Dimensions of Consumption Value of Green Repurchase Intention with Green Trust as an Intervening Variable

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ARTICLE INFO	ABSTRACT
	This riset means to analyze how the influence of consumption value with its dimensions of functional value, social value, emotional value on green repurchase intention on Garnier products in the city of Padang with green trust as a mediating variable. The method used is quantitative. The population is all customers who have shopped or purchased Garnier products. The research sample was 280 respondents. This research was conducted using the smart PLS 3.0 software using the structural equation model (SEM) test. The results found that: (1) functional value has a significant direct effect on green trust. (2) social value has a significant direct effect on green trust (3) emotional value has a significant direct effect on green trust. (4) green trust has a significant direct effect on green repurchase intention (5) functional value has a significant direct effect on green repurchase intention (6) social value does not have a significant direct effect on green repurchase intention (7) emotional value has a significant direct effect on green repurchase intention (8) functional value has a significant effect on green repurchase intention with green trust as a mediating variable. (9) social value hass a significant effect on green repurchase intention with green trust as a mediating variable. (10) emotional value has a significant effect on green repurchase intention with green trust as a mediating variable.
	ABSTRAK
	Penelitian ini bertujuan untuk menganalisis bagaimana pengaruh consumption value dengan dimensinya functional value, social value, emtional value terhadap green repurchase intention pada produk garnier di kota Padang dengan green trust sebagai variabel mediasi. Metode yang digunakan adalah kuantitatif. Untuk populasinya yaitu seluruh pelanggan yang pernah berbelanja atau membeli produk garnier. Sampel penelitian sebanyak 280 responden. Penelitian ini dilakukan dengan software smart PLS 3.0 yaitu menggunakan uji structural equation model (SEM). Hasil penelitian ini antara lain: (1) functional value berpengaruh langsung signifikan terhadap green trust. (2) social value berpengaruh langsung signifikan terhadap green trust (3) emotional value berpengaruh langsung signifikan terhadap green trust. (4) green trust berpengaruh langsung signifikan terhadap green repurchase intention (5) fungctional value berpengaruh langsung signifikan terhadap green repurchase intention (6) social value tidak memiliki pengaruh langsung yang signfikan terhadap green repurchase intention (7) emotional value berpengaruh langsung signifikan terhadap green repurchase intention (8) functional value berpengaruh signifikan terhadap green repurchase intention dengan green trust sebagai variabel mediasi. (9) social value berpengaruh signifikan terhadap green repurchase intention dengan green trust sebagai variabel mediasi. (10) emotional value berpengaruh signifikan terhadap green repurchase intention dengan green trust sebagai variabel mediasi.

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INTRODUCTION

Green marketing is an action by producers to create environmentally friendly products so that the products produced do not pollute the environment. Concern and awareness of the environment have changed the perspective and lifestyle of the community and also business actors, this is shown in the change in the pattern of business approaches that lead to business. with business activities based on environmental sustainability (Situmorang, 2011). In connection with health problems and environmental protection, some consumers in developed countries make this environmental problem one of the important factors in purchasing decisions for a product (Kotler, 2012).

Research result Waskito & Harsono, (2012) found that consumers have a growing level of awareness of environmentally friendly products, however the results of the study indicate that this growing level of awareness has not been accompanied by actions or decisions to purchase green products. according to Cho et al., (2013) there is a positive relationship between the benefits of environmentally friendly products and green purchase intention and also the extent to which consumers have awareness of the benefits of environmentally friendly products that can be converted into green repurchase intentions. This depends on their different consumption values and at the same time, consumption value have different meanings in different cultures and therefore differ in influencing green purchase intention (Kalamas et al., 2014).

according to Amen & Tarun,(2020) Green purchase intention is also a consumer buying behavior that is influenced by consumption value, and also the trust value of the product itself. because the perceived value of consumption can increase customer trust regarding the product environment, there is a positive relationship between green trust and green purchase intention. Therefore, there are several companies that take advantage of opportunities from this environmental issue for the company's business interests by applying consumption values that can affect the level of trust.

garnier tries to build the dimensions of consumption value and green trust that has been campaigned for, where the garnier company tries to build green trust for its consumers by promising to save the amount of plastic by 37 thousand tons of plastic and also make the plastic they use reusable and biodegradable as stated Adji & Semuel, (2014) for trust is a promise from certain parties to the other party in a transaction agreement, which is based on a belief that the person he trusts wants to keep all his obligations properly, to match the expected.

