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## Mediating Role of Environmental Attitude Between Consumers' Satisfaction and Repeat Purchase of Eco-friendly Petrol in Indonesia

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### Abstract

*Indonesia has serious air pollution. The joint effort between the Indonesian government and PT. To minimise pollution problems, Pertamina has introduced eco-friendly petrol known as Pertamina RON 92, targeted at four-wheel vehicle consumers. This study investigates whether environmental attitude mediates consumers' satisfaction and repeat purchase behaviour in consuming Pertamina. A survey of 469 Pertamina consumers in Jakarta petrol stations confirmed that consumers' satisfaction and repeat purchase behaviour are mediated by environmental attitude. The tests carried out between satisfaction and attitude, perspective, repeat purchase, and satisfaction and repeat purchase also found significant relationships between the variables. The results imply the critical roles played by three variables as displayed from the direct and indirect connections. In other words, consumers purchased Pertamina RON 92 because they are satisfied and have a positive environmental attitude. For future promotion, the focus can be emphasised on the quality of eco-friendly petrol. It influences consumers' satisfaction and continuous education to enhance consumers' positive attitudes toward the environment. This research describes a caring attitude towards the environment stimulated by consumer satisfaction in consuming green innovative products, which has become a highlight of environmental issues in various parts of the world.*

*Keywords— Satisfaction; Environmental Attitude; Repeat Purchase; Eco-friendly*

### Abstrak

Indonesia memiliki polusi udara yang serius. Upaya bersama antara pemerintah Indonesia dan PT. Untuk meminimalisir permasalahan polusi, Pertamina meluncurkan bahan bakar ramah lingkungan bernama Pertamina RON 92 yang ditujukan bagi konsumen kendaraan roda empat. Penelitian ini menyelidiki apakah sikap lingkungan memediasi antara kepuasan konsumen dan perilaku pembelian ulang dalam mengonsumsi Pertamina. Sebuah survei terhadap 469 konsumen Pertamina di SPBU Jakarta menegaskan bahwa kepuasan konsumen dan perilaku pembelian berulang dimediasi oleh sikap lingkungan. Pengujian yang dilakukan antara kepuasan dengan sikap, cara pandang, pembelian berulang, serta kepuasan dan pembelian berulang juga menemukan adanya hubungan yang signifikan antar variabel. Hasilnya menyiratkan peran penting yang dimainkan oleh tiga variabel seperti yang ditampilkan dari hubungan langsung dan tidak langsung. Dengan kata lain, konsumen membeli Pertamina RON 92 karena merasa puas dan memiliki sikap lingkungan yang positif. Untuk promosi ke depan, fokus dapat ditekankan pada kualitas bensin yang ramah lingkungan. Ini mempengaruhi kepuasan konsumen dan pendidikan berkelanjutan untuk meningkatkan sikap positif konsumen terhadap lingkungan. Penelitian ini menggambarkan sikap peduli terhadap lingkungan yang dirangsang oleh kepuasan konsumen dalam mengonsumsi produk inovatif ramah lingkungan yang menjadi sorotan isu lingkungan hidup di berbagai belahan dunia.

**Kata Kunci—** Kepuasan; Sikap Lingkungan; Pembelian Ulang; Ramah lingkungan

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## I. INTRODUCTION

The natural environment's limitations are used to gather information and security to identify the damage caused to the natural environment. There has been an increase in preserving the environment today. Consumers worldwide have begun identifying the environment as a priority for government policy (Choi & Fielding, 2013) by making a breakthrough in innovative green products. In recent years, the utilisation of products and ventures has expanded worldwide, which has caused the exhaustion of regular assets and extreme environmental harm (Cherian & Jacob, 2012).

Countries worldwide are starting to realise this threat and work to minimise the harmful effects that can significantly impact the environment of business activities and processes. Sensitivity, concern, and awareness of the environment in which the community also triggers and supports the rise of 'practical turn of events,' which underlines an interest in creating innovative and environmentally friendly products that can reduce adverse impacts on the environment and society.

Maintainable advancement further supports development on the earth and the utilisation of naturally amicable items. Green Product Innovation centres around fusing natural protection rehearse at each phase of the formation of merchandise and ventures (Dagher & Itani, 2012). Green consumption is another side which is related to consumption which has a form of responsibility and concern for the environment where consumers consider the resulting impact on the environment from purchasing activities for a product, use, and disposal of various products that have been consumed or used various environmentally friendly services (Follows & Jobber, 2000). There is little empirical evidence to translate pro-environmental attitudes and beliefs into environmentally conscious Behavior (Han et al., 2017), such as ecologically friendly purchases and recycling (Mohd Suki, 2015). This impacts marketers' activities in responding to the growing awareness of the environment in which consumers consciously behave to develop products that are 'environmentally friendly' (Pa, 2017).

