



## Price Perception, Promotion, and Environmental Awareness with Mediation of Trust in Purchase Intentions for Rooftop Solar Power Plants (Adyasolar Case Study)

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**Abstract:** As life develops and the population increases, the need for electricity becomes increasingly important, especially in Indonesia. The challenge of supplying electricity to the people is facing obstacles. The problem is limited fossil fuels (coal and oil). The Rooftop Solar Power Generation System is the process of generating electricity using photovoltaic modules that are installed and placed on the roof, walls or other parts of the Rooftop Solar Power Plant customer's building and supplying electrical energy through the transfer customer's Rooftop Solar Power Generation electricity connection system. The aim of this research is to empirically demonstrate the influence of perceived price, promotion and environmental awareness by instilling confidence in the intention to purchase a Rooftop Solar Power Plant. The results of this study are price perception, advertising and environmental awareness have a positive effect by instilling confidence in the purchase intention of Rooftop Solar Power Plants.

**Keywords:** Price Perception, Promotion, Environmental Awareness, Trust, Purchase Intention

### INTRODUCTION

Currently, electrical energy is an important requirement for human survival, especially in Indonesia. The problem that arises at this time is the increasing energy consumption in Indonesia. The challenge of providing electricity for the Indonesian people is experiencing obstacles. The obstacle that arises is the limited fossil fuels (coal and oil). These fuels make up the majority of fuel for electricity generation in Indonesia. The use of fossil energy has a negative impact on environmental damage such as air pollution. The burning of fossil fuels accounts for 85% of air pollution by releasing sulfur dioxide and nitrogen oxides into the atmosphere (Perera, 2018). Therefore, it is necessary to take steps to find alternative energy. Alternative energy that is more environmentally friendly, namely New and Renewable Energy to reduce dependence on fossil energy. One of the energy, comes from solar energy (solar cells).

According to the Regulation of the Minister of Energy and Mineral Resources of the Republic of Indonesia Number 26 of 2021, a Rooftop Solar Power Generation System is the process of generating electricity using photovoltaic modules that are installed and placed on roofs, walls, or other parts of buildings belonging to customers of Rooftop Solar Power Plants. In addition, it can also distribute electrical energy through the electricity connection system for customers of Rooftop Solar Power Plants. The Rooftop Solar Power Generation System includes solar modules, inverters, electrical connections, security systems, and Export-Import kWh Meters.



Figure 1. Solar Energy Growth Projection

The International Energy Agency (IEA) stated that the projected growth of solar energy between 2019 and 2024 globally is 697 GW. This is the highest compared to other EBT mixes, so the projections for the Rooftop Solar Power Plant business in the future will be good. Therefore, this study intends to examine the public's buying interest in solar power products. Purchase intention is a tendency that is owned by someone who plans to buy a product with a certain brand (Kripesh et al., 2020). Based on various literature from previous studies, it shows that there are many factors that can influence purchase intention. These factors can be seen in Table 1.1 below:

Table 1. Factors Influencing Purchase Intentions

No.	Researchers	Factors
1.	(Satriawan, 2020)	<i>Perceived price, perceived quality</i>
2.	(Degoma, 2014)	<i>Country of Origin</i>
3.	(Rosara & Luthfia, 2020)	<i>Influencer, e-WOM, perceived quality</i>
4.	(Udayana et al., 2018)	<i>Security, information quality, trust</i>
5.	(Kripesh et al., 2020)	<i>Product information, perceived usefulness</i>
6.	(Abu-Shamaa et al., 2016)	<i>Payment method, perceived ease of use, perceived usefulness</i>
7.	(Mahmoud, 2018)	<i>Product, price, place, promotion</i>
8.	(Khaleeli & Jawabri, 2021)	<i>Environmental awareness, attitude</i>
9.	(Lutfie & Marcelino, 2020)	<i>Price, customer trust</i>
10.	(Adialita, Sigarlaki, Yolanda, 2022)	<i>Environmental awareness, environmental attitude</i>

Price is the amount of money paid by the customer to get the benefits of a product or service (Kotler & Armstrong, 2012). Setting prices in accordance with market segmentation and targets, can attract consumer buying interest. Consumers who assess the price offered by the company are affordable and in accordance with the benefits received can form consumer buying interest. Another factor that also needs to be considered in attracting consumer buying interest is the presence of influencers. The term influencer arises from the realm of marketing when a brand involves certain figures to be able to touch target consumers, convey the message and goals of the brand. Purchase intention can occur when the consumer feels the

security of the product or service to be purchased. Security risk relates to potential losses experienced by consumers when purchasing certain products or services (Ariffin et al., 2018).

