

**PURCHASE INTENTION: STRONG EFFECTS OF GREEN  
ADVERTISING ATTRIBUTES, PARA-SOCIAL RELATIONSHIPS,  
AND PERCEIVED CREDIBILITY**

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**ABSTRACT**

*The use of green advertising to attract attention and arouse consumer buying interest is considered less effective for teenagers, so that the rise of social media through para-social relationships can be used to reach more potential consumers. This study aims to determine the relationship between the green advertising attributes, para-social relationship, perceived credibility, and consumer purchase intentions for Starbucks products. Data collection on 270 samples of Starbucks consumers at Malang town was carried out by non-probability sampling through a questionnaire instrument. The data obtained were analysed using Partial-Least-Square (PLS) analysis. The results showed that each of the green advertising attributes, para social relationship, and perceived credibility had a strong positive effect on purchase intention. It is proven that there is a mediating role of perceived credibility on the effect of para-social relationship on purchase intention. The love for green advertisements and the tendency to observe what influencers buy and use greatly influences consumers' buying interest and they feel that using environmentally friendly products will reduce guilt for environmental damage.*

**Key Words:** *Green Advertising Attributes, Para-social Relationship, Perceived Credibility, Purchase Intention*

## INTRODUCTION

In recent years, global emphasis has been placed on environmental issues and the importance of the reforestation movement (Shieh et al., 2018). One of the biggest triggers of environmental pollution in Indonesia is plastic waste (Yanwardhana, 2021). The amount of plastic waste that continues to grow in daily activities, especially from consumption patterns, and the difficulty of breaking down are the causes (Taufik, 2021). Young people from generation Z (17-26 years) and millennials (27-35 years) based on the results of the Indonesian Political Indicator survey have realized the impact of plastic waste (Rizaty, 2021), resulting in changes to consumer behaviour such as purchasing environmentally friendly products or products that can be recycled. Therefore, a business must adapt its strategy to environmental issues such as making environmentally friendly product differentiation with advertising appeals to attract.

Starbucks is one of the companies that implement "green business", where the company does not only focus on profit but also considers the resulting environmental impact (Jessica, 2021). The application of "green business" is expected by the company to be able to control pollution or excessive waste production and create a sense of concern for the environment (Pujawati, 2021). Based on (Rahma, 2021), Starbucks through the Greener Nusantara program in supporting waste reduction throughout Indonesia, for the first time in 2018 presented glass and plastic lids made of rPET (recycle polyethylene terephthalate). Continue to replace plastic straws with paper straws in 2019 and successfully reduce more than 30 million plastic straws through the launch of straw caps for cold drinks in 2020. This activity will be carried out in stages at more than 460 Starbucks outlets throughout Indonesia. He explained that rPET is a recycled plastic material that is claimed to be able to cut 200 thousand kilograms of pure plastic waste per year, because rPET plastic packaging does not end up in Final Disposal Sites (TPA) (Riani, 2021). In addition, Starbucks has long been educating consumers through the "Bring Your Own Tumbler" program which is held every 22nd so that consumers bring their own tumblers in an effort to encourage less use of plastic and paper cups (Suleha, 2018). The initiative is expected to attract consumers' attention and interest in buying their products.

Purchase intention, based on (Saleem & Ellahi, 2017), is the behaviour or action of a person's mind that encourages them to make a purchase. Purchase intention is used to measure the extent to which someone wants to buy a product and how much effort they put into it. Some studies say that buying interest can be influenced by many things. Based on (Kim & Cha, 2021), how green advertising can affect buying interest, namely consumer responses to green advertising, company image and products affect their attitudes and buying intentions. According to (Sun et al., 2021), green advertising is an important method of introducing environmentally friendly products, so that consumers are motivated and assume that their behaviour has a good impact on the environment. In order to attract consumers' attention and arouse their interest, it is necessary to emphasize the attributes of attractiveness, reliability and information in conveying green advertising messages with delivery methods using new, more creative media (Kim & Cha, 2021). Several previous studies have proven that green advertising has a positive and significant

effect on purchase intention (Zhu, 2013; Shieh et al., 2018; Sun et al., 2021; Kim & Cha, 2021). However, some of these studies analysed the acceptance or attitude of green advertising (Zhu, 2013; Sun et al., 2021) and there is still little emphasis on Green Advertising Attributes that affect purchase intention in previous studies.

