JMM17 JURNAL ILMU EKONOMI DAN MANAJEMEN
Volume 12 No 01 – April 2025 – ISSN (Online): 2355-7435

Available Online to https://jurnal.untag-sby.ac.id/

JMM17: Jurnal Ilmu Ekonomi dan Manajemen

S3 Accredited SK No. 72/E/KPT/2024

Journal page is avaliable to
https://jurnal.untag-sby.ac.id/index.php/jmm17/index

Optimization of Green Marketing to Increase Consumer Awareness and Attitude towards Eco-Friendly Housing in Surakarta

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ARTICLE INFO

Article history:
Received: 14 January 2025
Revised: 14 February 2025
Accepted: 14 February 2025
Available online 30 April 2025

Keywords:
Green Marketing, Green Product Awareness, Consumer Attitudes Towards, Non- Subsidized Housing.

IEEE style in citing this article: [citation Heading]
Sumaryanto, M.P. Pratita, N.F. Zakiyah, N.I.Susanti and H.D. Wahyudi, " *Optimization of Green Marketing to Increase Consumer Awareness and Attitude towards Eco-Friendly Housing in Surakarta*," JMM17: Jurnal Ilmu Ekonomi dan Manajemen, vol. 12, no. 1, pp. 106-123, 2025.

ABSTRACT

This study aims to investigate how elements such as green perceived value, green products, and environmental concern influence consumer attitudes, while examining the role of consumer awareness of green products in promoting environmentally friendly purchasing behavior. Data were collected from 111 respondents using convenience and purposive sampling methods. The relationships between green perceived value, green products, environmental concern, green product awareness, and consumer attitudes were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Validity and reliability were assessed through convergent and discriminant validity, while hypothesis testing was conducted using the bootstrapping method. The findings reveal that green perceived value and environmental concern positively influence consumer attitudes toward purchasing eco-friendly housing. However, green product awareness does not significantly moderate these relationships. Low consumer awareness limits the positive impact of green value and environmental concern, underscoring the need for enhanced consumer education to foster pro-environmental purchasing behavior. This study provides a novel analysis of green product awareness as a moderating factor in green marketing and consumer attitudes, focusing on non-subsidized housing in Surakarta. The findings offer valuable insights for developers to create effective marketing strategies and for policymakers to expand green building certification programs and promote the adoption of eco-friendly housing solutions by emphasizing the benefits of environmentally friendly products.

1. Introduction

In recent decades, public awareness of environmental issues has grown significantly, leading to notable shifts in consumption patterns toward greater sustainability. Consumers are becoming

increasingly conscious of the environmental impact of the products they use, resulting in a rising demand for green or environmentally friendly products.

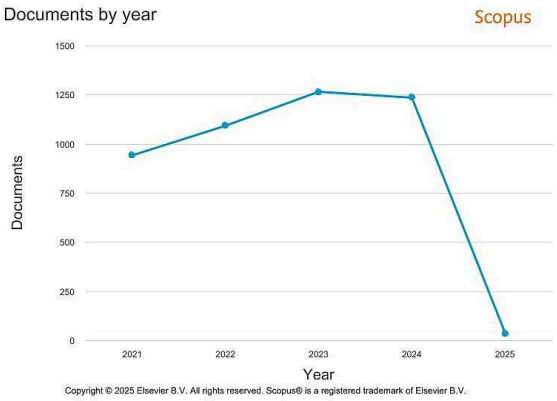

Figure 1. Document by Year

The research depicted in the image centers on a literature analysis of environmental awareness, sustainable consumption patterns, and strategies for sustainable development, derived from scientific journal articles published between 2021 and 2025. This study delves into the dynamics of public awareness regarding environmental issues, the role of public policies, and the impact of environmental education in fostering sustainable consumption patterns. It further examines concepts such as the green economy and consumer behavior, emphasizing the interconnectedness of environmental protection, ecosystem sustainability, and economic development. By adopting this approach, the analysis aims to support strategic decision-making to achieve a harmonious balance between economic growth, environmental conservation, and community welfare.

Green marketing has emerged as a pivotal strategy for companies aiming to attract environmentally conscious consumers by emphasizing the eco-friendly attributes of their products, including raw materials, production processes, and packaging [1]. Green products not only offer environmental benefits but also foster a sense of social responsibility among consumers. Research indicates a direct correlation between environmental awareness, positive attitudes toward green products, and purchase intentions. However, despite widespread environmental concern, a notable "attitude-behavior gap" persists, where consumer attitudes do not always translate into purchasing behaviors [2].

Current research on this gap often focuses on specific geographical regions or product categories, with limited integration of psychographic and demographic factors in analyzing green purchasing intentions, particularly in developing economies. For instance, studies in Malaysia have examined psychological factors such as perceived morality and environmental concerns in shaping green purchase intentions and their connection to willingness to pay for green products [3]. Furthermore, research has highlighted the role of environmental beliefs, attitudes toward green products, and positive emotions in enhancing intentions to purchase green products [4].

