

## THE ROLE OF ALTRUISTIC AND HEDONIC VALUE IN INCREASING GREEN PURCHASE INTENTION: MEDIATION PRO - ENVIRONMENTAL BEHAVIOR

Diah Adestia

Faculty of Economics and Islamic Business UIN Raden Mas Said Surakarta

diahd088@gmail.com

Article Info	Abstract
<p><b>Article History</b></p> <p>Received: 14 May 2022</p> <p>Accepted: 25 June 2022</p> <p>Published: 29 June 2022</p>	<p><i>The purpose of this study is to determine the direct and indirect effect of altruistic value and hedonic value on green purchase intention as well as the effect of pro-environmental behavior on green purchase intention. The population in this study were university students in Surakarta. Sampling used purposive sampling technique with a total of 105 respondents of university students in Surakarta who have been or are willing to use green cosmetic. Methods of data collection was done by distributing questionnaires. The test tool used SPSS v.23 with data analysis using Path Analysis (a combined model of multiple regression model and mediation model). The results of this study indicate that altruistic value has a positive and significant effect on pro-environmental behavior, altruistic value has a positive and significant effect on green purchase intention, hedonic value has a positive and significant effect on pro-environmental behavior, hedonic value has no positive and significant effect on green purchase intention, pro-environmental behavior has a positive and significant effect on green purchase intention. Pro-environmental behavior has been shown to mediate the effect of altruistic value on green purchase intention, pro-environmental behavior has been shown to mediate the effect of hedonic value on green purchase intention.</i></p> <p><b>Keywords:</b> <i>Altruistic, hedonic, pro-environmental behavior, green purchase intention</i></p>

### INTRODUCTION

One way to protect the environment, one solution is to use environmentally friendly products (Santoso & Fitriani, 2016). Environmental problems that are increasingly widespread have resulted in go green activities touching all aspects of the industry, one of which is the cosmetic industry. The cosmetic industry, originally chemical-oriented, is now slowly turning to natural ingredients in its production process. This natural cosmetic industry minimizes the use of chemical compounds and switches to natural materials and packaging techniques also use materials that can

be recycled, such as bamboo, glass, etc. (Diva, 2020) . Based on data obtained from the Central Agency for Drug and Food Control (2020), it shows that there are at least around 78 cosmetic products containing hazardous ingredients such as hydroquinone, mercury, tretinoin and other hazardous chemicals that have a negative impact on health. One of the solutions to this problem is by switching to green cosmetics, cosmetics made from natural ingredients (Agustinarsih & Dwiyanti, 2017). Green product itself is a product that has a higher quality than other products because it uses quality raw materials that are beneficial for health and play a role in preserving the environment and not damaging the environment. Pollution and air pollution can also be reduced by using green products (Santoso & Fitriani, 2016) .

In purchasing green products, it can also be influenced by hedonic and altruistic attitudes. Hedonists are those who attach importance to the features of pleasure. Meanwhile, altruistic values are those who are more concerned with the environment and other people than themselves. The opposite of altruistic is selfish. So this value is often associated with environmental care. Hedonic values play an important role in environmental studies and interventions aimed at promoting pro-environmental actions by considering the consequences of hedonic actions, because they may become barriers to behavior change (Steg et al., 2014).

The main obstacles that become the gap in purchasing green products by green consumers are product availability, perceived higher prices and inappropriate communication about green products (Pastor, 2015). On the other hand, concern for the environment and knowledge about environmental preservation do not trigger people to buy environmentally friendly products (Diryana et al., 2017). Many consumers claim to care about the environment but in their actions they are not consistent in purchasing green cosmetics and do not even use them at all (Lestari, 2020)

Based on research conducted by Waskito & Harsono (2012), the people living in Solo have a lower level of awareness of purchasing behavior for environmentally friendly products than the people living in Jogjakarta and Semarang. Jogyakarta residents who have a higher awareness tend to choose green products even though the price is slightly higher than ordinary products and they prefer to find out in advance about the effects of the environment that arise from using these products. In contrast to other research on green products conducted by Jaini, Quoquab, Mohammad, & Hussin (2019a) , it shows that altruistic values have no effect on pro-environmental beliefs. For this reason, this study suggests that marketers in the cosmetic industry need to explore new segmentation and strategies by increasing hedonic value and altruistic value in developing market strategies such as adapting environmentally friendly formulations, eco-labeling, green packaging and green promotion to influence consumers towards green cosmetic products.