According to (Tri & Nhu, 2020), advertising is still less effective in influencing purchase intentions in teenagers, so in the digital era like now with the increase in social media, marketers can use it to reach potential consumers. Social media can build close relationships between influencers and followers that have high potential for marketing (Yuan & Lou, 2020). Based on (Tri & Nhu, 2020), this phenomenon is known as para-social interaction or para-social relationships where the presence of community leaders can create a certain closeness. The process of influencers in providing advice to followers in their decision making is referred to as informational influence (Su et al., 2021), while the attitude of followers towards influencers about the quality of communicators (Wang, 2015) and recommendations given are trustworthy and factual is called perceived credibility (Rebelo, 2017). Based on (Su et al., 2021), showed that perceived credibility has a mediating effect between para-social relationships and purchase intention.

Previous research has shown that para-social relationships affect perceptions of credibility (Kiesilä, 2019; Reinikainen et al., 2020). However, according to (Kiesilä, 2019) between para-social relationships and which credibility influences cannot be determined. Previous research has also shown that perceived credibility has an effect on purchase intention (Fan & Miao, 2012; Wang, 2015; Rebelo, 2017; and Su et al., 2021). From this study, the effect of perceived credibility is based on eWOM (electronic Word of Mouth) (Saleem & Ellahi, 2017; Raffaele et al., 2018; Farzin & Fattahi, 2018). Where the influence of information implies that before consumers buy products they consult with friends or other social network members (Farzin & Fattahi, 2018) and perceived credibility is the extent to which the recommendations are factual or trustworthy (Fan & Miao, 2012). Meanwhile, the para-social relationship mechanism is where influencers build relationships with followers and lead to more lasting relationships (Yuan & Lou, 2020). So, when influencers like and suggest a product, their followers will also like the product. However, diversification concerns gender differences and levels of social media users (active and passive) have different attitudes and buying interests and their predictive power varies.

Based on this background, the purpose of this study is to analyze: (1) the effect of green advertising attributes on purchase intention, (2) the effect of para-social relationships on perceived credibility, (3) the effect of para-social relationship on purchase intention, and (4) the effect of perceived credibility on purchase intention, and (5) the mediating role of perceived credibility on the effect of para-social relationship on purchase intention.

## LITERATURE REVIEW

### Green Advertising Attributes

The term green in green advertising is defined as environmentally friendly and natural, it is defined as a method often used by marketers to place their products in the

minds of consumers as environmentally friendly (Kim & Cha, 2021). Green advertising will pay attention to environmental benefits by purchasing certain products, such as reducing plastic waste, reducing water pollution, and facilitating the green movement (Sun et al., 2021). The emergence of emotional attraction to green advertising can affect consumer attitudes towards environmental behaviour (Kim & Cha, 2021), while how they feel will affect brand judgments and affect their intention to purchase environmentally friendly products (Zhu, 2013). Marketers who seek to direct consumer behaviour towards the desire to buy a product need to emphasize the attributes of attractiveness, reliability, and information when developing green advertising strategies (Kim & Cha, 2021). So, *H1: It is hypothesized that green advertising attributes have a strong effect on purchase intention.*

### **Para-social Relationship**

Para-social relationships are like ordinary relationships that are characterized as one-sided social relationships, but require the interaction of both parties, namely followers and community leaders (Tri & Nhu, 2020). The para-social relationship between followers and community leaders is considered a socio-emotional bond, which refers to a lasting relationship (Yuan & Lou, 2020). Para-social relationship is based on para-social interaction which can be described as an illusion of intimacy and feeling like a real relationship when followers feel that they know and understand community leaders as well as they know and understand their friends, this can be linked to social influence theory. overall and especially the influence of information that shows that the audience will change their attitudes such as the attitudes of the influencers they follow (Baramidze, 2021). Furthermore, the strength of these para-social relationships affects followers' interest in products promoted by influencers (Yuan & Lou, 2020). So, *H2: It is hypothesized that para-social relationship has a strong effect on purchase intention.*

In addition, para-social relationships can build credibility perceptions about influencers (Reinikainen et al., 2020). Perceived credibility plays an important role when influencers maintain supportive contact with the audience, where the higher the para-social interaction, the higher the perceived credibility perception (Shangyun, Jiaying, Lu, & Zhang, 2016). So, *H3: It is hypothesized that para-social relationship has a strong effect on perceived credibility.*