Research Problem that can be compiled: the influence of the independent variables Green Perceived Value (X1), Green Products (X2), Enviromental Concerns (X3) on the dependent variable Consumers' Attitudes Towards Buying Green Building In Solo (Y) through Z mediation, the moderation of the Green Product Awareness (Z) variable affects the relationship between the influence of the independent variables Green Perceived Value (X1), Green Products (X2), Environmental Concerns (X3), and the dependent variable Consumers' Attitudes Towards Buying Green Building In Solo (Y), the proposed research model has an adequate level of conformity, the contribution of each indicator in representing the latent variables measured.

2. State of the Art

The research with the themes Consumers' Attitudes Towards Buying Green Building in Solo (Y), Green Product Awareness (Z), Green Perceived Value (X1), Green Products (X2), and Environmental Concerns (X3) discusses the relationship between consumer attitudes towards environmentally friendly products and awareness of sustainability values. This research expands knowledge by investigating how perception and awareness factors influence the purchase decision.

Effects of Environmental Awareness: Research by [7] showed the influence of psychographic and demographic factors on green purchasing behavior with the result that environmental attitudes had the greatest impact, while factors such as age moderated the relationship between green purchasing attitudes and intentions [8]. This is also consistent with the findings by [9], This study explores consumer perceptions of green marketing related to eco-friendly products in the category of fast food consumer goods. The findings show that environmental awareness plays an important role in driving the adoption of green products by consumers.

Approach and Model: Some studies such as [10] have used the Theory of Planned Behaviour (TPB) model to include cognitive factors such as environmental concern to explain the intention to purchase green products. The relationship between attitudes, purchase intentions, and purchasing behavior of young consumers towards green products uses the Theory of Planned Behaviour of SDGs [11]. Time in advertising affects consumer value perception and purchase intention in the context of green consumption [12]. Benefits and Position Compared to Previous Research:

1. Theoretical Contribution:
   This research addresses a critical gap by presenting a comprehensive model that integrates environmental factors and the value of green products to predict consumer attitudes and purchasing decisions. Unlike previous studies, which predominantly focused on a single variable such as environmental awareness or green promotion, this study provides a holistic perspective that captures the interplay of multiple factors influencing consumer behavior.
2. Practical Benefits:
   The results of this study are beneficial for property developers and green product marketers in Solo to design more effective marketing strategies by prioritizing elements of sustainability value and product awareness. This research also provides insights for policymakers to support environmental education programs to increase public awareness of the importance of green buildings. The research also offers a new model that integrates environmental awareness and the value of green products to understand consumer attitudes and purchase intentions, which are relevant and in line with the current needs of the green market.

3. Method

This research focuses on people in Surakarta who plan to buy non-subsidized housing buildings that are included in the green building category. The main focus is to evaluate the impact of green marketing on consumer attitudes, with green product awareness as a moderation variable.

a. Types and Data Sources
   1. Data Type: This study uses quantitative data, which is measured using the Likert scale.
   2. Data Source: Primary data is obtained through the dissemination of structured questionnaires to relevant respondents. The questionnaire was distributed online using Google Form.

b. Population and Sample
   1. Population: People of Surakarta who plan and have purchased non-subsidized housing buildings that are in the green building category.
   2. Sampling: The sampling technique uses a non-probability method with purposive sampling, so that only respondents relevant to the category are included.

c. Data Collection Techniques

Data collection was carried out through a structured questionnaire designed to measure the following variables:

1. Independen: Green perceived value, green products, dan environmental concerns.
2. Moderation: Green product awareness.
3. Dependence: Consumer attitudes towards the purchase of green buildings.

d. Data Analysis Techniques

The collected data was analyzed using the Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS). The analysis is carried out through the following steps:

1. Instrument Test:
   a. Validity (with Pearson Correlation).
   b. Reliability (with Composite Reliability and Cronbach's Alpha).
2. Evaluation of Outer Model:
   a. Convergent validity through loading factor and Average Variance Extracted (AVE) values (> 0.5).
   b. Validity of discrimination through the Fornell-Larcker Criterion and cross loadings.
3. Inner Model Evaluation:
   a. Multicollinearity test using Variance Inflation Factor (VIF) (< 5).
   b. Test R-Square to assess the predictive ability of the model.
   c. Test the significance of paths (path coefficients).
4. Hypothesis Testing:
   The significance test was carried out with a statistical T-value (> 1.96 for a 95% confidence level).