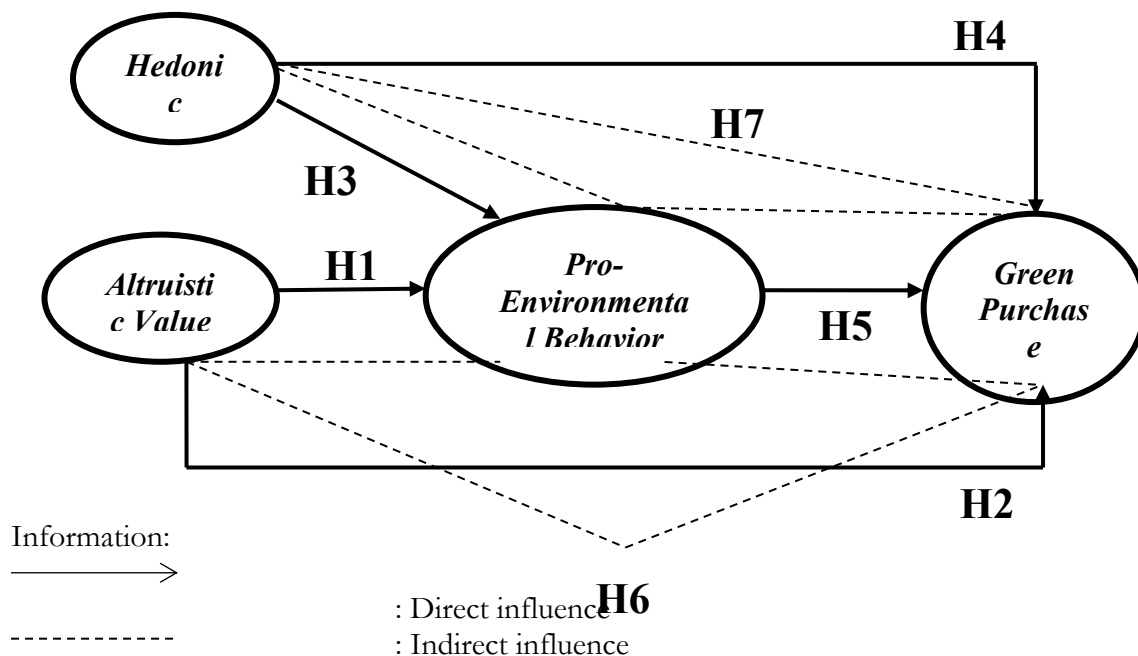
Table 1. Summary of Research Gap

Research Gap	Results	Researcher
There are differences in the results of research on the influence of altruistic values on pro-environmental attitudes	Significantly positive	(Basiruddin, 2016)
	Not significantly positive	(Jaini et al., 2019)
There are differences in the results of research on the influence of environmental behavior with green purchase behavior	Significantly positive	(Rastini, 2016)
	Not significantly positive	(Andrew & Slamet, 2013)
There are differences in the results of research on the effect of hedonic value on green <i>purchase intention</i>	Significantly positive	• (Steg et al., 2014) • (Handayani & Praditya, 2020)
	No positive and significant effect	(Somba et al., 2018)

Source: Review of various previous studies in 2014-2020

The purpose of this research is to analyze the effect of hedonic and altruistic values on green product purchasing behavior influenced by pro-environmental behavior. Based on the results of this research, it is hopefully useful as input in building a bond between consumer's value (hedonic value and altruistic value) with purchasing behavior of environmentally friendly products and to support explaining why and how hedonic and altruistic values can build pro-environmental behavior and can realizing an attitude of purchasing environmentally friendly products.

Figure 1. Framework



## **HYPOTHESES DEVELOPMENT**

### **The Effect of *Altruistic Value* on *Pro-Environmental Behavior***

Altruistic values shape environmentally conscious consumer behavior (Prakash et al., 2019). The stronger a person supports altruistic values, the more considered the working conditions of restaurant employees, as well as the environmental impact of the restaurant when deciding to visit a restaurant (Steg et al., 2014). The altruistic value is more significant in influencing the attitude of young pro-environmental customers in supporting environmentally friendly packaging products (Prakash et al., 2019). For those with little interest in environmental activism, altruistic values seem to play very little role in influencing their pro-environmental behavior. Individuals who do not have strong altruistic motivation can be motivated to engage in pro-environmental behavior by increasing their awareness of emotional rewards (Hartmann et al., 2017). Because pro-environmental behavior is recognized as a moral problem by altruistic individuals (Knez, 2016). Individuals with strong altruistic values tend to have favorable attitudes towards the natural environment and the goals of society in general, and as a consequence of those values, tend to engage in pro-environmental behavior at the destination (Kiatkawsin & Han, 2017; Widyaningrum et al., 2021).

H1: Altruistic value has a positive and significant effect on pro-environmental behavior

### **The Effect of *Altruistic Value* on *Green Purchase Intention***

In a study conducted by Yadav (2016), it is proven that both altruistic and egoistic values influence the purchase intention of organic food among young Indian consumers. In addition to personal gain regarding the health benefits, they also consider the environment when buying organic food. Thus, there is a significant positive relationship between the altruistic value and the intention to choose an environmentally friendly product. Environmentally friendly product packaging functions not only for the environment but also to produce health benefits for them which is one of the reasons altruistic values have a positive and significant influence on purchase intention (Prakash et al., 2019). Consumers are willing to solve environmental problems and may be willing to buy eco-friendly products as long as they function the same as non-green products in terms of quality, price, durability and ease of use. In addition, the higher the level of environmental concern, the higher the unconditional environmentally friendly purchases (Sharma & Foropon, 2019).

H2: Altruistic value has a positive and significant effect on green purchase intention

### **The Effect of *Hedonic Value* on *Pro-Environmental Behavior***

Values related to environmental values include altruistic, biosphere and egoistic values (Swami et al., 2010). If someone has found pleasure in the environment then they are more likely to engage in pro-environmental behavior (Paswan et al., 2017). Hedonic values were found to have the strongest influence on consumer attitudes compared to other values such as safety, health, social and environmental values (Ghazali et al., 2017). Previous studies have also measured the relationship between hedonic values and new environmental paradigms (van der Werff & Steg, 2016). However, in this study there is no positive relationship between hedonic values and pro-environmental behavior.

H3: Hedonic value has a positive and significant effect on pro-environmental behavior.