### **Perceived Credibility**

Perceived credibility by the audience from an influencer refers to whether someone considers the influencer's recommendations to be trustworthy and factual, where the effectiveness of the message depends on the level of expertise and perceived trustworthiness of the influencer (Rebelo, 2017). The more credible the source presents himself, the more likely someone will be persuaded (Shangyun et al., 2016). People are more likely to accept recommendations from credible sources or communicators in improving the quality of messages because they feel it is in accordance with their own values and attitudes (Wang, 2015). The perceived credibility of the influencer greatly explains the audience's purchase intention (Rebelo, 2017), because usually the audience who follows a product from influencer reviews is more likely to accept and will use it

(Fan & Miao, 2012). According to (Su et al., 2021), the perception of credibility can increase the purchase intention of the audience when they feel the usefulness of a product suggested by the influencer is in line with expectations so that the perceived risk and costs are also smaller. So, *H4: Perceived credibility has a strong influence on purchase intention* and *H5: It is hypothesized that there is a mediating role of perceived credibility on the effect of para-social relationships on purchase intention.*

## RESEARCH METHODS

This research was conducted with a quantitative approach to collect research data through the distribution of a 5-point Likert scale online questionnaire to 270 Starbucks consumers who live at Malang town. Green Advertising Attributes variable is measured through 3 dimensions, there are: (1) Reliability includes (X111) Green advertising is generally reliable, (X112) The information on green advertising is sincere, (X113) Green advertising expresses the true nature of the product, (X114) Green advertising is interesting; (2) Attractiveness includes (X121) Green advertising is novel, (X122) Green advertising is attractive, (X123) Green advertising is gratify, (X124) Green advertising catch my attention; and (3) Informativity includes (X131) Green advertising provides information on eco-friendliness, (X132) Green advertising is easy to understand, (X133) Green advertising give what the information that consumers need (Kim & Cha, 2021).

The Para-social Relationship variable is measured through 6 indicators, there are: (X21) A warm relationship between consumer with the influencer who approach most frequently on Instagram, (X22) Consumer would give the influencer who approach most frequently on Instagram emotional support, (X23) The influencer whom consumer approach most frequently on Instagram talks about their romantic partners, (X24) The influencer whom consumer approach most frequently on Instagram talks about personal habits, (X25) While viewing the show of the influencer whom consumer approach most frequently on Instagram, consumer could feel the emotions they portrayed, (X26) During viewing the influencer whom consumer approach most frequently on Instagram, the consumer feel could really get inside their head (Su et al., 2021). The Perceived Credibility variable is measured through 3 indicators, namely: (Y11) The influencer whom consumer approach most frequently on Instagram and the consumer are very alike, (Y12) Consumer can easily identify with the influencer who approach most frequently on Instagram, (Y13) Consumer consider the influencer who approach most frequently on Instagram to be trustworthy (Su et al., 2021). Purchase Intention variable is measured through 6 indicators, there are: (Y21) The consumer has a willing to recommend eco-friendly products to others, (Y22) Consumer use eco-friendly products to help the environment, (Y23) Consumer like to purchase products shown in green advertisements, (Y24) Using eco-friendly products relieves the guilt of environmental destruction, (Y25) Consumer will definitely buy the product shown in the green advertisement, (Y26) Consumer can make a substantial contribution to the environment by using eco-friendly products (Kim & Cha, 2021).

The collected data were analyzed using Partial-Least-Square (PLS) analysis using SmartPLS software version 3.3.5. After going through the external and internal measurement models to ensure the indicators and variables used have convergent validity

and good reliability and ensure the model is good, then the research hypothesis is tested by considering the t-statistics and p-value to prove the relationship between variables is significant (Hair et al., 2014; and Garson, 2016).