e. Data Analysis Techniques

1. Consumers' Attitudes Towards Buying
   A thorough evaluation of an individual's eco-friendly products, including positive or negative feelings that influence purchase intentions and decisions. This attitude is influenced by internal factors such as values, motivation, and beliefs, as well as external factors such as promotion, information, and social norms [13] [14]. In research conducted by [15], the indicators of Attitude Toward the Behavior are: Penilaian bahwa pengungkapan kecurangan adalah hal positif.
   a. Assessment that disclosure of fraud is an ethical act.
   b. Pride in disclosing fraud.
   c. The assessment that the whistleblower is a positive behavior.
2. Green Perceived Value
   The perceived green value is a consumer assessment of the environmental benefits of a product, which includes aspects of sustainability, resource efficiency, and contribution to nature conservation. This value is an important determinant in making decisions to buy environmentally friendly products [16]. The Green Perceived Value indicator is a variety of factors that affect consumer perception of the value of environmentally friendly products or services. Here are the indicators used in the study: Benefit for Consumers: How eco-friendly products provide direct benefits to consumers, such as health or cost efficiency.
   a. Environmental Consciousness: The level of consumer awareness about environmental issues and the importance of protecting the environment.
   b. Environmental Concern: The level of consumer concern for the environmental impact of a product or service.
   c. Standard of Quality: Consumer assessment of the quality of environmentally friendly products compared to conventional products.
   d. Price: Consumer perception of the price of environmentally friendly products and whether they feel that the price is proportional to the value received.

3. Green Products
   Green products refer to goods or services that are designed to reduce negative impacts on the environment through the use of environmentally friendly raw materials, efficient production processes, and sustainable waste management. This product is the main choice of consumers who care about the environment [16]. Some of the key indicators that are often used to assess green products [14]:
   a. Energy Efficiency: Products must be designed to save energy use during their production, distribution, and use processes.
   b. Product Performance: Products must have quality and performance that meet consumer expectations, while not polluting the environment.
   c. Waste Reduction: The product production process must produce little or no hazardous waste.
   d. Efficient Use of Packaging: Products should use minimal packaging and be recyclable or biodegradable
   e. Durable: The product must be designed to have a long lifespan thereby reducing the amount of waste generated
   f. Transparency and Labeling: Products must have clear and transparent labels regarding information about the material content and environmental impact.
4. Environmental Concerns
   The level of attention, awareness, and concern of individuals to environmental issues, such as climate change, pollution, deforestation, and conservation of natural resources. It reflects a person's beliefs and attitudes towards the need for environmental protection, which can influence behavioral decisions, such as eco-friendly consumption or advocacy for environmental policies. Indicator used to measure (Environmental Concerns) [16]:
   a. Emotional Concern: The level of emotion felt by consumers towards environmental issues, such as fear, anger, or sadness over environmental damage.
   b. Participation in Environmental Activities: The frequency and type of activities taken by consumers to support the environment, such as participating in recycling programs, supporting environmental organizations, or taking personal action to reduce their carbon footprint.
   c. Environmentally Based Decision Making: How often consumers consider environmental impacts when making purchasing decisions or in their daily lives.
   d. Appreciation for Eco-Friendly Products: The level of appreciation and preference of consumers for eco-friendly products compared to conventional products.
5. Green Product Awareness
   It includes consumers' understanding of the existence, benefits, and positive impact of eco-friendly products on the environment and health. This awareness is often an important first step in promoting sustainable consumption behavior. [17]; [18] [19]. Indicator to measure Green Product Awareness:
   a. Product Knowledge, The level of consumer understanding of the characteristics of environmentally friendly products, including ingredients, benefits, and positive impacts on the environment. It involves the extent to which consumers are aware of the green products available in the market.
   b. Information Through Labels or Certifications, Consumer awareness of ecolabel labels or official certifications on green products, which helps them recognize whether the product meets eco-friendly standards.
   c. Awareness through Media and Promotion, Consumer exposure to promotions or marketing campaigns that educate them about the importance of using green products and their benefits for the environment.

d. Perception of the Uniqueness of Green Products, The level at which consumers perceive green products to be different or superior to conventional products, particularly in terms of sustainability and energy efficiency.
e. Consumer Personal Experience, The extent to which consumers have had prior experience using green products, which affects their awareness of the effectiveness and benefits of those products.

6. Software, Data processing is carried out using SmartPLS software version 3.2.7.

4. Results and Discussion

4.1. *The Impact of Green Marketing on Consumer Attitudes*

This study aims to analyze the impact of green marketing on consumer attitudes in buying green buildings in Surakarta with green product awareness as a moderation variable. Data was obtained through a survey of 111 respondents.

4.2. *Respondent Description*

Table 1. Respondent Description

Characteristic	Information	Total	%
Gender	Woman	**65**	**58,6**
	Man	**46**	**41,4**
Age	20 - 30	51	45,9
	30 - 40	8	7,2
	40 - 50	19	17,1
	> 50	33	29,7
Marital Status	Unmarried Single	47	42,3
	Marry	57	51,4
	Single Married	7	6,3
Education	SMP	1	0.9
	SMA	20	18,7
	Diploma	4	3,6
	Sarjana	43	38,7
	Master	37	33,3
	Doktor	6	5,4
Income Level	Rp. 5 Million sd Rp. 10 Million	95	85,6
	Rp. 10 Million sd Rp. 15 Million	13	11,7
	Rp. 15 Million sd Rp. 20 Million	2	1,8
	> Rp. 20 Million	1	0,9
Family Members	2 member	8	7,2
	3 member	30	27
	4 member	39	35,1
	> Other	34	30,6

