmental commitment. Therefore, a positive brand image effectively attracts consumer interest in making a purchase (Alamsyah et al., 2022). Studies by Muljono et al. (2022), Benhardy et al. (2020), Rachmawati (2020), Tsai (2022), Zahra & Rohman (2024), and Hartanti et al. (2024) also support the notion that green brand image significantly and positively affects consumers' purchase intention. The measurement of green brand image influence in this context was based on three key indicators: corporate image, user image, and product image.

### **3.2.2. The Influence of Green Marketing on Green Purchase Intention**

The findings indicate that green marketing exerts a positive and significant impact on green purchase intention, thus supporting the second hypothesis (H2). This suggests that the stronger the environmental marketing strategies implemented by the company, the more likely consumers are to purchase the green products offered. These findings are consistent with those of Yahya (2022), Tan et al. (2022), Majeed et al. (2022), Zahra & Rohman (2024), and Nugroho & Ambardi (2024), all of whom assert that green marketing plays a significant role in shaping consumers' intentions to purchase environmentally oriented products.

Green marketing serves as an effective communication tool to raise consumer awareness about the ecological impact of their consumption choices. Majeed et al. (2022) demonstrated that well-focused and consistent green marketing campaigns can stimulate emotional engagement, ultimately enhancing purchase intention. Zahra & Rohman (2024) further observed that the effectiveness of green messages in influencing buying behavior depends largely on consumers' perception of the honesty and transparency of the information conveyed.

In the local context, green marketing is becoming increasingly relevant, particularly as public awareness of environmental issues grows, especially among sustainability-conscious consumers. Nugroho & Ambardi (2024) found that marketing strategies incorporating environmental and local cultural values strengthen consumers' emotional connections with the brand and foster loyalty toward green products.

Therefore, green marketing plays a vital role in building a strong connection between a company's sustainability values and consumer preferences. To ensure success in driving green purchase intention, companies must communicate green messages that are genuine, relevant, and trustworthy to the target market.

### **3.2.3. The Influence of Perceived Price on Green Purchase Intention**

The research findings show that perceived price has a positive and significant effect on green purchase intention, thus supporting the third hypothesis (H3). This indicates that the more positively consumers perceive the price of eco-friendly products, the higher their intention to purchase them. This finding supports the argument by Idris & Ratmono (2023), who noted that "a positively formed price perception can increase consumers' repurchase intention, especially when the price is deemed commensurate with the benefits received."

Melindawaty & Istikomah (2024) also emphasized that a fair price aligned with product quality significantly contributes to purchasing decisions, particularly among younger, sustainability-aware consumers. Likewise, Safitri (2021) stressed that "rational and equitable price perceptions directly influence increased consumer buying interest, especially for products with a positive image."

Togar & Hakim (2022) reinforced that within the context of locally produced products carrying cultural value, appropriately perceived prices enhance purchase intention as consumers feel they are supporting local wisdom. Akbar et al. (2023) further explained that price is not only a rational factor but also an emotional one, as consumers perceive the exclusive benefits of a product. According to Susanti et al. (2023), perceived price fairness plays a vital role in building consumer trust in a brand, which ultimately influences green purchase intention.

Hence, companies must maintain a balance between product pricing and perceived value by ensuring transparent and educational communication to foster and sustain a positive consumer perception, ultimately encouraging ongoing purchases of green products.

#### 4. Conclusion

This study aimed to analyze the predictors of green purchase intention among local consumers toward Dupa Herbal Suputra products. Based on the data analysis and discussion presented in the previous sections, the following conclusions can be drawn: (1) Green brand image has a positive and significant effect on green purchase intention. This finding indicates that the environmentally friendly brand image of Dupa Herbal Suputra successfully encourages an increase in consumers' green purchase intention. It suggests that the stronger consumers' perception of the brand's commitment to sustainability and use of natural ingredients, the more likely they are to purchase the product. The result emphasizes the importance of building and maintaining a consistent eco-friendly brand image as a strategic approach to influencing consumer purchasing decisions, particularly among those who are environmentally conscious. (2) Green marketing has a positive and significant effect on green purchase intention. This implies that marketing strategies emphasizing environmental aspects—such as the use of natural ingredients, biodegradable packaging, and sustainability-centered communication—can effectively increase consumers' green purchase intention. Consumers responded positively to Dupa Herbal Suputra's green marketing efforts, which helped foster their interest in purchasing the product. (3) Perceived price has a positive and significant effect on green purchase intention.

This finding shows that consumers perceive the price of Dupa Herbal Suputra as being fair and reflective of the product's value. When prices are perceived as aligned with product quality, benefits, and environmental value, they can significantly enhance consumers' green purchase intention. Therefore, maintaining perceived price fairness through transparent and value-driven communication is essential for sustaining consumer interest in environmentally friendly products.

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