Interestingly, several green products have so far succeeded in meeting consumer satisfaction in consuming environmentally friendly products (Seyed, 2014). However, most consumers report that their purchases are affected by environmental problems (Sujin Yang, 2017). The sensitivity of consumers to ecological issues has begun to emerge and shift related new paradigms, as well as encourage consumer behaviour to support the growth and spread of green marketing and consumer behaviour that is aware of an ecology - including consumer preferences for industries that have a caring attitude with thorough attention to impact the greener environment, increased demand for environmentally friendly products, greater acceptance of recycled products (Cherian & Jacob, 2012; Tan & Lau, 2011). Recycled products create opportunities for better jobs and social Behavior (Choi & Fielding, 2013). Market demand and demand for environmentally friendly products continue to grow (Wong & Wong, 2014). For many companies, the environment's challenges are profitable and consumer competition dynamics from target markets (Delafrooz et al., 2014). Various forms of support that provide confidence emerge from consumers' growing interaction and influence on environmental concerns, the expanding number of people who carry on and are eager to pay more for an earth cordial item (Choi & Fielding, 2013). Customer purchase decision process based on buying environmentally friendly products is poorly explained and understood (Lambert et al., 2005), where consumers give statements about a strong concern for the surrounding environment. Nevertheless, an attitude to the environment is often not seen in implementing the practice of consuming a product or service.

Consumer satisfaction in using and consuming environmentally friendly products refers to customer needs and expectations that were met or resolved during the product/service period providing a way to make purchases. Furthermore, customer satisfaction is also explained as an assessment of expectations before purchasing a product or service by getting the results achieved after a purchase action. Consumer satisfaction is very closely related to where consumers manifest a form of social responsibility through the capacity to purchase naturally agreeable items. Specifically, about buyers' eagerness to make rehash buys, just as naturalists or what is regularly alluded to as ecological mentalities. Customer conduct that portrays a worry for the earth is appeared by a mentality and conduct "supportive of social" and deliberately mingling, liable for securing nature without hurting nature (Wells et al., 2011). According to (Lee, 2009), various marketing perspectives state that green consumption reflects the tendency of consumers to motivate and encourage and underlines the social dilemma that occurs when communities, individuals, and environmental interests have different assumptions and reasons (Schuitema & de Groot, 2015).

## II. LITERATURE REVIEW

Customer satisfaction is an overall assessment of customer performance/ability to consume or use a product or service (Fallis, 2013). At that point, as per Chang et al. (2016), fulfilment is an assessment of the customer's involvement in expanding and utilising an item or administration, which alludes to a progression of reactions that originate from full of feeling (enthusiasm) that emerge explicitly during the experience of joy, harmony, euphoria, bliss, and excitement, etc. In general, fulfilment can prompt and have a huge and solid constructive outcome on shopper expectation and faithfulness in the different item and administration classes (Chen & Chang, 2013). A comprehensive assessment is obtained from all utilisation parts in the interim, demonstrating that consumer loyalty is based on all customers.

Because overall evaluation is built and developed occasionally, satisfaction usually has a role as a mediator in impacting an item's quality, administration quality, and cost or instalment equity (Chang et al., 2016). Moreover, a noteworthy consumer loyalty segment is upheld using an item or administration rehashed to get a portrayed yield (Gallarza et al., 2016) about support. Fulfilment is like assessing the general assistance quality, accentuating the distinction between customer desires and how fulfilment influences buy intentions. Customer fulfilment assists organisations with building long-haul associations with shoppers and affects buy aims. A product with several indicators and dimensions determined before buying is measured during or after consuming or using a product or service.