## RESULTS AND DISCUSSION

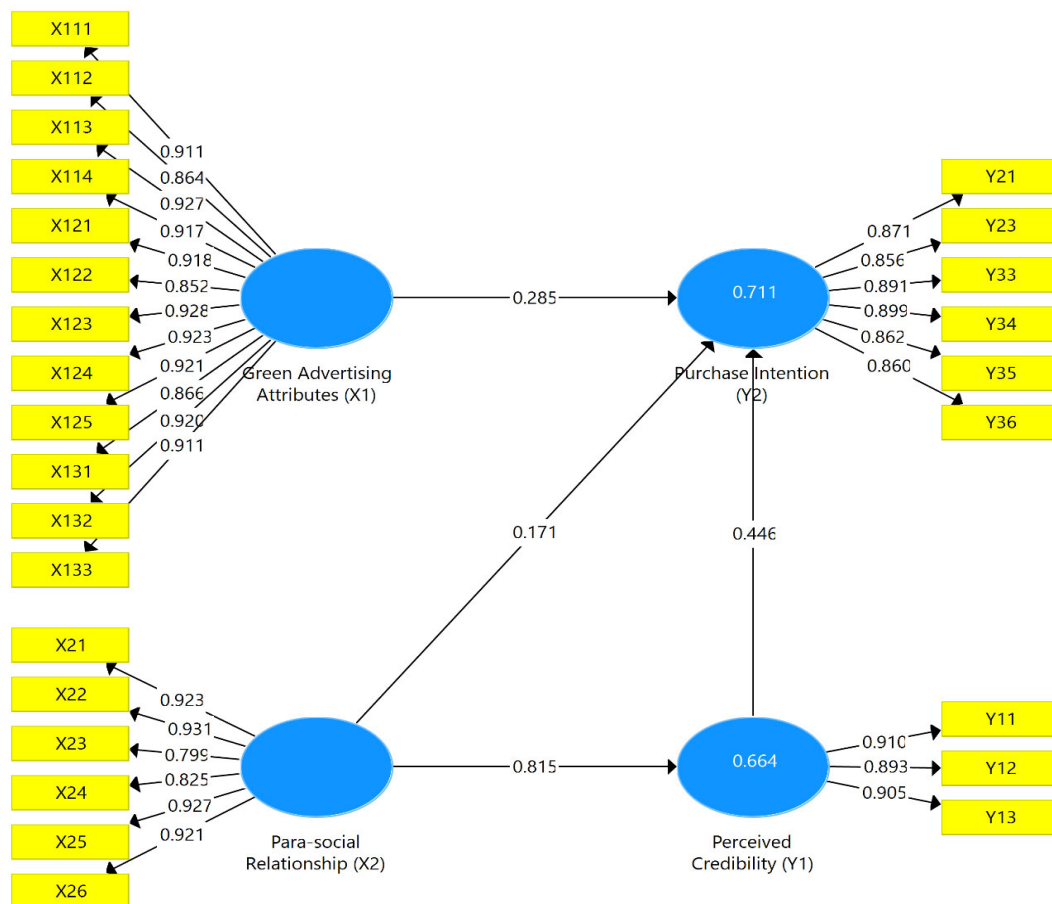
### Result

#### Outer-Model-Measurement

Outer-model-measurement is used to determine the validity and reliability of the manifest construct that measures the latent construct. There are two types of validity in SEM-PLS for reflective indicators, namely convergent validity (loading factor and AVE) and discriminant validity (Fornell-Larcker). Meanwhile, reliability was measured using composite reliability and Cronbach's Alpha values. The loading factor shows the correlation between the indicator and the construct. An indicator is said to be valid if it has a loading factor value above 0.70.

Based on Figure 1. Structural Model, it is known that all manifest constructs reflecting Green Advertising Attributes, Para-social Relationship, Perceived Credibility and Purchase Intention have a loading factor value  $> 0.7$ , this indicates that the research instrument used to measure the research variables are valid.

**Figure 1. Structural Model**



*Source: SmartPLS 3.3.5 Output (2021)*

In addition to the loading factor, convergent validity can also be measured through the Average Variance Extracted (AVE) value as follows:

Table 1.  
Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Green Advertising Attributes (X1)	0,819
Para-social Relationship (X2)	0,791
Perceived Credibility (Y1)	0,815
Purchase Intention (Y2)	0,763

*Source: SmartPLS 3.3.5 Output (2021)*

The average extract variance (AVE) with a value  $> 0.5$  was used as a determinant of convergent validity. Based on Table 1. The AVE value for the X1 variable is  $0.819 > 0.5$ , the AVE value for the X2 variable is  $0.791 > 0.5$ , the AVE value for the Y1 variable is  $0.815 > 0.5$ , and the AVE value for the Y2 variable is  $0.763 > 0.5$ . It can be seen that the AVE value of all latent constructs is greater than 0.5. That is, the research instrument used to measure the research variables is valid.