### **The Effect of Hedonic Value on Green Purchase Intention**

Hedonic and materialistic values can produce environmentally friendly behavior if carried out under certain circumstances. (Tolppanen & Kang, 2020). To support this view, Steg et al., (2014) state that hedonic values and selfish values make people focus on aspects of the situation and result in different decisions. People who have strong hedonic values will tend to consider expectations and tastes against restaurant preferences (Steg et al., 2014). All dimensions of hedonic shopping value such as the need for fun, novelty, escape, praise from others and social interaction were found to significantly influence purchase intention (Dey & Srivastava, 2017). So the higher the hedonic value, the greater the consumer's purchase intention for a product.

H4: Hedonic value has a positive and significant effect on green purchase intention.

### **The Effect of Pro-Environmental Behavior on Green Purchase Intention**

Purchasing environmentally friendly products usually involves consumers' decisions to avoid products that damage the environment (Bertradius & Elgaaied-Gambier, 2014). Supporting previous research, Liobikienė et al., (2017) states that environmentally friendly behavior has a positive influence on environmentally friendly purchasing attitudes. A self-efficacy can motivate pro-environmental actions which in turn will be able to influence self-efficacy and willingness to change their goals from only purchase intentions to environmentally friendly purchasing actions (Sawitri et al., 2015).

H5: Pro-environmental behavior has a positive and significant effect on green purchase intention

### **The Effect of Pro-Environmental Behavior in Mediating the Relationship between Altruistic Value and Green Purchase Intention**

Green thinking and green altruism can shape consumer behavior that is pro-environmental. With the intrinsic motivation of consumers who are pro-environment, it can influence consumers' purchase intentions for environmentally friendly products (Ali et al., 2020). Pro-environmental behavior can change altruistic behavior to purchase intentions and then into

an action in purchasing environmentally friendly products. Environmental activist behavior is the most collective and involved form of pro-environmental behavior. As this type of behavior requires higher levels of engagement, we believe those who are active in the environment may participate in some forms of good citizenship behavior and green buying (Lee et al., 2014). However, whether the mediating effect of pro-environmental behavior also applies in the context of purchasing eco-friendly cosmetics, it is not yet possible to conclude. Therefore, taking this gap into account, the following relationship is hypothesized:

H6: Pro-environmental behavior mediates the relationship between altruistic value and green purchase intention.

### **The Effect of Pro-Environmental Behavior in Mediating the Relationship between Hedonic Value and Green Purchase Intention**

The role of consumer pro-environmental trust as an intermediary variable in organic farming in research conducted by Tung et al., (2012) proves that this behavior is a very important factor in predicting purchase intentions and consumer behavior. Excessive use of pesticides will make them more likely to buy organically grown products. Hedonic value will increase purchases. It depends on what consumers buy and how much knowledge they have, and will provide a complete understanding of the trending product phenomenon (Musnaini et al., 2017). This shows that the role of pro-environmental behavior (product knowledge) in this case is very important to mediate between hedonic values and purchase intentions. Pro-environmental behavior also increases various benefits such as consuming organic food reduces health hazards, reuse of learning materials saves money. So, someone will consider environmental behavior, then they will tend to adopt pro-environmental behavior (Chakraborty et al., 2016) .

H7: Pro-environmental behavior mediates the relationship between hedonic value and green purchase intention

## **RESEARCH METHODS**

### **Population and sample**

The population in this research were students from 10 universities in Surakarta, encompassing 5 State Universities (UIN Raden Mas Said Surakarta, UNS, Poltekes Kemenkes Surakarta, ISI Surakarta, Terbuka University Surakarta) and 5 Private Universities (UMS, UNU, UNIBA, UNISRI, Setia University Buddha). In this research, the sample are university students in Surakarta. This study used a large sample of the number of parameter variables (number of indicators) to be analyzed multiplied by 5-10 (Ferdinand, 2014) . In this study, 15 indicators were used. The researchers used as a sample as many as 15 x 7, the minimum number of samples were

105 respondents. The sampling in this research was non-probability sampling technique. The researcher used purposive sampling with judgment sampling, the way of collecting samples based on certain considerations in accordance with the research problem with the following criteria:

- a. College students in Surakarta were 5 State Universities (UIN Raden Mas Said Surakarta, UNS, Poltekkes Kemenkes Surakarta, ISI Surakarta, Terbuka University Surakarta) and 5 Private Universities (UMS, UNU, UNIBA, UNISRI, Setia Budi University).
- b. The university students in Surakarta use green cosmetic products.

### Variable operational definition

*Altruistic* values are values that reflect their concern for the welfare of others, as measured by concern for others and the environment, considering health aspects, maintaining balance with nature, having an obligation to protect the environment for a better nature (Ali et al., 2020; Jaini et al. al., 2019; Koenig-Lewis et al., 2014; Prakash et al., 2019). Hedonic value is the feeling of pleasure, joy and satisfaction felt by consumers when shopping, as measured by product-related experiences following trends, having money availability, loyalty in purchasing green cosmetics (Davis et al., 2012; Dey & Srivastava, 2017; Widanti & Alfansi, 2019). Pro-environmental behavior is a series of environmentally responsible actions such as learning more about the environment, developing and implementing ideas to reduce environmental impact developing processes, recycling and questioning practices that damage the environment (Graves et al., 2013). Green purchase intention is a possibility for consumers to buy certain products, inform green products to others, seek detailed green product information, buy products by paying attention to product packaging, pay attention to the ingredients used in the product; organic/no chemical and e co-label on the product. products (Fauziah & Amin, 2021; Jaini et al., 2019; Lavuri & Susandy, 2020; Muslim & Indriani, 2014; Prakash et al., 2019).

