

EFFECT OF VALUE, CONSUMER TRUST AND ATTITUDES TOWARDS INTENTION BUY ENVIRONMENTALLY FRIENDLY AIR CONDITIONERS PRODUCT IN SOUTH SUMATERA

Candra Astra Terenggana¹, Henky Supit², Christina Whidya Utami³

¹ Department of Management, STIE Musi, Palembang,

²⁻³ Faculty of Economics and Business, Widya Mandala Catholic University,
INDONESIA.

¹ candra@stiemusi.ac.id, ² henky.supit@yahoo.co.id, ³ whidyautami@yahoo.co.id

ABSTRACT

Global climate warming and the increasing number of waste that is harmful to humans and the environment have attracted the intention of the governments, manufacturers and the public to be more aware of the importance of protecting the environment behavior. Empirical research on environmental awareness tends to be more widely applied in developed countries than in developing countries like Indonesia. Indonesia's relatively collectivist society should really need trust in their interactions, but the current situation shows the low level of public trust in government, producers or marketers, so get into the low trust society. Past research has shown different results where Bhattacharjee (2002), Gefen (2002) found that there is a direct relationship between trust with the purchase intention, but Tang & Chi (2005) found that trust has no significant effect on purchase intention. This study aimed to assess the effect of the value, trust, and attitude towards purchase intention of consumers for environmentally friendly air conditioning products in South Sumatra in a model of the value-attitude-intention. The number of respondents who participated in this study was 179 people from each district and the city of South Sumatera, was analyzed using structural equation modeling (SEM). The results found that the variable consumer trust is an important factor and a central point which variables significantly influence attitudes, risk perception, perceived quality and consumer purchase intent.

Keywords: Individualism/collectivism value, consumer trust, attitudes, purchase intention, environmentally friendly product

INTRODUCTION

Environmentally friendly products are products that have a minimal impact on the environment. Minimal impact means that the product consumes less energy and using materials that are safe and have a good attribute for the health of the user and the environment. Green product is a product that has the packaging or content that is more environmentally friendly to reduce environmental impact (Wasik, 1996). In general electronic equipment classified into office appliances and home appliances. Among the various home appliances, refrigerators and air conditioners are the products that more consume the electrical energy. There are a lot of households have air conditioning for each bedroom and even the living room. This has led to the increase in electricity consumption of household and ultimately has an impact on global warming. Since 2009, in Indonesia, there are many electronic products offered by manufactures with environmentally friendly theme, including the eco-friendly air conditioning. Said to be as environmentally friendly air conditioners because the product have several advantages than previous generations, such as the technology of low wattage, low voltage, and the inverter, which is beneficial to economize electricity, then attribute that claimed to be very good for health (such as ion generator, active

carbon, Plasmacluster), and use environmentally-friendly content, hydrocarbon refrigerant that does not damage the ozone layer. Of course, the value within the individual, consumer trust, and purchase intentions towards product innovation that more environmentally friendly is needed in the absorption of environmentally friendly air conditioning products. Indonesia's relatively collectivist society (Hofstede, 1980) should have been in desperate need of trust in their interactions. But the situation in Indonesia, when related with the Fukuyama's classification (1995), Indonesia came in to the low trust society. It is characterized by low levels of consumer protection and law enforcement in Indonesia, so then impact on the lower consumer trust about the overall benefits of the products offered by manufacturers. Consumer perception of low quality and durability for air conditioning environmentally friendly than conventional air conditioners previous generation, less and slow in providing a cooling effect in the room, as well as the cost of servicing/maintenance is higher.

Purchase intention defines as the tendency of consumer to buy the brand or take action relating to the purchase of which is measured by how likely consumers make purchases (Assael, 2001). The trend of consumer purchase intention is influenced by the attitudes held by consumers is concerned. Strong attitude toward a product is a good predictor to determine the products that will be bought by consumers (Engel et al., 1995). The important things are trust in holding such attitudes. Some attitudes may be held with strong conviction, while others may exist with a minimum level of trust. Awareness on environmental attitudes are formed because the values are believed to be in a specific situation and used by consumers to solve problems and make decisions (Homer & Kahle, 1988). Cultural values of a particular society will affect the purchasing behavior that considers the impact on the social environment (Chan & Lau, 2000; Fotopoulos & Krystallis, 2002). Individual values that influence consumer behavior are divided into value-oriented individualist and collectivist-oriented values (Schwartz, 1992; Imbert et al., 2005). Someone collectivist-oriented values tend to support environmental friendliness than someone who is oriented toward individualistic values (Triandis, 1993; Schwartz, 1992).