Data sources processed in 2024

Female respondents were 65 people (58.6%), Consumer attitudes towards the purchase of environmentally friendly buildings, which include feelings, beliefs, and tendencies to support environmentally friendly buildings, are dominated by women. Respondents aged 20-30 years were 51 people (45.9%), Consumer attitudes towards the purchase of environmentally friendly buildings are more in demand by people aged 30-40 years and over 50 years. Respondents were married as many as 57 people (51.4%), Consumer attitudes towards the purchase of environmentally friendly buildings are dominated by married people, followed by single groups. Respondents with a bachelor's education were 43 people (38.7%). Consumer attitudes towards the purchase of environmentally friendly buildings are dominated by the undergraduate-educated community, followed by the master-educated group. Respondents with a bachelor's education

were 43 people (38.7%). Consumer attitudes towards the purchase of environmentally friendly buildings are dominated by the undergraduate-educated community, followed by the master-educated group. Respondents with 4 family members dominated as many as 39 people (35.1%). Consumer attitudes towards the purchase of environmentally friendly buildings are dominated by the community with the number of family members.

4.3. *Model Test Results and Analysis (Validity and Reliability Testing)*

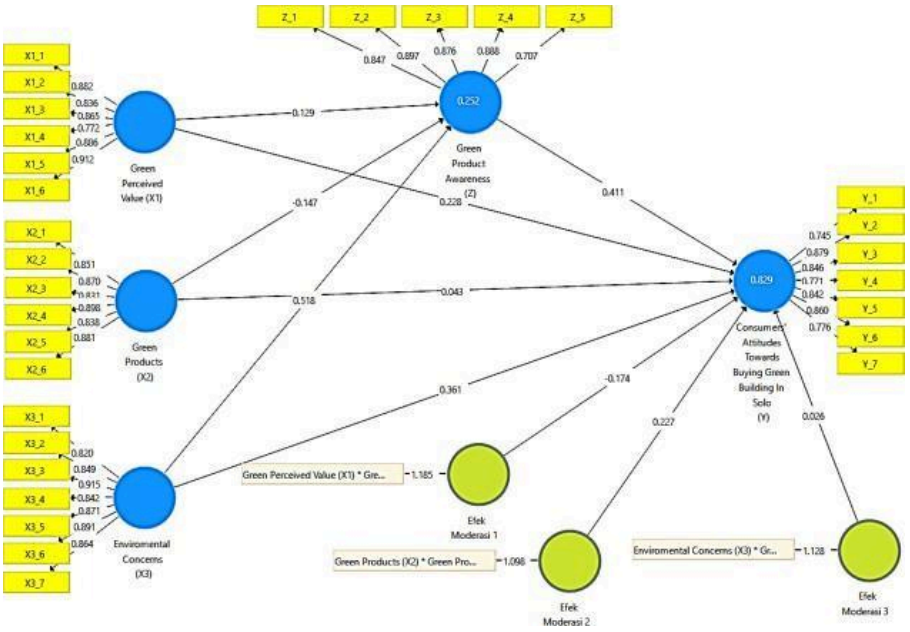

Figure 2. Convert Validity

Table 2. AVE

	Cronbach's Alpha	rho_A	Reliabilitas Komposit	Average Variance Extracted (AVE)
Consumers' Attitudes Towards Buying Green Building in Solo_(Y)	0,917	0,918	0,934	0,669
Efek Moderasi 1	1,000	1,000	1,000	1,000
Efek Moderasi 2	1,000	1,000	1,000	1,000
Efek Moderasi 3	1,000	1,000	1,000	1,000
Enviromental Concerns (X3)	0,944	0,947	0,954	0,748
Green Perceived Value (X1)	0,929	0,929	0,944	0,739
Green Product Awareness (Z)	0,899	0,909	0,926	0,716
Green Products (X2)	0,931	0,934	0,945	0,743

Source: Primary Data processed with SmartPLS 3.0, 2024

AVE > 0.5, each variable has a value of X1, X2. And X3 is 0.739, 0.743, 0.748 while Z is 0.716 and Y is 0.669. Discriminant Validity test using Cross Loading test. The Cross Loading test is a test of the Outer Loading value that a variable construct has must have a greater value over its own variable compared to other variables. Here are the results of Cross Loading.