The way to do the Fornell-Lacker test is to compare the value of the square root of AVE with the correlation value between constructs.

Table 2.  
Fornell-Lacker

	Green Advertising Attributes (X1)	Para-social Relationship (X2)	Perceived Credibility (Y1)	Purchase Intention (Y2)
Green Advertising Attributes (X1)	<b>0,905</b>			
Para-social Relationship (X2)		<b>0,889</b>		
Perceived Credibility (Y1)			<b>0,903</b>	
Purchase Intention (Y2)				<b>0,873</b>

*Source: SmartPLS 3.3.5 Output (2021)*

Based on Table 2. above, it can be seen that the Fornell-Lacker value of all latent constructs (the value in bold) is greater than the correlation between exogenous and endogenous constructs. This shows that at the construct level, the indicators used to measure the research variables are discriminant valid.

Table 3.  
Cronbach's-Alpha and Composite-Reliability

	Cronbach's-Alpha	Composite-Reliability
Green Advertising Attributes (X1)	0,980	0,982
Para-social Relationship (X2)	0,946	0,958
Perceived Credibility (Y1)	0,887	0,930
Purchase Intention (Y2)	0,938	0,951

*Source: SmartPLS 3.3.5 Output (2021)*

The instrument is said to be reliable if the Cronbach's-alpha value  $> 0.6$  and the composite reliability-value  $> 0.8$ . It is known that the Cronbach's-alpha value for each latent construct is greater than 0.6 where for the X1 variable it is  $0.980 > 0.6$ , for the X2 variable it is  $0.946 > 0.6$ , for the Y1 variable it is  $0.887 > 0.6$ , and for the variable Y1 it is  $0.887 > 0.6$ . Y2 is  $0.938 > 0.6$  and the composite-reliability value for each latent construct is greater than 0.8 where for the X1 variable it is  $0.982 > 0.8$ , for the X2 variable

it is  $0.958 > 0.8$ , for the Y1 variable it is  $0.930 > 0.8$ , and for the Y2 variable it is  $0.951 > 0.8$ . This shows that the research instrument used to measure the research variables is reliable.

### Inner-Model-Measurement

Inner-Model-Measurement is done to test the relationship between latent constructs. There are several tests for the structural model, are: R-Square (R<sup>2</sup>), Effect Size (f Square), and GoF. The value of R-Square is the coefficient of determination on the endogenous construct. According to Chin (1998) in (Hair et al., 2014), the value of R square min 0.67 shown a strong effect. Based on Figure 1. Structural Model, it is known that the R-Square value on Perceived Credibility (Y1) is 0.664 and the R-Square value in Purchase Intention (Y2) is 0.711. So, the para-social relationship is strong enough in explaining the perceived credibility. While, the green advertising attributes, para-social relationship, and perceived credibility are strong in explaining the purchase intention.

Meanwhile, according to (Hair et al., 2014), Effect Size criteria (f<sup>2</sup>), are: if the f<sup>2</sup> value of 0.02 shown a weak effect, 0.15 shown a sufficient effect, and 0.35 shown a strong effect. Based on Table 4. it is known that the green advertising attribute has a weak effect on purchase intention with an f<sup>2</sup> value of  $0.088 > 0.02$ , then Para-social Relationship has a strong effect on Perceived Credibility with an f<sup>2</sup> value of  $1.973 > 0.35$ . While the Para-social relationship has a weak effect on purchase intention with an f<sup>2</sup> value of  $0.029 > 0.02$ . Likewise, perceived credibility has a considerable effect on purchase intention with an f<sup>2</sup> value of  $0.189 > 0.15$ .

Table 4.  
Effect Size (f<sup>2</sup>)

	Perceived Credibility (Y1)	Purchase Intention (Y2)
Green Advertising Attributes (X1)		0,088
Para-social Relationship (X2)	1,973	0,029
Perceived Credibility (Y1)		0,189

Source: *SmartPLS 3.3.5 Output (2021)*

The-Goodness-of-Fit (GoF) value must be calculated manually. In accordance with the formula from Tenenhaus in (Hair et al., 2014), where  $GoF = \sqrt{AVE} \times R^2$ , which min  $GoF = 0.38$  is a large effect. So, the results of calculation are:

$$GoF \text{ Perceived Credibility} = \sqrt{0.815 \times 0.662} = 0.597$$

$$GoF \text{ Purchase Intention} = \sqrt{0.763 \times 0.708} = 0.618$$

It shows that the value Perceived Credibility and Purchase Intention is greater than 0.38, which means that the structural model formed meets the goodness-of-fit or the structural model formed is good, fits with the field conditions, and can be used to predict perceived credibility and purchase intention.