Research by Abu-Shamaa et al. (2016) showed that more choices in payment methods can affect consumer buying interest. Another factor that can affect purchase intention is country of origin. Country of origin as a guide that can be used by consumers to evaluate product quality. Country of origin is also an extrinsic cue that can be used to assess quality thereby influencing purchase intention (Degoma, 2014). Another research by Mirabi et al. (2015) towards consumers of tile products, the effect of price on purchase intention is not significant. This shows that the price variable has no effect on forming consumer desires in buying products. Different results are shown by research Lutfie & Marcelino (2020), in the millennial generation which shows that price has a positive and significant effect on purchase intention. Based on previous research by Irawan (2020) the result of consumer purchase intention is positively and significantly influenced by promotion. This showed that the more attractive the offers given in the promotion, the higher the intention to buy the product. The results are contrary to Latief (2018) showed the promotional activities carried out by the company have no significant effect on purchase intention.

The various research gaps that have been explained and supported by the results of the pre-survey and the phenomena described earlier, the author has an interest in researching "**Price Perception, Promotion, and Environmental Awareness with Mediation of Trust in Purchase Intentions for Rooftop Solar Power Plants (ADYASOLAR Case Study).**"

## LITERATURE REVIEW

### Triple Bottom Line

The triple bottom line is a term coined by Elkington in 1994 which establishes the key to a long-term strategy for companies making the transition to sustainability, based on three important dimensions, namely environmental quality, social justice and economic benefits (Correia, 2019). The triple bottom line focuses the corporation not only on adding economic value, but also on environmental and social values (Onyali, 2014). The triple bottom line requires that the company's performance must be directed not only to benefit its shareholders but also all its stakeholders, including groups such as local communities where business operations are carried out (Pandiangan et al., 2022). Dimensions in the triple bottom line based on Pandiangan et al. (2022) consists of profit, people and planet.

### Consumer Behavior

Consumer behavior reflects the totality of consumer decisions over time with respect to acquisition, consumption, services, activities, experiences (Hoyer *et al.*, 2018). Consumer behavior shows how and why consumers consume certain products or services. Consumers make decisions in line with their choices to consume or not consume certain products or services (Théophile *et al.*, 2019). (Belch dan Belch, 2018) explained that relating to consumer purchases in making purchases has several stages, namely need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior.

### Purchase Intention

Purchase intention can arise when consumers have a high interest in various information about products obtained through advertisements, the experiences of people who have used them, and an urgent need for a product. (Ayub dan Kusumadewi, 2021). Then purchase intention can be used to measure the possibility of consumers to purchase certain products. The higher the buying interest, the more likely it is to decide to buy (Irvanto dan Sujana, 2020).

### **Price Perception**

Price is something that must be given or sacrificed by consumers to get a product or service. Consumer price perception assesses the fairness of the price set by the company. Consumers tend to rely on several references as comparisons to show price fairness, such as previous prices, competitors' prices and cost of goods sold (Kaura *et al.*, 2014). There are four dimensions in the price perception according to Kotler dan Armstrong, (2012). They are affordability, price-quality compatibility, price-competitiveness and benefit-worthiness.

### **Promotion**

Promotion is a key component and valuable tool for marketers to gain competitive advantage, increase sales and attract consumer interest. Sales promotion is a short term strategy to increase sales (Bhatti, 2018). The purpose of sales promotion is to stimulate consumers to buy faster or buy more products (Rehman *et al.*, 2017). One of the benefits that sales promotion provides is increasing sales in a short period of time. However, on the other hand, there are drawbacks to short-term oriented sales promotions.

### **Environmental Awareness**

Consciousness is a state in which a person processes general information obtained through sensory perception. With the increasing awareness of environmental issues, there has been an increase in demand for environmentally friendly business practices (Punyatoya, 2014). Environmental awareness can be defined as general knowledge, facts, concepts, and relationships related to environmental protection (Khaleeli & Jawabri, 2021). Environmental awareness is a trigger to foster positive attitudes and affection towards positive environmental behavior (Mei *et al.*, 2016). The dimensions contained in environmental awareness by Khaleeli & Jawabri (2021) namely subjective environmental and objective environmental.

### **Trust**

Trust is an individual's willingness and desire to rely on a seller and accept a minimum level of risk based on the seller's performance and reliability. Consumer trust is a fundamental component that can determine customer behavior and long-term purchasing patterns (Amin & Tarun, 2020). In marketing, trust has been shown to influence consumer behavior. Trust can reduce customer perceptions of risk and encourage buying behavior. Trust can encourage a positive attitude in customers, which helps create a relationship with the seller. Dimensions of trust based on Svare *et al.* (2020) consists of ability, benevolence, and integrity.