From this discussion, it can be concluded that companies should implement environmentally friendly marketing strategies to improve advantage and consumer repurchase intention for environmentally friendly products (green repurchase intention). Not all companies can apply green marketing to their companies, for that companies must be able to innovate and show green marketing throughout the product life cycle or every production process produced by the company (Chen & Chang, 2013).

There have been many studies that discuss this variable as was done in previous studies. Among them(Amen & Tarun, 2020)(Lin & Huang, 2012)(Rahman, 2018)(Gonçalves et al., 2016)(Sheth et al., 1991)(Mohd Suki & Norbayah, 2015)(Young et al., 2018)(Suki, 2016)(Finch, 2005)(De Silva et al., 2021)(Haws et all., 2014)(De Toni et al., 2018)(Halder et al ., 2020)(Biswas & Roy, 2015)(Dabija & Bejan, 2018)(Chrisjatmiko, 2018) (Chen, 2010)(Lau et al., 2016)(Chen & Chang, 2012)(Akbar et al., 2014)(Ahmad & Zhang, 2020)(Chen & Chang, 2013)(Ariffin et al., 2016)

LITERATURE REVIEW

Green Repurchase Intention

As we know the intention of purchase is a major part of the intention of behavior that can be symbolized by the relative power of a person in the thought of a certain attitude, Intention to buy environmentally friendly products (green purchase intention) can be interpreted as a puzzle to play a role or behave with certain methods of consumption of environmentally friendly products. (Ramayah et al., 2010). Green purchase initiation can also be interpreted as the possibility that consumers will buy certain products resulting from environmental needs(Chen & Chang, 2012)

according to Ali & Ahmad, (2016) green purchase intention is the opportunity and ability of a consumer who is tied to the theme of environmentally friendly and understands choosing an environmentally friendly product over an environmentally friendly product that in the production process overrides the impact on the environment. The emergence of green purchase intention is also influenced by awareness to return to nature (back to nature). Meanwhile, repurchase intention can be seen as a subjective possibility on the part of consumers to revisit the store or product to be purchased, taking into account the current situation or possible circumstances (Sullivan & Kim, 2018).

Green Trust

Trust is a promise from a certain group to another group in a transaction relationship, where initially the belief in the person he believes will complete all his obligations properly and as expected. (Adji & Semuel, 2014). according to Primary (2014) the meaning of green trust is the ability to benefit organic products on the basis of beliefs that result from credibility, good deeds, and competence regarding environmental performance. Trust is also defined as "the level of expectation held by one party who can rely on the words, promises, or statements of the other party. In addition, trust is the level of confidence that the other party will behave as expected". Thus, trust is the degree of willingness to trust the other party based on expectations about the ability, reliability, and virtue of the party(Chen & Chang, 2013). Positive expectations from the other party's intentions or behavior will lead to trust related to the intention to take vulnerability

according to (Chen, 2010) states that "green trust is a willingness to rely on a product, service, or brand on the basis of beliefs or expectations resulting from credibility, goodwill, and competence about environmental performance". Customer trust can be symbolized Long-term consumer behavior and purchasing patterns are the fundamental components of making a purchase (Lee et al., 2011), so buyers' trust in a product or service can have a significant influence on a consumer's purchase intent that will ultimately drive their actual behavior (Harris & Goode, 2010). In his research year 2010, Chen "introduced the term "green trust" and concluded that green trust can influence consumer purchasing intentions and green purchasing behavior".