Table 3. Cross Loading

	Consumers' Attitudes Towards Buying Green Building In Solo_(Y)	Moderation Effect 1	Moderation Effect 2	Moderation Effect 3	Environmental Concerns (X3)	Green Perceived Value (X1)	Green Product Awareness (Z)	Green Products (X2)
Environmental Concerns (X3) * Green Product Awareness (Z)	0,102	0,907	0,914	1,000	-0,103	-0,140	0,253	-0,069
Green Perceived Value (X1) * Green Product Awareness (Z)	0,009	1,000	0,947	0,907	-0,134	-0,259	0,161	-0,150
Green Products (X2) * Green Product Awareness (Z)	0,099	0,947	1,000	0,914	-0,071	-0,162	0,208	-0,118
X1_1	0,654	-0,267	-0,198	-0,199	0,745	0,882	0,386	0,758
X1_2	0,644	-0,176	-0,089	-0,101	0,789	0,836	0,406	0,790
X1_3	0,698	-0,264	-0,203	-0,156	0,774	0,865	0,387	0,810
X1_4	0,646	-0,095	0,011	0,043	0,614	0,772	0,405	0,669
X1_5	0,652	-0,239	-0,169	-0,132	0,727	0,886	0,314	0,806
X1_6	0,674	-0,294	-0,184	-0,176	0,803	0,912	0,385	0,814
X2_1	0,587	-0,162	-0,132	-0,012	0,693	0,761	0,378	0,851
X2_2	0,658	-0,100	-0,064	-0,069	0,812	0,809	0,356	0,870
X2_3	0,561	-0,152	-0,098	-0,048	0,754	0,798	0,304	0,831
X2_4	0,648	-0,084	-0,084	-0,074	0,788	0,751	0,358	0,898
X2_5	0,674	-0,172	-0,143	-0,085	0,755	0,793	0,398	0,838
X2_6	0,711	-0,113	-0,090	-0,064	0,792	0,760	0,416	0,881
X3_1	0,623	-0,096	-0,036	-0,089	0,820	0,704	0,395	0,721
X3_2	0,636	-0,223	-0,172	-0,178	0,849	0,793	0,357	0,801
X3_3	0,755	-0,096	-0,042	-0,101	0,915	0,776	0,452	0,805

	Consumers' Attitudes Towards Buying Green Building In Solo_(Y)	Moderation Effect 1	Moderation Effect 2	Moderation Effect 3	Environmental Concerns (X3)	Green Perceived Value (X1)	Green Product Awareness (Z)	Green Products (X2)
X3_4	0,661	-0,226	-0,198	-0,222	0,842	0,722	0,379	0,747
X3_5	0,718	0,017	0,074	0,048	0,871	0,711	0,440	0,743
X3_6	0,765	-0,104	-0,029	-0,045	0,891	0,772	0,488	0,782
X3_7	0,716	-0,107	-0,056	-0,065	0,864	0,763	0,488	0,788
Y_1	0,745	-0,021	0,029	-0,016	0,600	0,531	0,633	0,469
Y_2	0,879	-0,111	-0,042	-0,032	0,761	0,762	0,551	0,728
Y_3	0,846	-0,002	0,084	0,092	0,636	0,629	0,614	0,625
Y_4	0,771	-0,050	0,023	0,030	0,719	0,698	0,409	0,737
Y_5	0,842	0,076	0,125	0,110	0,687	0,582	0,574	0,602
Y_6	0,860	0,051	0,154	0,144	0,671	0,638	0,629	0,614
Y_7	0,776	0,108	0,192	0,249	0,554	0,567	0,793	0,496
Z_1	0,552	0,211	0,209	0,299	0,324	0,279	0,847	0,307
Z_2	0,697	0,090	0,147	0,194	0,473	0,416	0,897	0,411
Z_3	0,636	0,169	0,200	0,248	0,357	0,327	0,876	0,336
Z_4	0,674	0,098	0,153	0,198	0,502	0,442	0,888	0,417
Z_5	0,531	0,135	0,185	0,147	0,425	0,389	0,707	0,326

Source: Primary Data processed with SmartPLS 3.0, 2024

The results of the Cross Loading calculation above show that the validity of the research referenced from Discriminan Validity shows its validity. Furthermore, the test was carried out to test the reliability of the research through the Composite Reliability and Cronbach's Alpha values which are above 0.6.

The values of Conbach's Aplha and Composite Reliability of each variable have met the standard above 0.60. This shows that the reliability of the research is acceptable. In addition, the Composite Reliability value is also higher than the value of Cronbach's Alpha value.

4.4. *Structural Model Testing (Inner Model)*

Coefficient Determination Value (R2)

Table 4. Path Coefficients (Mean, STDEV, t-Value)

	R Square	**Adjusted R Square**
Consumers' Attitudes Towards Buying Green Building in Solo_(Y)	0,829	0,817
Green Product Awareness (Z)	0,252	0,231

Source: Primary Data processed with SmartPLS 3.0, 2024

According to Munabi & Buewmbo [20] R2 is used on variables independent of dependent variables as a measuring tool, the higher the value of R2, the better the prediction model of the proposed research model. According to [21] the R2 value to see the influence of exogenous latent variables on endogenous latent variables has a substantial influence. The R2 value limitation criteria include three classifications, namely the results of the R2 value identify a good or substantial model of 0.67, then it is said to be moderate at 0.33 and it is said to be weak at 0.19.

The R square value or R2 value for the Y variable of 0.829 means that X1, X2, X3, and Z are able to explain the variability of the Y construct of 0.829 or 82.9% and the remaining 17.1% is explained through other constructs that are not hypothesized in the research model.