### Hypothesis test

There are two things that will be discussed in hypothesis testing, namely estimates for path coefficients (original sample O) and t-statistics or p-values that indicate whether or not the effect of endogenous constructs is significant on exogenous constructs.



Table 6.  
T-Statistics test

	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Inference
<b>Path Coefficients</b>				
Green Advertising Attributes (X1) -> Purchase Intention (Y2)	0,285	2,493	0,013	Significant
Para-social Relationship (X2) -> Perceived Credibility (Y1)	0,815	18,942	0,000	Significant
Para-social Relationship (X2) -> Purchase Intention (Y2)	0,171	2,236	0,026	Significant
Perceived Credibility (Y1) -> Purchase Intention (Y2)	0,446	5,078	0,000	Significant
<b>Specific Indirect Effects</b>				
Para-social Relationship (X2) -> Perceived Credibility (Y1) -> Purchase Intention (Y2)	0,363	5,026	0,000	Significant (Intervening )

*Sumber: SmartPLS 3.3.5 Output (2021)*

Based on the Original Sample O values in Table 6., as well as in Figure 1. the previous Structural Model, the main structural equations formed are:

$$\text{Path 1: } Y1 = 0.815X2 + e$$

$$\text{Path 2: } Y2 = 0.285X1 + 0.171X2 + 0.446Y1 + e$$

Y1 is Perceived Credibility, Y2 is Purchase Intention, X1 is Green Advertising, X2 is Para-Social Relationship and e is the error term.

Based on the structural equations formed in Path 1, it is known that para-social relationships have a positive and significant effect on perceived credibility, where an increase in every one unit of para-social relationship will increase perceived credibility by 0.815 units. So that the third research hypothesis (H3) which states that "Para-social relationship has a strong effect on perceived credibility", is accepted.

Based on the structural equations formed in Path 2, it is known that green marketing attributes has a positive and significant effect on purchase intention where an increase in every one unit of green marketing attributes will increase purchase intention by 0.285 unit. So that the first research hypothesis (H1) which states that "green marketing attributes has a strong effect on purchase intention", is accepted. It is known too that para-social relationship also has a positive and significant effect on purchase intention, where an increase in every one unit of para-social relationship will increase purchase intention by 0.171 unit. So that the second research hypothesis (H2) which states that "Para-social relationship has a strong effect on purchase intention", is accepted. Likewise, it is known that perceived credibility has a positive and significant effect on purchase intention, where an increase in every one unit of perceived influence will increase purchase intention is 0.446 units, so that the fourth research hypothesis (H4) which states that "Perceived credibility has a strong effect on purchase intention", is accepted.

Finally, from the specific indirect effect, it is proven that perceived credibility is an intervening variable which could mediate the effect of para-social relationship on purchase intention. So that, the fifth research hypothesis (H5) which states that "there is a mediating role of perceived credibility on the effect of para-social relationships on purchase intention", is accepted.

## Discussion

### Green Advertising Attributes and Purchase Intention

The results showed that green advertising attributes had a positive and significant effect on purchase intention. These results are in line with the findings of Zhu (2013);

Shieh et al. (2018); Sun et al. (2021); and Kim & Cha (2021) who stated that green advertising attributes positively and significantly affect purchase intention. Three attributes of green advertising (attractiveness, information, and reliability) that are emphasized successfully attract consumers' attention. Messages from green advertisements that attract attention and are easily accepted by consumers can attract interest and direct consumers to buy and use environmentally friendly products.

Starbucks consumers care about environmental conditions through green advertising to prevent the problem of plastic waste. It was found in this study that green advertising preferences and the tendency to observe what influencers buy and use so that they feel there are similarities in para-social relationships, and the tendency to buy the latest trendy products greatly affect consumer purchases. interest. So that consumers feel that using environmentally friendly products will reduce their guilt for environmental damage. To maximize purchase intention, companies need to emphasize the attractiveness of green advertising and utilize the para-social relationship between influencers and followers as a marketing strategy. Where influencers must be attractive, honest and trustworthy in conveying information so that followers feel trusted to use the information as advice in choosing visual items. Furthermore, the innovative products developed must pursue new trends to attract innovative consumers to want to recommend environmentally friendly products to others.