Dimensions of Consumption Value
Functional Value

Functional value is seen as the main influence in consumer choice. "This function refers to the perceived usefulness of a product or service to achieve utilitarian or physical performance resulting from attributes such as durability, reliability, and price" (Sheth et al., 1991).

Social Value

Social value refers to the "perceived utility resulting from the association of products or services with one or more social groups, such as demographic, socioeconomic, and cultural" (Sheth et al., 1991). "Social values are related to approval and self-image enhancement" (Jillian C. Sweeneya, 2001) that affect consumer behavior of environmentally friendly products (Finch, 2005).

Emotional Value
"Emotional value refers to the perceived utility that results from a product or service that provokes an affective feeling or state". This emotional value affects the behavior of consumers of environmentally friendly products(Finch, 2005).

Relationship between variables
Based on the research that has been done, there is a positive relationship between the dimensions of consumption value on green purchase intention and green trust which mediates the relationship between the two. Previous research has shown a positive relationship between green trust and green repurchase intention, and the dimension of consumption value with green purchase intention.

The relationship between the dimensions of consumption value and green trust
according to Amen & Tarun, (2020) indicating the dimensions of consumption value including functional value, social value, emotional value have a significant effect on green purchase intention and also according to Chen & Chang, (2013) because it was found that green trust can positively influence customers' purchasing decisions of environmentally friendly products.

The relationship between green trust and green repurchase intention.
Several previous studies have indicated a significant relationship between green trust and green purchasing and repurchase, such as research from Akbar et al., (2014) which in his research showed a significant relationship between green trust and green purchase intention on environmentally friendly products and also according to research Lau et al., (2016) which suggests that there is a significant relationship between the intention to repurchase environmentally friendly products with green trust, satisfaction, and perceived value of environmentally friendly products, then Chen & Chang, (2013) which affects the repurchase intention of environmentally friendly products positively through satisfaction and trust in environmentally friendly products

The relationship between the dimensions of consumption value and green repurchase intention.
The functional value that says there is a significant relationship between functional value and green repurchase intention is research Gonçalves et al., (2016) stated that functional value is a condition that is almost always needed in purchasing, as well as research from Wang et al., Amen & Tarun, (2020)that the functional value has a significant value for decision making. On social value, the relationship which indicates that there is a significant relationship between social value and green repurchase intention is a study ofSuki, (2013) stated that social value had a significant effect on green purchases and also research from Chen & Peng, (2012) and Tseng & Hung, (2013). The emotional value states that there is a significant relationship between emotional value and repurchase, namely research byLin & Huang, (2012) which environmentally conscious consumers have a significant emotional value can show the behavior of purchasing environmentally friendly products and also research from Amen & Tarun, (2020) states that there is a significant relationship between emotional value and green purchase intention.

The relationship between the dimensions of consumption value and green repurchase intention mediated by green trust
In research Lau et al., (2016) identify green trust as a mediator between the perceived value of a product or service for green repurchase intention and research Amen & Tarun, (2020) states that there is a significant relationship between the dimensions of consumption value, namely functional value, social value and emotional value on green purchase intention mediated by green trust
To facilitate research, the authors propose a scheme for research guidelines. The conceptual framework is as follows:
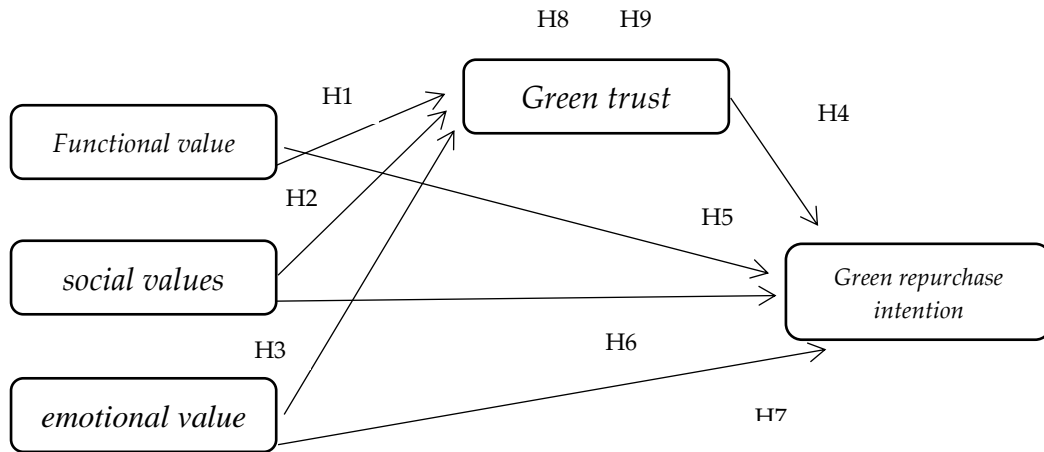
Figure 1. Conceptual Framework