### **Hyphotesis**

- H1 : Perceived price has a positive and significant effect on purchase intention.
- H2 : Promotion has a positive and significant effect on purchase intention.
- H3 : Environmental awareness has a positive and significant effect on purchase intention.
- H4 : Perceived price has a positive and significant effect on trust.
- H5 : Promotion has a positive and significant effect on trust.
- H6 : Environmental awareness has a positive and significant effect on trust.
- H7 : Trust has a positive and significant effect on purchase intention.

### **RESEARCH METHOD**

The framework in this study is based on a quantitative approach because the data collection uses a questionnaire research instrument, and the data obtained is analyzed statistically to test the research hypothesis. This research will take the population of residents in the Jabodetabek area (Jakarta, Bogor, Depok, Tangerang, Bekasi) who are already

working. the selected sample comes from residents in the Jabodetabek area. The number of samples in this study refers to (Westland, 2010) that in the structural equation model the number of research samples used is ten times the number of indicators. This study used 34 indicators so that the minimum sample taken was 340 respondents. The researcher determined several considerations that became guidelines in selecting the sample, therefore the sampling technique used was judgmental sampling. The considerations used in sampling were at least 18 years of age, working status, and monthly income. The data analysis method used in this study consisted of descriptive analysis and SEM (Structural Equation Modeling) analysis.

## RESULT AND DISCUSSION

### Result

#### 1. Evaluation of Measurement Models

Evaluation of the measurement model is carried out by conducting convergent validity tests, discriminant validity, and reliability tests. Convergent validity is to see how far an indicator has the ability to measure its construct. The convergent validity test is seen from the outer loading value.

**Table 2. Outer Loading Value of Research Variables**

Variable	Indicator	<i>Outer Loading</i>	Description
Price Perception	PP1	0,842	Valid
	PP2	0,841	Valid
	PP3	0,845	Valid
	PP4	0,859	Valid
	PP5	0,831	Valid
	PP6	0,823	Valid
	PP7	0,754	Valid
	PP8	0,820	Valid
Promotion	PR1	0,774	Valid
	PR2	0,755	Valid
	PR3	0,746	Valid
	PR4	0,747	Valid
	PR5	0,790	Valid
	PR6	0,800	Valid
	PR7	0,802	Valid
	PR8	0,733	Valid
Environmental Awareness	EV1	0,820	Valid
	EV2	0,834	Valid
	EV3	0,808	Valid
	EV4	0,854	Valid
	EV5	0,759	Valid
Trust	TR1	0,898	Valid
	TR2	0,868	Valid
	TR3	0,867	Valid
	TR4	0,852	Valid
	TR5	0,881	Valid
	TR6	0,867	Valid
	TR7	0,717	Valid
Purchase Intention	PI1	0,818	Valid
	PI2	0,825	Valid
	PI3	0,773	Valid
	PI4	0,799	Valid
	PI5	0,836	Valid
	PI6	0,841	Valid

Source: *Output Smart PLS 4*

After conducting a validity test based on the outer loading value, then conducting a convergent validity test with the Average Extracted Variance (AVE) value which requires that the minimum AVE value is 0.5 so that it is said to be adequate. An adequate value means that a variable is able to explain more than half of the variance of its indicators on average.

**Table 3. AVE Value**

Variable	Nilai AVE	Description
Price perception	0,684	Valid
Promotion	0,591	Valid
Environmental awareness	0,665	Valid
Trust	0,726	Valid
Purchase Intention	0,666	Valid

Source: Output Smart PLS 4

Furthermore, discriminant validity testing was carried out with the aim of seeing how far a construct differs from other constructs. The discriminant validity test was carried out based on the cross loading, Fornell Larcker, and HTMT values.

Discriminant validity can also be measured using the Fornell Larcker value which is based on the square root of AVE. The goal is to describe the amount of variance or diversity that a construct can have. The greater the variance or diversity, the greater the indicator's representation of the construct. The stipulation is that it is required that the AVE square root that belongs to a construct must be greater than the other constructs.