### **Para-social Relationship, Perceived Credibility and Purchase Intention**

The results showed that the para-social relationship had a positive and significant effect on the intervening variable perceived credibility. This result is in line with the findings of Shangyun et al. (2016), Kiesilä (2019), Reinikainen et al. (2020), and Su et al. (2021), which states that the para-social relationship positively and significantly affects perceived credibility. Similarly, the results of the study show that perceived credibility has a positive and significant effect on purchase intention. These results are in line with the findings of Fan & Miao (2012), Wang (2015), Rebelo (2017), and Su et al. (2021), which states that perceived credibility positively and significantly affects purchase intention. It is also known that the influence of intervening perceived credibility which mediates the indirect para-social relationship on purchase intention is positive and significant. The relationship that is built between followers and community leaders forms a perception, where followers believe that community leaders have conveyed information sincerely and can be trusted. Followers tend to approach community leaders who have attractiveness, both in terms of physical or certain behaviours that are shown to have a positive impression. This perception of credibility makes followers willing to make a purchase. Followers who feel more credible believe that there will be fewer risks and costs associated with a purchase.

Thus, high para-social relationships, through social media such as Instagram, will increase the perceived credibility of consumers with influencers in particular. Currently, most of Starbucks Indonesia's influencers are national artists, while the most prevalent nowadays is the use of Starbucks tumblers in every activity. Depending on consumption, which influencers are most approached and trusted on Instagram. High perceived credibility, ultimately leads to high purchase intentions, where consumers have a desire to recommend products, and like to buy products that are featured in green advertisements because using environmentally friendly products reduces the sense of environmental

damage and consumers can provide environmentally friendly products and consumer. major contribution to the environment by using environmentally friendly products.

## CONSLUSION

This study tested the hypothesis with four research variables: green advertising attributes and para-social relationships as the dependent variable, perceived credibility as the intervening variable, and purchase intention as the dependent variable. The results of the study can be concluded that green advertising attributes has an effect on purchase intention. Previous literature has known that green advertising affects purchase intention (Zhu, 2013; Shieh et al., 2018; Sun et al., 2021; Kim & Cha, 2021) where green advertising preference greatly influences consumer purchase intentions. This study provides results from the emphasis on the attributes of green advertising that the use of attractive, easily accepted and trustworthy messages will generate consumer buying interest to use environmentally friendly products. Para-social relationship mediated by perceived credibility has an effect on purchase intention. Existing literature has shown that para-social relationships affect perceptions of credibility (Shangyun et al., 2016; Kiesilä, 2019; Reinikainen et al., 2020; Su et al., 2021) and perceptions of credibility influence purchase intentions (Fan & Miao, 2012; Wang, 2015; Rebelo, 2017; Su et al., 2021). The results of this study report that there is an intervening effect of perceived credibility on the influence of para-social relationships on purchase intention, where perceptions of credibility arising from para-social relationships form consumer confidence from the information conveyed by influencers so that they are willing to make purchases of products promoted by these influencers.

Starbucks consumers care about environmental conditions through green advertising and para-social relationships to prevent plastic waste problems. It was found in this study that the preference for green advertising and the tendency to observe what influencers buy and use so that they feel there are similarities in para-social relationships, as well as the tendency to buy the latest trendy products greatly affect consumer buying interest. Purchase interest can be maximized by: (1) emphasizing the attributes of attractiveness, reliability and information in making green advertisements as creatively as possible by creating the latest delivery techniques through unique media and attractive advertising messages, (2) the influencers used are required to be able to increase interaction by building two-way communication so that para-social relationships are stronger and followers will have more confidence in product recommendations from influencers.

Limitations in this study lead to different perceptions and preferences of each consumer. How they judge what kind of green advertising impresses them and consumers with a preference for not just one influencer generalizing the results is pretty hard. Further research is expected to reveal whether or not there is a direct relationship between green marketing attributes and para-social relationships and perceived credibility, as well as revealing para-social relationships that occur through other social media besides Instagram.

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