Based on the description of the Figure1, the conceptual framework of this research can be described as follows:

H1:   functional value affects the green trust.
H2:   Social value has an effect on gene trust.
H3:   emotional value affects the green trust.
H4:   green trust has an effect on green repurchase intention.
H5:   functional value affects green repurchase intention
H6:   social value has an effect on green repurchase intention.
H7:   emotional value affects green repurchase intention
H8:   functional value has an effect on green repurchase intention with green trust as mediation
H9:   social value has an effect on green repurchase intention with green trust as mediation
H10:   emotional value has an effect on green repurchase intention with green trust as mediation

METHOD

This type of research is with a quantitative approach. This quantitative method is very suitable to be used in this study because it identifies and analyzes the effect of the consumption value dimension on green repurchase intention with green trust as a mediation. The object of this research is for users of garnier products in the city of Padang

The population in this research is consumers who have bought and are currently using Garnier products. The sample taken in this study used a non-probability sampling technique so that This sampling must be done in such a way that the sample can truly represent (Representative) and can describe the actual population Sugiyono, (2013). In calculating the number of samples in this study, it can be determined using the formula Hair et al., (2018) so the number of samples is 280 people. The instrument for collecting data in the study was a questionnaire made with a Likert scale

In this study, the method of structural equation analysis is SEM (Structural Equation Model) which is measured using SmartPLS 3.0 (Partial Least Square) software. Partial Least Square (PLS) is the recommended method because it is not based on many assumptions. PLS is also more efficient with "algorithm calculations that are able to estimate larger and more complex models with hundreds of latent variables and thousands of indicators" (Ghozali, 2006).

To avoid misunderstandings in understanding the research that the author will do, an operational table is made so that it can characterize an idea, and see the behavioral elements of the perspective of the idea (Sekaran & Bougie, 2014)

Table 1. Operational Definition

Variable	Operational definition	Indicator
Consumption value (X1) (Amen & Tarun, 2020)	It is an activity carried out to explain and describe behavior and patterns in consumption	A. Functional value: 1. Have consistent quality, 2. Products can be well designed, 3. Products have acceptable quality standards, 4. Product performance can be consistent, 5. Product price is reasonable 6. Price according to product 7. Products have benefits. 8. Offers good value for money B. Social value: 1. Intending to buy eco-friendly products can feel welcome. 2. Buying eco-friendly products can improve perspective 3. Can give a positive impression to consumers. 4. Make a good impression on others. 5. Products have a contribution to society. 6. Get social approval. 7. Buying products can increase social status. 8. help me to care for the environment C. Emotional value: 1. Buying products can make a personal contribution 2. Buying a product can give moral satisfaction 3. When you buy a product you feel like a better human
Green trust (M) (Chen & Chang, 2013)	Is an activity on an environmentally friendly product based on beliefs or expectations resulting from credibility, good deeds, and skills	1. Convinced that the environmental image of this product is generally reliable. 2. The product functions in this environment in general 3. reliable. 4. Claiming this product environment is trustworthy. 5. The environmental performance of this product meets expectations. 6. This product fulfills the promise of environmental improvement.
Green repurchase intention (Y) (Chen et al., 2020)	It is a possibility and willingness of a consumer who is interested in environmentally friendly issues and is aware to choose products that are more environmentally friendly than conventional products.	1. Repurchase the brand out of concern for the environment. 2. Repurchase the brand because of its environmental performance. 3. Would love to buy the brand considering the brand is eco-friendly