Furthermore, satisfaction is conceptualised as an appreciation of the end user's pleasure with the same system and criteria. Stimulate the results obtained by consumers in consuming a product or service. Therefore, satisfaction is an important index of consumers where affective aspects can determine purchase intentions and repeat purchases. There are two kinds of full of feelings (passionate) perspectives, good and negative. Chang et al. (2016) also indicated that positive and negative feelings could exist simultaneously because clients have a resistance zone in feelings, where negative feelings do not influence good feelings. Historically, satisfaction is used to describe repeat purchases that define it as a form of loyalty behaviour (e.g., the possibility to repurchase and recommend). In any case, Verhoef (Ladhari et al., 2017) contends that longitudinal information that consolidates a marker from studies and perceptions of a market with ensuing conduct ought to be utilised to fabricate a causal connection between recognition and conduct (López & Sánchez, 2014). However, there were several positive effects on overall customer satisfaction when the consumer relationship shows overall satisfaction, which positively affects service use (Moriuchi & Takahashi, 2016). In an enormous scope half-breed client study, Ozaki and Sevastyanova (2011) show a solid and noteworthy non-direct way to deal with the impact of fulfilment based on shopper conduct, so the suitable type of satisfaction with rehash buys increments insignificantly. Satisfaction also finds a maintenance relationship where all buyer attributes are significant in each instrument. The researcher strongly believes customer satisfaction significantly affects buyer maintenance, which changes between customers.

Moreover, environmental attitude can be interpreted as an assessment of environmental protection individually or in groups (Eze & Ndubisi, 2013). From customer behaviour, it can be seen that most individuals act and behave by attitudes. Pa (2017) states that worry for the earth is a solid demeanour toward ecological sustainability. Attitude is a positive or negative feeling that comes from a person's experience and knowledge from understanding and explaining related objects or problems in the environment or social environment. It refers to a person's information about an individual, object, or problem (Dagher & Itani, 2012).

A social brain science writing on conduct has framed a disposition as a significant indicator of conduct, goal, and logical components of difference in forming a person's conduct (Barbarossa & Pastore, 2015). Several studies revealed that the two variables (conduct and perspectives) had been discovered to be significant pointers of a huge indicator of buyer conduct those cares and is genius to the earth, for instance, the degree of individual worry for ecological issues, specifically reusing conduct (Tsai et al., 2015; Thieme et al., 2015), and green purchasing behaviour (Yadav & Pathak, 2016; Ariffin et al., 2016). Barbaro et al. (2015) show that a supportive natural mentality does not generally prompt favourable to ecological activity. Then again, it shows a feeble connection between perspectives towards the earth and conduct where female customers or clients are more predominant than men (Petratos & Damaskou, 2015).

However, an activity to purchase environmentally friendly products can provide learning about environmental awareness, which strengthens and explains a straightforward green identity through a healthy lifestyle and protection of the environment (Goh et al., 2016). Besides, shopper conduct in consuming and utilising naturally cordial items must zero in on ecologically inviting credits and be founded on medical advantages. Natural insurance can be underscored to continue buying conduct (Beasley et al., 2017). Data and customer encounters on

an item influence the degree of procurement. With the data and experience acquired, buyers can distinguish the degree to which shoppers can guarantee the highlights and particulars of an item that customers do not utilise (Li et al., 2017). Also, customers do or consume items dependent on their utilisations and advantages. In this investigation, shoppers who know about the earth can be characterised as customers whose individual utilisation condition or who attempt to utilise their capacity to make nature changes as confirmed by purchasing conduct or rehash buys (Sloan & Bodey, 2015). The increased amount of information about a product or service stimulates increased willingness and Behavior to make purchases to impact good service (Li et al., 2017).

Researchers argue that the effect of repeated purchases may depend on the habit of consuming or buying environmentally friendly products (Baidya & Ghosh, 2014). Many studies have empirically examined the relationship between environmental attitudes and repeat buying (Chiu et al., 2012; Li et al., 2017) and between satisfaction and repeat purchases (e.g., Chen, Liang, & Xie, 2016). This study examines customer satisfaction antecedents and environmental attitudes to repurchase or repeat purchases of an environmentally friendly product.

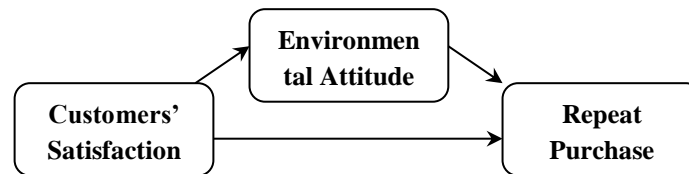


Figure.1 The Framework

- H1: Consumers' satisfaction is positively and significantly related to their Environmental Attitude toward innovative green products.
- H2: Environmental attitude has a positive and significant relationship with repeat purchase behaviour.
- H3: Consumers' satisfaction has a positive and significant relationship with this repeat purchase behaviour.
- H4: Environmental attitude mediates the relationship between Consumers' satisfaction evaluation and repeats purchase behaviour Green Innovative Product.