## RESULTS AND DISCUSSION

### Characteristics of respondents

Table 2 Characteristics of Respondents

Characteristics of Respondents	Frequency	Percentage
<b>Gender</b>		
Man	10	9.50%
Woman	95	90.50%
<b>Age</b>		
16 - 20 Years	23	21.90%
21 - 25 Years	82	78.10%
<b>Income</b>		
< IDR 500,000	66	62.90%

> IDR 3,000,000	6	5.70%
IDR 1,000,000 - IDR 3,000,000	33	31.40%
<b>College Origin</b>		
<b>Public Universities</b>		
UIN Raden Mas Said Surakarta	12	11.40%
Sebelas Maret University	10	9.50%
Indonesian Institute of the Arts Surakarta	10	9.50%
Poltekkes Kemenkes Surakarta	10	9.50%
UPBJJ - Terbuka University Surakarta	10	9.50%
<b>Private Universities</b>		
Muhammadiyah Surakarta University	12	11.40%
Nahdlatul Ulama University	10	9.50%
Batik Islamic University	10	9.50%
Setia Budi University	11	10.50%
Slamet Riyadi University	10	9.50%
<b>TOTAL</b>	105	100%

Source: Primary data, processed 2022

Table 2. above shows that there are more female respondents than male respondents. Female respondents are 90.5% while male respondents are only 9.5%. Based on age, it shows that respondents are dominated by those aged 16-20 years totaling 23 people (21.90%), and those aged 21-25 totaling 82 (78.10%). For income level, respondents who earn < Rp 500,000 are 66 people (62.90%) > Rp 3,000,000 as many as 6 people (5.70%) and those who earn Rp 1,000,000 – Rp 3,000,000 are 33 people (31,40%). Finally, respondents based on university origins in Solo Raya, respondents from UIN Raden Mas Said Surakarta are 12 people (11.40%), UNS consists of 10 people (9.50%), ISI is 10 people (9.50%), Poltekes Surakarta is 10 people (9.50%), Terbuka University Surakarta is 10 people (9.50%). Private Universities, include UMS consisting of 12 people (11.40%), UNU as many as 10 people (9.50%), UNIBA is 10 people (9.50%), Setia Budi University is 11 people (10.50%), and UNISRI is 10 people (9.50%).

### Research Instrument Test

#### Validity test

Table 3. Validity Test Results

Variable	Statement	r count	r table	Information
Altruistic values	I want to switch to green cosmetics because of ecological problems	0.752	0.1918	Valid
	I choose green cosmetic because it is not harmful to other people and the environment	0.801	0.1918	Valid
	I always consider the health aspect of my cosmetic purchases.	0.819	0.1918	Valid



	I worry that cosmetics with high chemicals will have a negative impact on the wearer and also on the environment.	0.741	0.1918	Valid
	I believe green cosmetic affects the quality of the environment better.	0.790	0.1918	Valid
	I strongly oppose testing harmful cosmetics on animals.	0.738	0.1918	Valid
Hedonic values	Buying green cosmetic will give me pleasure and satisfaction.	0.837	0.1918	Valid
	I bought green cosmetic to keep up with the latest trends	0.758	0.1918	Valid
	I am willing to pay more to buy green cosmetic products .	0.828	0.1918	Valid
	I always set aside extra money to be able to buy green cosmetic products .	0.835	0.1918	Valid
	I will be loyal if I find something I like	0.790	0.1918	Valid
Pro-environmental behavior	I am willing to participate in preserving the environment by using green cosmetics .	0.857	0.1918	Valid
	I reuse packages of green cosmetic products (eg containers, boxes, etc.)	0.862	0.1918	Valid
	I use green cosmetic products because they contain natural organic ingredients.	0.858	0.1918	Valid
	I believe that using green cosmetics makes me feel healthier (eg reducing acne, moisturizing skin, etc.)	0.869	0.1918	Valid
	I use green cosmetic because it looks attractive and environmentally friendly.	0.834	0.1918	Valid
Green purchase intention	I intend to buy products with environmentally friendly packaging because I care about the environment	0.825	0.1918	Valid
	I usually prefer to buy cosmetic products with reusable packaging. (eg reusable glass bottles for cream and cleaning products).	0.844	0.1918	Valid
	I will consider switching to a green cosmetic brand due to ecological concerns	0.857	0.1918	Valid
	I am willing to buy green cosmetic products regularly because they use ingredients that are safe for the skin.	0.839	0.1918	Valid

Eco-labels can convince me to buy green cosmetic products.	0.841	0.1918	Valid
--	-------	--------	-------

Source: Primary data, processed 2022

The results of the analysis of the validity of table 3. above, explain that all statement items are declared valid because the results of the overall Person Correlation ( $r_{\text{count}} > r_{\text{table}}$ ). This means that all statement items can be further used for the actual research questionnaire in measuring the independent and dependent variables, encompassing altruistic values, hedonic values, pro-environmental behavior and green purchase intention.