RESULTS AND DISCUSSION

Characteristics of Respondents

In the process of distributing questionnaires that have been carried out through google form with a total of 302 questionnaires, there are 22 questionnaires that do not meet the requirements, so that the questionnaire that can be processed at the data processing stage is 280 sheets with criteria that can be seen in the following table

Table 2. Characteristic of Respondent

Characteristic	Category	Amount	Percentage
Gender	Male	94	33.6%
	female	186	66.4%
age	<20 years old	11	3.93%
	21 - 25 years old	263	93.93%
	26 - 30 years old	6	2.14%
	31 - 35 years old	0	0%
	36 – 40 years old	0	0%
	>41 years old	0	0%
Education Level	Junior / Middle School	6	2.14%
	SLTA / SMA / SMK	206	73.51%
	Diploma	20	7.14%
	S1	47	16.79%
	S2	1	0.36%
	S3	0	0.0%
Profession	Student/College Student	243	86.8%
	Civil Servants (PNS)	1	0.4%
	BUMN employee	4	1.4%
	Private employees	7	2.5%
	Businessman	24	8.6%
	Other	1	0.4%
Income per month	< Rp. 1.000.000	54	19.3%
	Rp. 1.000.000 – Rp. 1,500,000	153	54.6%
	Rp. 1,500,000 – Rp. 2,000,000	42	15.0%
	Rp. 2,000,000 – Rp. 2,500,000	14	5.0%
	Rp. 2,500,000 – Rp. 3,000,000	5	1.8%
	>Rp. 3,000,000	12	4.3%

Source: Data Processing Result (2021)

Validity Test

according to Sekaran & Bougie,(2016)Validity testing is carried out to prove that the technique used actually measures the intended concept. according to Hair et al., (2018) and Ghozali & Hengky, (2015) measurement can be declared valid if it meets the criteria if seen AVE > 0.5.

Table 3. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (Ave)
Social Value	0.545
Emotional Value	0.728
Functional Value	0.621
Green Repurchase Intention	0.738
Green Trust	0.604

Source: research results, processed with SmartPLS 3.0, 2021

All variables have a value > 0.5 so that the indicators in this study is indicated as valid and meet convergent validity as measured by the outer loading value and the AVE value.

Reliability Test

According to Sekaran, (2017) reliability testing is an indication of the stability and consistency of instrument measuring concepts and helps assess the certainty of a measurement. A variable is said to be reliable if the Cronbach alpha value > 0.6

Table 4. Cronbach alpha and Composite Reliability

Variable	Cronbach's Alpha	rho_A	Composite Reliability
Social Value	0.860	0.865	0.893
Emotional Value	0.814	0.814	0.889
Functional Value	0.899	0.901	0.920
Green Repurchase Intention	0.822	0.824	0.894
Green Trust	0.869	0.870	0.901

Source: research results, processed with SmartPLS 3.0, 2021

Based on the table above, it can be seen that the value of Cronbach's alpha and composite reliability on each variable has exceeded the number 0.6. this is in accordance with the rule of thumb, the value of Cronbach alpha and composite reliability which must be greater than 0.6 then the instrument of this study is declared valid

R-Square2

Table 5. R-square value

	R Square	R Square Adjusted
Green Repurchase Intention	0.593	0.587
Green Trust	0.561	0.556

Source: research results, processed with SmartPLS 3.0, 2021

According to (Sekaran & Bougie, 2014)This analysis aims to determine the level of certain independent variables on the dependent variable. The R-square for the green repurchase intention variable is 0.593 which can be indicated by the magnitude of the influence of the consumption value and green trust dimension variables affecting the green repurchase intention variable by 59.3%. In the green trust variable, we can see that the R-square value of 0.561 indicates that the magnitude of the influence of the consumption value dimension variable explains 56.1%.