Predictive Relevance Value (Q2)

Q2 Predictive Relevance serves to validate the predictive capability of a model. The interpretation of the results of Q2 Predictive Relevance indicates that an exogenous variable is considered good if its value is greater than 0 (zero), meaning it acts as an explanatory variable capable of predicting the endogenous variable [22]. The Q-Square value is calculated using the Stone-Geisser Q-Square Test formula as follows:

$Q_2 = 1 - (1 - R^1_2)$

$Q_2 = 1 - (1 - 0.734)$

$Q_2 = 1 - 0,266 = Q_2 = 0,674$

The calculation result of the Q-Square in this study is 0.674 or 67.40%. Thus, it can be concluded that the model in this study has relevant predictive value, indicating that the model used can explain 67.40% of the information contained in the research data.

Table 5. Result of the Score Q2

	SSO	SSE	Q^2 (=1-SSE/SSO)
Consumers' Attitudes Towards Buying Green Building in Solo_(Y)	777,000	370,214	**0,524**
Efek Moderasi 1	111,000	111,000	
Efek Moderasi 2	111,000	111,000	
Efek Moderasi 3	111,000	111,000	
Enviromental Concerns (X3)	777,000	777,000	
Green Perceived Value (X1)	666,000	666,000	
Green Product Awareness (Z)	555,000	465,438	**0,161**
Green Products (X2)	666,000	666,000	

Source: Primary Data processed with SmartPLS 3.0, 2024

Based on the results of the blindfolding test in Table 5 above, the Q2 value for Y is 0.524. Therefore, it can be stated that the Q2 predictive relevance is considered good as it exceeds the threshold of 0.

Goodness of Fit (GoF)

The measurement of Goodness of Fit (GoF) aims to validate the overall performance of the model. GoF is a single measure used to validate the combined performance of the measurement model and the structural model, or between the inner model and the outer model. The GoF value ranges from 0 to 1, with the following interpretations: 0.1: Indicates a small GoF, 0.25: Indicates a moderate GoF, 0.36: Indicates a large GoF. PLS does not have a specific function to calculate GoF. The GoF value can be observed in the following table:

Table 6. Goodness of Fit

	SSO	SSE	Q^2 (=1-SSE/SSO)
Consumers' Attitudes Towards Buying Green Building in Solo_(Y)	777,000	350,593	0,549
Efek Moderasi 1	111,000		1,000
Efek Moderasi 2	111,000		1,000
Efek Moderasi 3	111,000		1,000
Enviromental Concerns (X3)	777,000	275,959	0,645
Green Perceived Value (X1)	666,000	257,113	0,614
Green Product Awareness (Z)	555,000	238,019	0,571
Green Products (X2)	666,000	252,390	0,621

Source: Primary Data processed with SmartPLS 3.0, 2024

Table 7. GoF Value

Item	R2	Communality
X1		0,614
X2		0,621
X3		0,645
Z		0,571
Y	0,829	0,549
Average	**0,721**	

Source: Primary Data processed with SmartPLS 3.0, 2024

Based on Tables 6 and 7, the GoF value must be calculated by multiplying the average communality index by the model's R^2 value. The formula proposed by Yamin and Kurniawan (2011) to calculate the Goodness of Fit is as follows:

GoF = $\sqrt{\boldsymbol{COM\ X\ R2}}$

GoF = √0.721* 0,829 = GoF = √0.597377 = 0.773

The calculated GoF value above is 0.773, which can be interpreted as having a large GoF. This indicates that the research model is valid and demonstrates good performance.

4.5. *Hypothesis Testing*

This stage of testing was conducted using the SmartPLS software with the bootstrapping method. Bootstrapping is a resampling-based method applied to the sample data for iteration. Therefore, Ha is accepted and H_0 is rejected when the total effect table from the bootstrapping iteration yields a t-statistic value > 1.982.

The following are the results of the bootstrapping analysis in this study:

Table 7. Path Coefficients

	Original Sample (O)	Average Sample (M)	Standard Deviation (STDEV)	T Statistik (| O/STDEV |)	P Values
Moderation Effect 1 -> Consumers' Attitudes Towards Buying Green Building in Solo_(Y)	-0,174	-0,120	0,182	0,954	0,340
Moderation Effect 2 -> Consumers' Attitudes Towards Buying Green Building in Solo_(Y)	0,227	0,213	0,158	1,433	0,152
Moderation Effect 3 -> Consumers' Attitudes Towards Buying Green Building in Solo_(Y)	0,026	-0,013	0,144	0,181	0,857
Enviromental Concerns (X3) -> Consumers' Attitudes Towards Buying Green Building in Solo_(Y)	0,361	0,355	0,118	3,056	0,002
Enviromental Concerns (X3) -> Green Product Awareness (Z)	0,518	0,542	0,210	2,470	0,014
Green Perceived Value (X1) -> Consumers' Attitudes Towards Buying Green Building in Solo_(Y)	0,228	0,226	0,099	2,310	0,021
Green Perceived Value (X1) -> Green Product Awareness (Z)	0,129	0,131	0,175	0,735	0,463
Green Product Awareness (Z) -> Consumers' Attitudes Towards Buying Green Building in Solo_(Y)	0,411	0,421	0,085	4,809	0,000
Green Products (X2) -> Consumers' Attitudes Towards Buying Green Building in Solo_(Y)	0,043	0,031	0,123	0,350	0,727
Green Products (X2) -> Green Product Awareness (Z)	-0,147	-0,168	0,240	0,613	0,540