### Reliability Test

Reliability test is used to determine the consistency of the questionnaire made, so whether the questionnaire will remain constant if the statement is repeated again. The questionnaire instrument is said to be reliable if the Cronbach Alpha value is  $> 0.6$ . The results of the reliability of all variables are shown in the table below:

Table 4. Reliability Test Results

Variable	Cronbach Alpha . value	Reliable Standard	Information
Altruistic Value	0.8 63	0, 6 0	Reliable
Hedonic Value	0.8 69	0, 6 0	Reliable
Pro-environmental behavior	0, 906	0, 6 0	Reliable
Green purchase intention	0.8 96	0, 6 0	Reliable

Source: Primary data, processed 2022

From table 4 above, the results of the reliability test for all variables, the value of *Cronbach's Alpha* has exceeded 0.60. This means that all statement items in this research questionnaire have been considered reliable or feasible.

### Classic assumption test

Table 5. Classical Assumption Test

Information	Equation 1	Equation 2
Normality test	asyp. Sig. (2-tailed) is 0.200 $> 0.05$ which means the data in the model is normally distributed	asyp. Sig. (2-tailed) is 0.134 $> 0.05$ which means the data in the model is normally distributed
Multicollinearity Test	The tolerance value in regression equation 1 is the altruistic value of 0.440, the hedonic value is 0.419 and also all VIF values above 1 and $< 10$ so it can be said that the	The tolerance value in regression equation 2 is the altruistic value of 0.440, the hedonic value is 0.419 and the pro-environmental behavior value is 0.391 and also all VIF values are above 1 and

	data is free from multicollinearity.	<10 so it can be said that the data is free from multicollinearity.
Heteroscedasticity Test	That the data is spread out and does not form a pattern so that there is no heteroscedasticity	That the data is spread out and does not form a pattern so that there is no heteroscedasticity

Source: Primary data, processed 2022

### Hypothesis Testing Results

Table. 6 The influence of altruistic values and hedonic values on Pro - environmental behavior

Independent variables	Step 1 ( Pro-environmental behavior )		Step 2 ( Green purchase intention )	
	□	t	□	t
(Constant)	5.305	2,761	2,994	1.472
Altruistic Value	.350	4.728***	.142	1,704*
Hedonic Value	.377	5,333***	.182	2.232**
<i>Pro-environmental behavior</i>	-	-	.560	5,539***
	R2 = .761 R2 = .756 _ F = 162.475 ***		R2 = 0.745 R2 = .737 _ F = 98,289 ***	

N= 100 p\*\*\* < .01, p\*\*< .05, p\*< .10

Table 7: Mediating Pro-environmental behavior

No	Mediating Variable	Sobel test statistics	One-tailed probability	Two-tailed probability	Result
1	Altruistic Value □ → Pro-environmental behavior □ → g green purchase intention	3.59836242	0.00016011	0.00032023	Eligible
2	Hedonic value → Pro-environmental behavior → g green purchase intention	3.83492425	0.00006280	0.00012560	Eligible

Source: Primary data, processed 2022

Table 8. Recapitulation of Hypothesis Test Results

Hypothesis	Hypothesis Results	Information
H1	Altruistic value has a positive and significant effect on pro-environmental behavior	Accepted
H2	Altruistic value has a positive and significant effect on green purchase intention	Accepted
H3	Hedonic value has a positive and significant effect on pro-environmental behavior	Accepted
H4	Hedonic value has a positive and significant effect on green purchase intention	Rejected
H5	Pro-environmental behavior has a positive and significant effect on green purchase intention	Accepted
H6	Pro-environmental behavior can mediate altruistic value on green purchase intention	Accepted
H7	Pro-environmental behavior can mediate hedonic value on green purchase intention	Accepted

Source: Primary data, processed 2022

## DISCUSSION

The results show that altruistic value is one of the determining factors for pro-environmental behavior because pro-environmental behavior will be created if it has good altruistic values. So the higher the altruistic value applied, it can also increase pro-environmental behavior. Based on these results, it shows that pro-environmental behavior has a high influence on students to have a pro-environmental attitude in purchasing green cosmetics. The results of this study are in line with previous research conducted by Prakash et al., (2019) and Kiatkawsin & Han (2017) , both of which showed that altruistic values were found to have a direct positive and significant impact on pro-environmental behavior .

The results show that altruistic value is one of the determining factors for green purchase intention because green purchase intention will be created if it has a good altruistic value. Then the higher the altruistic value applied will increase the green purchase intention. The results of this study are in line with the results of research conducted by Yadav (2016) and Diash & Syarifah (2021) , namely the altruistic value variable has a significant positive effect on green purchase intention .

Green cosmetic offers a hedonic value that really attracts people's attention. Experiences related to products, trends, availability of money and customer loyalty can have a positive impact on customers who use green cosmetics. The hedonic values obtained from this green cosmetic will make visitors interested and interested in buying this green cosmetic product. These results indicate that hedonic value is one of the determining factors for pro-environmental behavior because pro-environmental behavior will be created if it has a good hedonic value. Then the higher the hedonic value applied, the pro-environmental behavior will increase. The results of this study are in line with the results of research conducted by Paswan et al., (2017) and Ghazali et al., (2017) , both of which showed that hedonic values were found to have a direct positive and significant impact on pro-environmental behavior .

Green cosmetic has implemented hedonic values in order to create positive purchase intentions for customers towards green cosmetics. But in fact, the hedonic value does not have a significant effect on purchase intention. Product related experience, following trends, having money availability and customer loyalty are not enough to create purchase intention in customers.

The results of this study are not in line with the research conducted by Steg et al., (2014) and Handayani & Praditya (2020) , both of which indicate that the hedonic value results have a significant direct positive impact on green purchase intention . However, this study is in line with

the results of research conducted by (Bouman et al., 2018) , where hedonic value does not have a positive and significant effect on green purchase intention .