Hypothesis Test

Hypothesis testing is carried out if all the data has met the measurement requirements by using the bootstrapping function in the Smart PLS 3.0 software. according to (Hair, et al, 2014) a hypothesis can be accepted if the significance level is <0.05 or the t-value exceeds the critical value. The value of t statistic for the 5% significance level is 1.96

Direct influence hypothesis

Table 6. Path coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	Hypothesis
Social value -> green repurchase intention	-0.028	-0.025	0.050	0.548	Not Accepted
Social values -> green trust	0.172	0.168	0.071	2,428	Accepted
emotional value -> green repurchase intention	0.209	0.210	0.063	3,314	Accepted
emotional value -> green trust	0.468	0.468	0.059	7,878	Accepted
functional value -> green repurchase intention_	0.175	0.179	0.057	3.099	Accepted
functional value -> green trust	0.247	0.253	0.054	4,533	Accepted
green trust -> green repurchase intention_	0.510	0.502	0.063	8,027	Accepted

Source: research results, processed with SmartPLS 3.0, 2021

1. The functional value has a significant effect on the green trust with t-statistics> t-table, which is 4,533
2. Social value has a significant effect on green trust with t-statistics> t-table, which is 2,428
3. Emotional value has a significant effect on green trust with t-statistics> t-table, which is 7.878
4. Green trust has a significant effect on green repurchase intention t-statistics>t-table, which is 8.027
5. Functional value has a significant effect on green repurchase intention t-statistics>t-table, which is 3.099
6. Social value has no significant effect on green repurchase intention t-statistic <t-table, which is 0.548
7. Emotional value has a significant effect on green repurchase intention t-statistics>t-table, which is 3.314

Indirect Effect Hypothesis

Table 7 calculation of the coefficient of the indirect variable.

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	Hypothesis
Functional value -> green trust -> green repurchase intention_	0.126	0.127	0.032	3,955	Accepted
Emotional value -> green trust -> green repurchase intention_	0.238	0.235	0.041	5,847	Accepted
Social value -> green trust -> green repurchase intention_	0.088	0.085	0.038	2,292	Accepted

Source: research results, processed with SmartPLS 3.0, 2021

1. Functional value has a significant effect on green repurchase intention with green trust as a mediation variable. The coefficient of a path is 0.126 with the t-statistic > t-table >1.96, which is 3.955.
2. Social value has a significant effect on green repurchase intention with green trust as mediation. The coefficient of the path is 0.238 with the t-statistic > t-table >1.96, which is 5.847.
3. emotional value has a significant effect on green repurchase intention with green trust as mediation. The coefficient of a path is 0.088 with the t-statistic >t-table >1.96, which is 2.292.

DISCUSSION
The influence of the dimensions of consumption value, namely functional value, Social value, emotional value on green trust.
Based on the test results of the consumption value dimension variables, namely functional value, social value, emotional value to green trust. The functional value of green rust has a t-statistic value of 4,533. and the path coefficient value is 0.247, the Social value variable with green trust shows at count value of 2,428 The path coefficient value is 0.175, the emotional value and green trust variables have a t-statistic value of 7.878. The path coefficient value is 0.468. it can be concluded that the result of the relationship between the dimensions of consumption value and green trust is significant

The results of this study are also strengthened from previous research which according to Amen & Tarun, (2020) indicates that the dimensions of consumption value include functional value, social value, emotional value, which have a significant effect on green purchase intention and also according to Chen & Chang, 2013) because it was found that green trust can positively influence customers' purchasing decisions of environmentally friendly products

Effect of green trust on green repurchase intention
Based on the results of testing the green trust variable with green repurchase intention, the t-count value is 8,027. This value is greater than the t table value, which is 1.96. This result means that there is a significant effect between green trust and green repurchase intention