Source: Primary Data processed with SmartPLS 3.0, 2024

To assess the significance of the predictive model in structural model testing, the t-statistic value between the independent variables and the dependent variable can be observed in the Path Coefficient Table from the SmartPLS output shown below:

1. Hypothesis Testing H1
   Green Perceived Value (X1) → Green Product Awareness (Z)
   From Table 7 above, the original sample estimate value for Green Perceived Value (X1) is 0.129, with a significance level above 5% (0.463), as indicated by a t-statistic value of 0.735, which is smaller than the t-table value of 1.985. The positive original sample estimate value indicates that Green Perceived Value (X1) has a positive influence on Green Product Awareness (Z). Based on these results, it can be concluded that the first hypothesis is rejected. This finding is supported by

the study [23]. However, this result differs from other research findings that state Green Perceived Value (X1) has a significant influence on Green Product Awareness (Z) [24].

2. Hypothesis Testing H2
   Green Products (X2) → Green Product Awareness (Z)
   From Table 7, the original sample estimate value for Green Products (X2) is -0.147, with a significance level above 5% (0.540), as indicated by a t-statistic value of 0.613, which is smaller than the t-table value of 1.985. The negative original sample estimate value indicates that Green Products (X2) has a negative influence on Green Product Awareness (Z). Based on the regression results, it can be concluded that the second hypothesis is rejected. This finding contradicts the research results of [25]
   [26] [27], while supporting the findings of [28] [29] [30].
3. Hypothesis Testing H3
   Environmental Concerns (X3) → Green Product Awareness (Z)
   From Table 7, the original sample estimate value for Environmental Concerns (X3) is 0.518, with a significance level below 5% (0.014), as indicated by a t-statistic value of 2.470, which is greater than the t-table value of 1.985. The positive original sample estimate value indicates that Environmental
   Concerns (X3) has a positive influence on Green Product Awareness (Z). Based on the regression results, it can be concluded that the third hypothesis is accepted. This finding is supported by the studies of [31] and [32].
4. Hypothesis Testing H4
   Green Perceived Value (X1) → Consumers' Attitudes Towards Buying Green Building in Solo (Y)
   From Table 7, the original sample estimate value for Green Perceived Value (X1) is 0.228, with a significance level below 5% (0.021), as indicated by a t-statistic value of 2.310, which is greater than the t-table value of 1.985. The positive original sample estimate value indicates that Green Perceived Value (X1) has a positive influence on Consumers' Attitudes Towards Buying Green Building in Solo (Y). Based on the regression results, it can be concluded that the fourth hypothesis is accepted. This finding is supported by the studies of [33] and [34].
5. Hypothesis Testing H5
   Green Products (X2) → Consumers' Attitudes Towards Buying Green Building in Solo (Y)
   The original sample estimate for Green Products (X2) is 0.043. The t-statistic value of Green Products (X2) influencing Consumers' Attitudes Towards Buying Green Building in Solo (Y) is 0.350, with a p- value of 0.727. Since the t-statistic is smaller than 1.985 (two-tailed), it can be concluded that Green Products (X2) do not significantly influence Consumers' Attitudes Towards Buying Green Building in Solo (Y). Based on these regression results, the fifth hypothesis is rejected. This finding aligns with the study by [35] but contradicts studies claiming that Green Products (X2) significantly affect Consumers' Attitudes Towards Buying Green Building in Solo (Y) [36].
6. Hypothesis Testing H6
   Environmental Concerns (X3) → Consumers' Attitudes Towards Buying Green Building in Solo (Y)
   From Table 7, the original sample estimate for Environmental Concerns (X3) is 0.361, with a significance level below 5% (0.002), indicated by a t-statistic value of 3.056, which is greater than the t-table value of 1.985. The positive original sample estimate value suggests that Environmental Concerns (X3) have a positive influence on Consumers' Attitudes Towards Buying Green Building in Solo (Y). Based on the regression results, the sixth hypothesis is accepted. This finding is supported by studies [37] [38] [39].
7. Hypothesis Testing H7
   Green Product Awareness (Z) → Consumers' Attitudes Towards Buying Green Building in Solo (Y)

From Table 7, the original sample estimate for Green Product Awareness (Z) is 0.411, with a significance level below 5% (0.000), indicated by a t-statistic value of 4.809, which is greater than the t-table value of 1.985. The positive original sample estimate value suggests that Green Product Awareness (Z) has a positive influence on Consumers' Attitudes Towards Buying Green Building in Solo (Y). Based on the regression results, the seventh hypothesis is accepted. This finding is supported by studies [33] [40].