**Table 5. Discriminant Validity Based on Fornell Larcker**

	Trust	Environmental Awareness	Purchase Intention	Price Perception	Promotion
Trust	<b>0,852</b>				
Environmental Awareness	0,561	<b>0,816</b>			
Purchase Intention	0,794	0,584	<b>0,816</b>		
Price Perception	0,755	0,501	0,804	<b>0,827</b>	
Promotion	0,689	0,616	0,749	0,691	<b>0,769</b>

Source: Output Smart PLS 4

Furthermore, discriminant validity testing can also be carried out using the Heterotrait-Monotrait Ratio (HTMT). HTMT is the average of all indicator correlations across constructs that measure different constructs. Provisions if the value of HTMT <0.90, then a construct has good discriminant validity. The following is the result of the discriminant validity test based on the HTMT value.

**Table 6. Discriminant Validity Based on HTMT**

	Kepercayaan	Kesadaran Lingkungan	Niat Beli	Persepsi Harga	Promosi
Kepercayaan					
Kesadaran Lingkungan	0,619				
Niat Beli	0,862	0,656			
Persepsi Harga	0,807	0,557	0,872		
Promosi	0,747	0,693	0,828	0,752	

Source: Output Smart PLS 4

After testing convergent validity and discriminant validity, a reliability test is carried out which aims to see how far a measuring instrument can be trusted to produce a steady score, meaning it is consistent when used in different situations or times. The reliability test in this study was seen from the value of Cronbach's Alpha and Composite Reliability.

**Tabel 7. Pengujian Reliabilitas**

Variabel	<i>Composite Reliability</i>	<i>Cronbach's Alpha</i>	Keterangan
Persepsi harga	0,935	0,934	Reliabel
Promosi	0,903	0,901	Reliabel
Kesadaran lingkungan	0,876	0,874	Reliabel
Kepercayaan	0,940	0,936	Reliabel
Niat Beli	0,902	0,899	Reliabel

Source: Output Smart PLS 4

## 2. Evaluasi Model Struktural

The inner model is the development of a concept- and theory-based model in order to analyze the relationship between exogenous and endogenous variables that have been described in a conceptual framework. Evaluate the structural model based on the value of f Square, R Square, Q<sup>2</sup>, and model fit. The criterion for the value of f Square is 0.02 has a small effect, 0.15 has a moderate effect, and 0.35 has a large effect. The results of the f Square value are presented in Table 8.

**Tabel 8. Nilai f Square**

	Kepercayaan	Niat Beli
Kepercayaan		0,149
Kesadaran Lingkungan	0,042	0,018
Persepsi Harga	0,371	0,215
Promosi	0,067	0,088

Source: Output Smart PLS 4

The findings obtained in this study are that price perceptions on trust have the greatest effect while environmental awareness on purchase intention has the least effect. The R Square value is in the range of 0 to 1, which means that the closer the value is to 1, the higher the suitability of the model. The R Square value category can be divided into three, namely substantial (0.75), moderate (0.5), and values that are considered weak (0.25).

**Tabel 9. Nilai R Square**

Variabel Endogen	R Square
Kepercayaan	0,639
Niat Beli	0,764

Source: Output Smart PLS 4

Furthermore, testing the relevance of predictions based on Q<sup>2</sup> is carried out. If the Q<sup>2</sup> value is greater than zero, this provides evidence that the model has predictive relevance, but if the Q<sup>2</sup> value is below zero, it proves that the model does not have predictive relevance.

**Tabel 10. Nilai Q Square**

Endogenous Variables	Q <sup>2</sup>
Trust	0,631
Purchase Intention	0,723

Source: Output Smart PLS 4

Furthermore, the model fit test is based on SRMR and NFI values. For estimates of the SRMR index it is acceptable if it produces an SRMR value <0.08. Meanwhile, NFI produces values between 0 and 1 where the closer to 1 the better the match. NFI values above 0.9 are acceptable. The results of the fit model are shown in Table 4.16.

**Tabel 11. Model Fit**

Index	Q <sup>2</sup>
SRMR	0,044
NFI	0,865

Source: Output Smart PLS 4

**Discussion**

Based on data processing, the results of hypothesis testing are obtained as shown in the table below.