In this research, it is explained that egoistic values and hedonic values are usually less likely to have buying interest in green products. This is because hedonic values are less inclined to do and think about it. In addition, in research (Somba et al., 2018) , the hedonic value also does not have a significant positive effect on green purchase behavior . This hedonic value will not affect green purchase intention if there is no mediating variable in the study. Therefore, the company needs to add new things again in order to raise the customer's intention to use green cosmetic.

The results in this study state that pro-environmental behavior has a direct and significant positive effect on green purchase intention. This shows that pro-environmental behavior is one of the determinants of green purchase intention because green purchase intention will be created if there is a good pro-environmental attitude. Therefore, the higher the pro-environmental behavior applied, the higher the green purchase intention. The results of this study are in line with the results of research conducted by Liobikienė et al., (2017) and Sawitri et al., (2015) , both of which show that increasing pro-environmental attitudes will increase green purchase intention .

In this research model, pro-environmental behavior is able to mediate the relationship between altruistic values and green purchase intention. The pro-environmental behavior variable causes the altruistic value variable to indirectly affect the green purchase intention variable. The nature of mediation provided by pro-environmental behavior is partial mediation. That is, pro-environmental behavior can bridge the influence of altruistic values on purchase intentions. However, without pro-environmental behavior, basically altruistic values are indeed capable of influencing purchase intentions. The results of this study also support the statement that pro-environmental behavior can be a link between altruistic values and purchase intentions (Lee et al., 2014) .

In this research model, pro-environmental behavior is able to mediate the relationship between hedonic values and green purchase intention. The pro-environmental behavior variable causes the hedonic value variable to indirectly affect the green purchase intention variable. The nature of mediation provided by pro-environmental behavior is full mediation. This means that the hedonic value can have an influence on purchase intention only if it passes through pro-environmental behavior. Without the pro-environmental behavior variable, the hedonic value will not affect the purchase intention of green cosmetic. The results of this study support the statement that pro-environmental behavior can be a link between hedonic values and behavioral intentions (Tung et al., 2012) .

## CONCLUSION

From the results of the research and discussion above, conclusions can be drawn according to the formulation of the problem as follows: Altruistic value has a positive and significant direct effect on pro-environmental behavior and is directly significant on green purchase intention. Hedonic value has a positive and significant effect on pro-environmental behavior, but hedonic value has no significant positive effect on green purchase intention. Pro-environmental behavior has a positive and significant effect on green purchase intention. Pro-environmental behavior is able to mediate the relationship between altruistic value and green purchase intention. Pro-environmental behavior is also able to mediate the relationship between hedonic value and green purchase intention. This means that students who have green purchase behavior will produce better pro-environmental behavior based on hedonic values.

The limitation of this research is that the object of this research is students from universities in Surakarta. There are many Universities in Surakarta, both State Universities and Private Universities. However, in this study only 10 universities represented universities in Surakarta. This is due to the time and affordability factor in this study. In addition, the fourth hypothesis which shows that hedonic value has a positive influence on green purchase intention is not proven. This research is limited to using a questionnaire survey technique via google form, so it is possible that the respondent's answers are not well disclosed.

The research is expected to be the basis for making corporate strategies related to increasing purchase intentions for environmentally friendly products, namely green cosmetics through marketing programs that focus on altruistic values, hedonic values, and pro-environmental behavior. Companies that provide green cosmetic products as business actors are expected to be able to increase the altruistic value, hedonic value, and pay attention to the pro-environmental attitude of customers if they want their company to be stable and even increase. Considering that theoretically, altruistic value and pro-environmental behavior are relevant factors in the formation of green purchase intention, it is better for further researchers to continue to reflect on the value of altruistic and pro-environmental behavior as a factor forming green purchase intention. In addition, it is recommended that further researchers use other analytical tools, such as SEM (Structural Equation Modeling) analysis. Examining the relationship between green purchase intention on green cosmetic and other variables. This is because currently there is very little research related to green purchase intention in green cosmetics.

## REFERENCES

Agustiningasih, S. T. W., & Dwiyantri, S. (2017). Pemanfaatan Ampas Kopi Dan Biji Kurma Dalam