### III. RESEARCH METHODOLOGY

The examination strategies can be divided into poll advancement and instrument; data has been gathered through an organised survey and planned depending on this paper's destinations. The number, type, importance, examination, and estimation size of inquiries were given dependent on the loads estimated on a five-point Likert scale, beginning from emphatically consent to oppose this idea unequivocally.

The objective populace is characterised as follows, Element. The populace has been distinguished as customers expending and repurchasing imaginative green items (Pertamax RON 92). The overview was led on 22 Jakarta, Indonesia, district vehicle refuelling stations. Test size and size. This investigation is centred around the Jakarta Capital Territory. A sum of 469 respondents took an interest in the study.

Data Description; the first part of the questionnaire is the consumer's age, gender, and monthly income. This study surveyed individuals who use four-wheeled vehicles and consume and make repeat purchases of innovative green products (e.g., Pertamina RON 92).

Procedure for collecting data; The method used for data collection is face-to-face interviews using a structured questionnaire. Non-probability sampling techniques used for non-probability sampling (or non-random sampling) provide various alternative techniques for selecting samples, including subjective judgment elements. In non-probability sampling, some elements of the population do not have the opportunity to be determined or not specified (Now and Bogie, 2010). Non-probability sampling designs are suitable for large categories of convenience, assessment, and quota sampling. Purposive sampling is recommended for this study, where the researcher has prior knowledge of the study objectives to accurately select and approach eligible participants. Purposive sampling may be limited to generalising findings because we use expert samples. Data analysis The questionnaire was thoroughly examined and edited. Overall, by using SmartPLS 3.0 software, there is an adequate internal level of Reliability and internal consistency. The value of the loading factor shows the reliability of the indicator. The loading factor is the opposite indicator if the value exceeds 0.70 (Hair et al., 2014).

## IV. RESULT/FINDING

In this study, evaluating contract validity is shown in the table. 1, where CR and Cronbach's Alpha qualities for the examination for all values are summed and above 0.50 from acceptable scores Hair et al. (2014). Furthermore, Hair et al. (2014) stated that Cronbach's Alpha is a measurement tool to examine internal consistency; The results show that all dormant factors surpass the base arrangement of 0.70, demonstrating that all developments have a significant level of unwavering inside quality.

Table.1. Measurement Model Assessment

Latent Variables	Question Item	Indicator Reliability	Convergent Validity	Internal Consistency Reliability	
		Loading Factor ( $\geq 0,7$ )	AVE ( $\geq 0,5$ )	Composite Reliability ( $\geq 0,7$ )	Cronbach's Alpha ( $\geq 0,7$ )
	RPU1	0.757			
	RPU2	0.737			
	RPU3	0.719			
	RPU4	0.725			
	RPU5	0.724			
	RPU6	0.717			
	RPU7	0.723			
	CS1	0.819			
	CS2	0.809			
	CS3	0.757			
	CS4	0.793			
	CS5	0.819			
	EA1	0.707			
	EA2	0.774			
	EA3	0.808			
	EA4	0.815			

Respondents' green innovative products gave answers which were then processed. Then, a statistical test was performed to test the hypothesis. Table 2 shows the results of hypothesis testing using structural measurement models in Smart-PLS-SEM.

Table 2. Direct and Indirect Effect (Mediation)

Hypo-thesis	Path	Std $\beta$ -value	SE	t-value ( $\geq 1.96$ )	Inference	LL	UL
H1	CS $\rightarrow$ EA	0.329	0.053	6.238**	Significant	0,235	0,412
H2	EA $\rightarrow$ RPU	0.655	0.026	25.006**	Significant	0,609	0,693
H3	CS $\rightarrow$ RPU	0.298	0.297	5.388**	Significant	0,299	0,597
H4	CS $\rightarrow$ EA $\rightarrow$ RPU	0.215	0.037	5,842**	Significant	0,152	0,277

Note: one-tailed test, \* $p < 0,05$  ( $t \geq 1.65$ ), \*\* $p < 0.01$  ( $t \geq 2.33$ ) and two-tailed test, \* $p < 0,05$  ( $t \geq 1.96$ ), \*\* $p < 0.01$  ( $t \geq 2.58$ )

The direct impact calculated to answer the hypothesis is presented in the hypothesis testing results in the form of the t value calculated and then presented in Table 4. The hypothesis about direct influence is one-way; conversely, it is accepted if the t count is generated  $\geq 1.65$ . H1 (CS  $\rightarrow$  EA), H2 (EA  $\rightarrow$  RPU), H3 (CS  $\rightarrow$  RPU), and H3 (CS  $\rightarrow$  EA  $\rightarrow$  RPU) are accepted. Customer satisfaction has a positive and significant relationship with Behavior because the t-value is greater than 1.65 ( $\beta$ -value = 0.329, t-value = 6.238\*\*). In contrast, Environmental Attitude has a positive and significant relationship with Behavior (Repeat Purchase)