8. Hypothesis Testing H8
   Moderating Effect 1 → Consumers' Attitudes Towards Buying Green Building in Solo (Y)
   The original sample estimate is -0.174, and the t-statistic value of Z moderating the influence of Green Perceived Value (X1) on Consumers' Attitudes Towards Buying Green Building in Solo (Y) is 0.954, with a p-value of 0.340. Since the t-statistic is smaller than 1.985 (two-tailed), it can be concluded that Green Product Awareness (Z) does not moderate the influence of Green Perceived Value (X1) on Consumers' Attitudes Towards Buying Green Building in Solo (Y). In this case, consumers' Green Product Awareness (Z) might indicate a lack of alignment or understanding of the benefits of green products, limiting its impact on attitudes toward green building purchases. Although consumers may perceive green products as valuable, insufficient awareness can weaken the positive relationship between X1 and Y. This finding is supported by [41] but contradicts the study by [40].
9. Hypothesis Testing H9
   Moderating Effect 2 → Consumers' Attitudes Towards Buying Green Building in Solo (Y)
   The original sample estimate is 0.227, and the t-statistic value of Z moderating the influence of Green Products (X2) on Consumers' Attitudes Towards Buying Green Building in Solo (Y) is 1.433, with a p- value of 0.152. Since the t-statistic is smaller than 1.985 (two-tailed), it can be concluded that Green Product Awareness (Z) does not moderate the influence of Green Products (X2) on Consumers' Attitudes Towards Buying Green Building in Solo (Y). This suggests that consumers in Solo might not fully understand the benefits and features of green products, limiting their influence on attitudes toward green building purchases. While green products may offer environmental benefits, insufficient consumer awareness may hinder their impact. This finding is supported by [28] [27] but contrasts with studies showing that Green Product Awareness (Z) can moderate the influence of Green Products (X2) on consumer attitudes [42] [27].
10. Hypothesis Testing H10
    Moderating Effect 3 → Consumers' Attitudes Towards Buying Green Building in Solo (Y)
    The original sample estimate is 0.026, and the t-statistic value of Z moderating the influence of Environmental Concerns (X3) on Consumers' Attitudes Towards Buying Green Building in Solo (Y) is 0.181, with a p-value of 0.857. Since the t-statistic is smaller than 1.985 (two-tailed), it can be concluded that Green Product Awareness (Z) does not moderate the influence of Environmental Concerns (X3) on Consumers' Attitudes Towards Buying Green Building in Solo (Y). While Environmental Concerns (X3) may have a positive impact on consumer attitudes toward green products, the absence of adequate Green Product Awareness (Z) limits this effect. This suggests that although consumers may be environmentally conscious, a lack of awareness about the specific benefits of green products can weaken their positive attitudes. This finding is supported by [43] [44]. but contrasts with studies indicating that Green Product Awareness (Z) can moderate the influence of Environmental Concerns (X3) on consumer attitudes toward green products [45] [46].

5. Conclusions

5.1. *Conclusion*

1. **Impact of Green Marketing on Consumer Attitudes**

This study reveals that the green marketing concept significantly influences consumer attitudes toward purchasing non-subsidized green buildings. Among the three main variables tested: It has a positive and significant impact on consumer attitudes, indicating that perceptions of green value can motivate purchasing decisions. Environmental Concern (X3): Consumers' concern for the environment also significantly influences their decision to purchase green buildings. Green Products (X2): Does not have a significant impact on consumer attitudes, suggesting the need for improvement in communicating the value of green products.

2. **Moderation by Green Product Awareness**

Green Product Awareness (Z), as a moderating variable, does not significantly influence the relationship between independent variables (Green Perceived Value, Green Products, Environmental Concern) and consumer attitudes. This indicates that consumer awareness of green products is still low and needs to be enhanced through education and campaigns.

3. **Practical Implications**

Marketing campaigns should focus on highlighting the direct benefits of green products, such as energy savings and environmental contributions, to appeal to consumers. Additionally, enhanced education efforts are needed to increase awareness and foster pro-environmental purchasing behavior.

4. **Validation of the Research Model**

Analysis using SmartPLS shows that the research model has strong validity and reliability, with an R^2 value of 82.9%, indicating that the model can explain most of the variability in consumer attitudes.

5.2. *Recommendations*

To enhance the effectiveness of green marketing strategies, companies should focus on several key areas. First, increasing consumer awareness of green products is essential and can be achieved through social media, seminars, and campaigns that emphasize the direct benefits, such as energy savings and environmental contributions. Second, companies should highlight perceived values like energy efficiency and comfort, leveraging customer experiences and testimonials to strengthen consumer attitudes. Third, building trust in environmental claims is critical, which can be supported by obtaining credible certifications and ensuring transparency in production processes. Additionally, green product designs should be improved to better align with consumer needs, utilizing a co-creation approach to involve consumers in the development process. Finally, marketing strategies should adopt an omni-channel approach, integrating digital platforms, traditional media, and product exhibitions to effectively communicate the economic and environmental benefits of green products. By implementing these strategies, companies can maximize the market potential of green products and establish a stronger position in the competitive landscape [47], [48], and [49].

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