- Pembuatan Lulur Tradisional Perawatan Tubuh Sebagai Alternatif “Green Cosmetics.” *E-Journal*, 06(01), 41–50.
- Ali, F., Ashfaq, M., Begum, S., & Ali, A. (2020). How “Green” thinking and altruism translate into purchasing intentions for electronics products: The intrinsic-extrinsic motivation mechanism. *Sustainable Production and Consumption*, 24, 281–291. <https://doi.org/10.1016/j.spc.2020.07.013>
- Andrew, & Slamet, F. (2013). Pengaruh Environmental Behavior Terhadap Green Purchasing Behavior Pada Anak Muda Generasi C Di Jakarta. *Jurnal Proceeding Nasional*, 2(1), 978–979.
- Badan Pusat Pengawas Obat dan Makanan. (2020). *Jumlah Kosmetik Berbahaya*.
- Basiruddin, K. B. C. F. Q. J. M. R. (2016). The Mediating Role of New Ecological Paradigm between Value Orientations and Pro-Environmental Personal Norm in the Agricultural Context. *Asia Pacific Journal of Marketing and Logistics*, 28(2), 1–32.
- Bertrandias, L., & Elgaaied-Gambier, L. (2014). Others’ environmental concern as a social determinant of green buying. *Journal of Consumer Marketing*, 31(6–7), 417–429. <https://doi.org/10.1108/JCM-05-2014-0966>
- Bouman, T., Steg, L., & Kiers, H. A. L. (2018). Measuring Values in Environmental Research : A Test of an Environmental Portrait Value Questionnaire. *Frontiers in Psychology*, 9(April), 1–15. <https://doi.org/10.3389/fpsyg.2018.00564>
- Chakraborty, A., Singh, M. P., & Roy, M. (2016). A study of goal frames shaping pro-environmental behaviour in university students. *International Journal of Sustainability in Higher Education*.
- Davis, R., Lang, B., & Gautam, N. (2012). Modeling utilitarian-hedonic dual mediation ( UHDM ) in the purchase and use of games. *Internet Research*, 23(2), 229–256. <https://doi.org/10.1108/10662241311313330>
- Dey, D. K., & Srivastava, A. (2017). Impulse buying intentions of young consumers from a hedonic shopping perspective. *Journal of Indian Business Research*. <https://doi.org/10.1108/JIBR-02-2017-0018>
- 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*, 1(1), 551–559.
- Diryana, I., Sudarma, Y. S., & Sari, D. (2017). The Influence of Customer Value, Integrated Marketing Communication and Customer Trust on Brand Equity: A Study on Green Cosmetic Product in Bandung, Indonesia. *International Journal of Business and Applied Social Science*, 3(1), 1–10.
- Diva, M. A. (2020). The antecedents green brand equity of green cosmetics. *Managemnt Insight: Jurnal Ilmiah Manajemen*, 15(2), 156–172.
- Fauziah, S., & Amin, N. H. Al. (2021). The Influence of Product Knowledge, Religiosity, Halal Awareness of Purchasing Decisions on Halal Products With Attitude as A Mediation Variable. *Journal of Management and Islamic Finance*, 1(1), 75–90.

- Ferdinand, A. (2014). *Metode Penelitian Manajemen* (5th ed.). UNDIP PRESS.
- Ghazali, E., Chen, P., Mutum, D. S., & Nguyen, B. (2017). Journal of Retailing and Consumer Services Health and cosmetics : Investigating consumers ' values for buying organic personal care products. *Journal of Retailing and Consumer Services*, 39(August), 154–163. <https://doi.org/10.1016/j.jretconser.2017.08.002>
- Graves, L. M., Sarkis, J., & Zhu, Q. (2013). How transformational leadership and employee motivation combine to predict employee proenvironmental behaviors in China. *Journal of Environmental Psychology*, 35, 81–91. <https://doi.org/10.1016/j.jenvp.2013.05.002>
- Handayani, W., & Praditya, W. I. (2020). Hedonic value motivation : impact on consumers ' purchase intention. *Jurnal Perspektif Pembiayaan Dan Pembangunan Daerah*, 8(1), 91–100. <https://doi.org/10.22437/ppd.v8i1.7468>
- Hartmann, P., Ph, D., Eisend, M., Ph, D., Apaolaza, V., Ph, D., Souza, C. D., & Ph, D. (2017). Warm glow vs . altruistic values : How important is intrinsic emotional reward in proenvironmental behavior? *Journal of Environmental Psychology*, 52, 43–55. <https://doi.org/10.1016/j.jenvp.2017.05.006>
- Jaini, A., Quoquab, F., Mohammad, J., & Hussin, N. (2019). Antecedents of green purchase behavior of cosmetics products: An empirical investigation among Malaysian consumers. *International Journal of Ethics and Systems*, 36(2), 185–203. <https://doi.org/10.1108/IJOES-11-2018-0170>
- Kiatkawsin, K., & Han, H. (2017). Young travelers' intention to behave pro-environmentally: Merging the value-belief-norm theory and the expectancy theory. *Tourism Management*, 59, 76–88. <https://doi.org/10.1016/j.tourman.2016.06.018>
- Knez, I. (2016). Is Climate Change a Moral Issue? Effects of Egoism and Altruism on Pro-Environmental Behavior. *Current Urban Studies*, 4, 157–174.
- Koenig-Lewis, N., Palmer, A., Dermody, J., & Urbye, A. (2014). Consumers' evaluations of ecological packaging - Rational and emotional approaches. *Journal of Environmental Psychology*, 37, 94–105. <https://doi.org/10.1016/j.jenvp.2013.11.009>
- Lavuri, R., & Susandy, G. (2020). Green Products : Factors Exploring the Green Purchasing Behavior of South Indian Shoppers. *Indonesian Journal of Sustainability Accounting and Management*, 4(2), 174–191. <https://doi.org/10.28992/ijSAM.v4i2.229>
- Lee, Y., Kim, S., Kim, M., & Choi, J. (2014). Antecedents and interrelationships of three types of pro-environmental behavior. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2014.04.018>
- Lestari, N. I. (2020). Pengaruh Green Awareness Terhadap Keputusan. *Jurnal Ekonomi Vokasi*, 3(1), 36–48.
- Liobikienė, G., Grincevičienė, Š., & Bernatoniene, J. (2017). Environmentally friendly behaviour and green purchase in Austria and Lithuania. *Journal of Cleaner Production*, 142, 3789–3797. <https://doi.org/10.1016/j.jclepro.2016.10.084>
- Muslim, E., & Indriani, D. R. (2014). Analisis Pengaruh Eco-Label terhadap Kesadaran Konsumen