**Tabel 11. Hasil Pengujian Hipotesis Pengaruh Langsung**

Pengaruh Antar Variabel	T Statistics
Kepercayaan -> Niat Beli	6,779
Kesadaran Lingkungan -> Kepercayaan	3,830
Kesadaran Lingkungan -> Niat Beli	2,502
Persepsi Harga -> Kepercayaan	11,288
Persepsi Harga -> Niat Beli	7,265
Promosi -> Kepercayaan	5,024
Promosi -> Niat Beli	4,591

Source: *Output Smart PLS 4*

1. The path coefficient of price perceptions on purchase intention is positive which results in a T Statistics of 7.265 which is greater than 1.96 so that H1 is accepted. These results indicate that price perception has a positive and significant effect on purchase intention. In this research contest, price perception explains the sum of all the values that consumers give up for the benefits of owning a Rooftop Solar Power Plant. This means that when the price offered by ADYASOLAR is affordable, has conformity with quality, is competitive, and is in accordance with the benefits received, it will cause a purchase intention.
2. The path coefficient for the promotion variable on purchase intention is positive resulting in a T Statistics of 4.591 which is greater than 1.96 so that H2 is accepted. The results obtained in this study indicate that promotion has a positive and significant effect on purchase intention. So it is important for ADYASOLAR to increase sales promotions which can have an impact on increasing purchase intentions of Rooftop Solar Power Plants.
3. The path coefficient of environmental awareness on purchase intention has a positive path coefficient with T Statistics of 2.502 which is greater than 1.96 so that H3 is accepted. The results showed that the respondents in this study were concerned about the dangers of environmental damage, had ideas about solving environmental problems, and were finding out how to solve problems related to environmental damage.
4. The path coefficient for the price perception variable on trust is positive resulting in a T Statistics of 11.288 which is greater than 1.96 so that H4 is accepted. These results indicate that perceived price has a positive and significant effect on trust.
5. The promotion path coefficient on trust is positive resulting in a T Statistics of 5.024 which is greater than 1.96 so that H5 is accepted. These results indicate that promotion has a positive and significant effect on trust. Therefore, it is important for ADYASOLAR to carry out promotional activities properly and creatively to attract consumers' attention to the information conveyed so as to foster confidence in consumers.
6. The path coefficient of environmental awareness towards trust has a positive path coefficient with a T Statistics of 3.830 which is greater than 1.96 so that H6 is accepted. These results indicate that environmental awareness has a positive and significant effect



on trust. This means that the higher environmental awareness possessed by consumers can have an impact on increasing trust. Therefore, when consumers who have environmental awareness, such as having concern that the electricity they have used so far, come from non-renewable energy, they will pay attention to the Rooftop Solar Power Generation product developed by ADYSOLAR which can lead to increased trust in the company.

7. The path coefficient of trust towards purchase intention has a positive path coefficient with T Statistics 6.779 which is greater than 1.96 so that H7 is accepted. These results indicate that trust has a positive and significant effect on purchase intention. So it is important for ADYASOLAR to increase the trust of potential consumers which can have an impact on increasing purchase intentions.
8. Trust is the belief held by consumers that generates positive thoughts about ADYSOLAR in terms of its ability to produce environmentally friendly products, honesty and integrity. The higher the trust that is owned by the consumer, the higher the consumer's purchase intention, conversely the low consumer trust in the seller can cause a low purchase intention of the Rooftop Solar Power Generation product. ADYSOLAR has quality management system test certificates ISO 9001:2008, ISO 14001:2004 and ISO 18001:2008. Thus, ADYASOLAR has been able to take responsibility for its products and has met the requirements for a quality management system that pays attention to the environmental aspect, so that it has a friendly impact on the environment.

## CONCLUSION

Based on the results of research on the influence of price perceptions, promotions, and environmental awareness on trust and purchase intentions of Rooftop Solar Power Plants, the following conclusions can be drawn:

1. Price perception has a positive and significant effect on purchase intention of Rooftop Solar Power Plants. Thus, an increase in price perceptions from potential consumers will increase the desire to buy a Rooftop Solar Power Plant.
2. Promotion has a positive and significant effect on purchase intentions of Rooftop Solar Power Plants. Thus, increased sales promotion by the company will increase the desire to buy a Rooftop Solar Power Plant.
3. Environmental awareness has a positive and significant effect on purchase intentions of Rooftop Solar Power Plants. Thus, environmental awareness of potential consumers will increase the desire to purchase Rooftop Solar Power.
4. Price perception has a positive and significant effect on trust. Thus, an increase in price perceptions from potential consumers will increase potential consumers' trust in ADYASOLAR as a provider of Rooftop Solar Power Generation.
5. Sales promotion has a positive and significant effect on trust. Thus, increased sales promotions will increase potential consumers' trust in ADYASOLAR as a provider of Rooftop Solar Power Generation.
6. Environmental awareness has a positive and significant effect on trust. Thus, increasing environmental awareness of potential consumers will increase potential consumers' trust in ADYASOLAR as a provider of Rooftop Solar Power Generation.
7. Trust has a positive and significant effect on purchase intention. Thus, giving a sense of trust to potential consumers will increase the desire to buy a Rooftop Solar Power Plant.

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