The results of this study are also strengthened by research Lau et al., (2016) which suggests that there is a significant relationship between the intention to repurchase environmentally friendly products with green trust, satisfaction, and perceived value of environmentally friendly products, then Chen & Chang, (2013) which affects the repurchase intention of environmentally friendly products positively through satisfaction and trust in environmentally friendly products

Effect of functional value on green repurchase intention
Based on the results of testing the functional value variable and green repurchase intention. has a t-statistic value of 3,099. And the results of the t-statistic value are greater than the t-table value, namely 1.96, the path coefficient value is 0.175. This research is also strengthened by researchGonçalves et al., (2016) stated that functional value is a condition that is almost always needed in purchasing, as well as research from Wang et al., Amen & Tarun, (2020)

No Influence of Social Value on green repurchase intention
Based on the results of testing the sixth hypothesis, it shows that the variables are social value and green repurchase intention. has a t-statistic value of 0.548 and the result of the t-statistic value is smaller than the t-table value of 1.96, it can be concluded that the results of the relationship between Social value and Green repurchase intention are not significant. This research is the same as the research conducted by Amen & Tarun, (2020) where the social value is not supported on green purchase intention, this result is also found to be inconsistent with several previous studies (Chen & Peng, 2012;Tseng & Hung, 2013; Suki, 2013)

Effect of Emotional value on green repurchase intention
Based on the results, the emotional value variable has a significant effect on green repurchase intention. This is proven by the path value of the emotional value variable of 0.209 and has a t-statistic value of 3.314. And the result of the t-statistic value is greater than the t-table value of 1.96, so it can be concluded that the result of the relationship between emotional value and green repurchase intention is significant.

This research was also supported by Lin & Huang, (2012) which environmentally conscious consumers have a significant emotional value can show a pleasant environmentally friendly product purchase behavior and experience because it increases the belief that environmental consumption can protect the environment in the long term and also research from Amen & Tarun, (2020) states that there is a significant relationship between emotional value and green purchase intention

Effect of functional value, social value, emotional value on green repurchase intention with green trust as mediation
Based on the t-statistic value, the indirect effect of functional value on green repurchase intention through green trust is 3,955 this result is greater than the T statistic of 1.96 with the original sample of 0.126, the coefficient of the indirect variable emotional value on green repurchase intention through green trust is 5.847 > 1.96, with an original sample of 0.238 and the t-statistic value of the indirect effect of social value on green repurchase intention through green trust of 2.292. This result is greater than the T statistic of 1.96 with the original sample of 0.88. It can be concluded that functional value, emotional value and social value have a significant effect on green repurchase intention through green trust

This research is also supported by Amen & Tarun, (2020) where there is a significant relationship between the dimensions of consumption value, namely on the intention of purchasing green mediated by green trust. Thus, the relationship between consumption value and green trust increases green purchase intention because green trust acts as the main factor to increase consumer green purchasing intention by reducing price, performance, quality, social image, and emotional association of products. Chen & Chang,(2012) identified green trust as a mediator between green purchase intentions and the perceived value of products or services consumed

CONCLUSION

Based on the research that has been done, several conclusions can be drawn, namely.
1. Functional value affects green trust towards garnier in the city of Padang.
2. Social values affect the green trust towards garniers in the city of Padang.
3. Emotional value affects green trust towards garnier in the city of Padang.
4. Green trust affects the green repurchase intention of garnier consumers in the city of Padang.
5. Functional value affects green repurchase intention of garnier consumers in the city of Padang
6. Social value affects green repurchase intention of garnier consumers in the city of Padang.
7. Emotional value affects green repurchase intention to garnier consumers in the city of Padang
8. Functional value affects green repurchase intention with green trust as a mediation to garnier consumers in the city of Padang
9. Social value affects green repurchase intention with green trust as a mediation for garnier consumers in the city of Padang
10. Emotional value affects green repurchase intention with green trust as a mediation to garnier consumers in the city of Padang

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