- untuk Membeli Green Product. *Jurnal Manajemen Teknologi*, 13(1), 66–80. <https://doi.org/10.12695/jmt.2014.13.1.6>
- Musnaini, M., Astuti, S. W., Sukoco, B. M., & Yacob, S. (2017). Effect of hedonic value and consumer knowledge on buying intention for luxury brand counterfeit products. *Int. J. Business and Globalisation*, 19(4), 497–511.
- Pastore, C. B. A. (2015). Why environmentally conscious consumers do not purchase green products: a cognitive mapping approach. *Qualitative Market Research: An International Journal*, 18(2), 1–38.
- Paswan, A., Guzman, F., & Lewin, J. (2017). Attitudinal determinants of environmentally sustainable behavior. *Journal of Consumer Marketing*.
- Prakash, G., Choudhary, S., Kumar, A., Garza-Reyes, J. A., Khan, S. A. R., & Panda, T. K. (2019). Do altruistic and egoistic values influence consumers' attitudes and purchase intentions towards eco-friendly packaged products? An empirical investigation. *Journal of Retailing and Consumer Services*, 50, 163–169. <https://doi.org/10.1016/j.jretconser.2019.05.011>
- Rastini, N. M. (2016). Pengaruh Strategi Green Marketing, Corporate Social Marketing Dan Environmental Behavior Terhadap Green Purchasing Behavior. *E-Jurnal Manajemen Unud*, 5(10), 6457–6486.
- Santoso, I., & Fitriani, R. (2016). Green Packaging, Green Product, Green Advertising, Persepsi, dan Minat Beli Konsumen. *Jurnal Ilmu Keluarga Dan Konsumen*, 9(2), 147–158. <https://doi.org/10.24156/jikk.2016.9.2.147>
- Sawitri, D. R., Hadiyanto, H., & Hadi, S. P. (2015). Pro-Environmental Behavior from a SocialCognitive Theory Perspective. *Procedia Environmental Sciences*, 23(Ictcred 2014), 27–33. <https://doi.org/10.1016/j.proenv.2015.01.005>
- Sharma, A., & Foropon, C. (2019). Green product attributes and green purchase behavior: A theory of planned behavior perspective with implications for circular economy. *Management Decision*, 57(4), 1018–1042. <https://doi.org/10.1108/MD-10-2018-1092>
- Somba, W. E., Sunaryo, & Mugiyono. (2018). Pengaruh Nilai Hedonis Dan Nilai Utilitarian Terhadap Behavioral Intention Dengan Word Of Mouth ( Wom ) Sebagai Variabel Mediasi. *Jurnal Manajemen Dan Kewirausahaan*, 6(1), 82–92.
- Steg, L., Perlaviciute, G., van der Werff, E., & Lurvink, J. (2014). The Significance of Hedonic Values for Environmentally Relevant Attitudes, Preferences, and Actions. *Environment and Behavior*, 46(2), 163–192. <https://doi.org/10.1177/0013916512454730>
- Swami, V., Chamorro-Premuzic, T., Snelgar, R., & Furnham, A. (2010). Egoistic, altruistic, and biospheric environmental concerns: A path analytic investigation of their determinants. *Scandinavian Journal of Psychology*, 51(2), 139–145. <https://doi.org/10.1111/j.1467-9450.2009.00760.x>
- Tolppanen, S., & Kang, J. (2020). The effect of values on carbon footprint and attitudes towards pro-environmental behavior. *Journal of Cleaner Production*, 1–10. <https://doi.org/10.1016/j.jclepro.2020.124524>

- Tung, S. J., Shih, C. C., Wei, S., & Chen, Y. H. (2012). Attitudinal inconsistency toward organic food in relation to purchasing intention and behavior: An illustration of Taiwan consumers. *British Food Journal*, 114(7), 997–1015. <https://doi.org/10.1108/00070701211241581>
- van der Werff, E., & Steg, L. (2016). The psychology of participation and interest in smart energy systems: Comparing the value-belief-norm theory and the value-identity-personal norm model. *Energy Research and Social Science*, 22, 107–114. <https://doi.org/10.1016/j.erss.2016.08.022>
- Waskito, J., & Harsono, M. (2012). Green Consumer: Deskripsi Tingkat Kesadaran Dan Kepedulian Masyarakat Joglosemar Terhadap Kelestarian Lingkungan. *Jurnal Dinamika Manajemen*, 3(1), 29–39.
- Widanti, A., & Alfansi, L. (2019). Pengaruh Keterlibatan Fesyen terhadap Kepercayaan Merek dengan Mediasi Nilai Hedonis dan Nilai Utilitarian pada Konsumen Gawai, Tablet dan Laptop. *Jurnal Bisnis Dan Ekonomi*, 26(2), 166–178.
- Widyaningrum, B., Imronudin, & Soepatini. (2021). The Effect of Health Value, Safety Value, And Environmental Value on Intention to Purchase Organic Product: Empirical Study of The Body Shop Cosmetics. *Journal of Management and Islamic Finance*, 1(2), 186 – 203. <https://doi.org/10.1016/j.agrformet.2007.11.012>
- Yadav, R. (2016). Altruistic or egoistic: Which value promotes organic food consumption among young consumers? A study in the context of a developing nation. *Journal of Retailing and Consumer Services*, 33, 92–97. <https://doi.org/10.1016/j.jretconser.2016.08.008>