( $\beta$ -value = 0.655, t-value = 25.006\*\*). Customers' satisfaction has a positive and significant relationship to the Behavior (repeat purchase) with a value ( $\beta$ -value = 0,298, t-value = 5.388\*\*); besides testing the two-way hypothesis, if t count more, the size of  $t \geq 1.96$  is also done where customers' satisfaction mediated by the environmental attitude has a positive and significant relationship to the Behavior (Repeat Purchase) ( $\beta$ -value = 0.215, t-value = 5.842\*\*).

## V. DISCUSSION

This study has set the scope for consumers of four-wheeled vehicles in Indonesia to repurchase environmentally friendly innovative fuels shown by Pertamina RON 92. Customer behaviour toward environmentally friendly products such as environmental petrol is publicly recognised as a symbol that supports the need for protection. Environment conveys the consumer's self-concept and communicates the desired social meaning. Customers know that moral people respect an ideology, are responsible for the environment, adopt an environmentally friendly lifestyle, buy environmentally friendly products, and consume them. The results of this study can make a major contribution to consumers and industry as well as changing views, current understanding of available knowledge, and its application.

### 1. Theoretical Implication

This study shows that the characteristics of Indonesian consumers can trigger a response to Satisfaction and environmental attitudes in repurchasing environmentally friendly petrol. This shows that environmental attitudes can influence the relationship between Indonesian consumer behaviour on satisfaction. This condition provides a context that satisfaction, environmental attitudes, and repeat purchases will provide richer insight into consumer behaviour.

### 2. Practical Implication

This study provides evidence that the behaviour of Indonesian consumers in making repeat purchases of green innovative fuel (e.g., Pertamina RON 92) can facilitate marketers in promoting eco-friendly petrol for consumption and making it a lifestyle.

Therefore, green innovative fuel producers must collaborate with the automotive industry and the government to establish and develop new types of green innovative fuels that produce environmental benefits. In addition, providing a campaign for consumers of motorized vehicles who consume green innovative fuel (e.g., Pertamina RON 92) about the benefits produced can also enhance awareness among the consumers of motorised vehicles to start purchasing eco-friendly petrol. Furthermore, this study can also help vehicle fuel producers to identify their target customers by showing the influence of demographic factors on repeat purchases of eco-friendly petrol (e.g., Pertamina RON 92). This can provide valuable insights for consumers by demonstrating the benefits of consuming and using eco-friendly petrol.

## VI. CONCLUSION AND RECOMMENDATION

Given an exhaustive writing survey, this paper imaginatively gives an assortment of integrated and comprehensive hypothesis explanatory variables from green consumer behaviour. This is the reason for agreement among great entertainers, for example, government, industry, and people in making a green creative item on purchaser conduct in rehash buys (e.g., Pertamina Turbo RON 98). Therefore, customer satisfaction and consumer attitudes are significant sources in moulding redundant purchasing conduct. Moreover, this investigation inferred that purchaser fulfilment assessment and ecological perspectives are both significant in deciding GIP conduct, which is spoken to by Pertamina Turbo RON 98. It appears that customers of ecological conduct specifically assume a significant part as an arbiter between clients' fulfilment assessment and rehash buys at Pertamina Turbo RON 98.

Besides, the outcomes outlined the significance of examining the precursors of clients' fulfilment forerunners and natural mentalities to make behavioural predictions regarding willingness to repurchase green innovative products (Pertamax Turbo RON 98). Therefore, this study emphasizes that satisfaction research, environmental attitudes, and repetitive environmental purchases should consider green innovative products as psychological and social resources in raising awareness and the benefits of green innovative green (e.g., Pertamina Turbo RON 98). The high level of individual involvement with innovative green products is shown by

environmental attitudes affecting their decisions concerning the appraisal and fulfilment of purchasers in consuming innovative green products.

In conclusion, customer satisfaction with the environmental attitude is important in repeat purchases of green innovative products (e.g., Pertamina Turbo RON 98). Where the results are obtained by the benefits received by consumers, at that point, the researcher expects to clarify the recently made manageability for ecological demeanour on green consumer behaviour (consisting of concrete steps of green consumer behaviour) based on an explanation of consumer behaviour related to the variables provided in this paper. This creation and explanation can be considered a contemporary longitudinal study because it validates previous research findings.

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