Attitude is very influential on consumer perceptions of the quality of a product. Some researchers, Cordell (1992), Good and Huddleston (1995), Jaffe and Martinez (1995), Kinra (2006) and Kumar et al. (2009) have found attitudes influence perceptions of quality. Furthermore, the perception of high quality intends to encourage consumers to buy the product in question. In attitude theory, trust is the first element to gain loyalty from customers. Consumers who do not believe in the product or service will not be loyal (Reicheld & Schefter, 2000). Maltz and Kohli (1996) and Gwin (2009) have found a significant effect of trust on perceived quality. Perception of high quality can cause consumers to recognize the differences and advantages of certain brands, so as to encourage them to choose a more competitive brand (McConnell, 1968, Yoo et al., 2000). Then, Pavlou (2003) found trust to be a significant antecedent to risk. Perceived risk decreases when trust is present (Featherman and Pavlou, 2003; Grazioli and Jarvenpaa, 2000). Pavlou (2003) and Schlosser et al. (2006) found that perceived risk mediates the effect of trust on intention. In previous studies on the effect of trust on purchase intentions showed different results, which Bhattacharjee (2002) and Gefen (2002) found that there is a direct relationship between the trusts with purchase intention, but then Tang & Chi (2005) found that trust has no significant influence on purchase intention. The differences are interesting and provide the basis for this study to see the effect on the same variable.

OBJECTIVES

This study aims to: (1) Examine and analyze the effect of the value of individualism/collectivism on consumer trust in Environmentally Friendly Air Conditioners Products in

South Sumatra. (2) Examine and analyze the effect of the value of individualism/collectivism on consumer attitudes in environmentally friendly air conditioning products in South Sumatra. (3) Examine and analyze the effect consumer trust on the attitude of environmentally friendly air conditioning products in South Sumatra. (4) Examine and analyze the effect of consumer trust on risk perception in environmentally friendly air conditioning products in South Sumatra. (5) Examine and analyze the effect of consumer trust on intention to buy environmentally friendly air conditioning products in South Sumatra. (6) Examine and analyze the influence of consumer trust on quality perception of environmentally friendly air conditioning products in South Sumatra. (7) Examine and analyze the influence of risk perception on the intention to buy environmentally friendly air conditioning products in South Sumatra. (8) Examine and analyze the effect of attitudes on perceived quality environmentally friendly air conditioning products in South Sumatra. (9) Examine and analyze the effect of perceived quality on purchase intention environmentally friendly air conditioning products in South Sumatra.

THEORETICAL FRAMEWORK

Individualism/Collectivism Value

According to Hofstede (1980), Individualism is a cultural belief that one must take precedence. In contrast, collectivism is the belief that the group had precedence. As the dimensions of culture, according to Hofstede (2001) individualism/collectivism may help explain why and how people of a particular culture behave as they do.

According to Laroche et al. (1999), individualism orientation consists of four dimension, namely achievement, self-direction, self-fulfillment and independence, whereas collectivist orientation effect on environmental consciousness consists of three dimensions, namely loving, helpful and warm relationships with others. This research will incorporate dimensions of individualism and collectivism values of Laroche et al. (1999). This study attempted to measure the value of individualism/collectivism as a tendency within the individual and not as a separate absolute value that a person is an individualist or collectivist. The value of individualism/collectivism dimension will be measured by loving as indicated by the togetherness, the dimensions of helpful is indicated to sacrifice for others, the dimensions of warm relationship with others is indicated by the needs of others (cooperate) and bonds of friendship, the dimensions of achievement (goal) is indicated with personal goals, and the dimensions of independence is indicated with the freedom to make choices.

Consumer Trust

Morgan & Hunt (1994) expressed the trust is the consumer belief of retailers honesty, reliability and integrity to the consumer. Trust is the belief that one can rely on the promises made by others (Pavlou, 2003). If certain parties believe to an object, it means that he is also likely to form a positive purchase intent related to the object and the hope of being loyal (Lau & Lee, 1999). Furthermore, Fukuyama (1995) defines trust as the expectation that arise in society behave orderly, honest, and cooperative, based on commonly shared norms, as part of its community members. Fukuyama found trust has attracted the attention of retailers and the technology revolution will make the trust more important in understanding the consumer or business behavior.

According to Mayer et al. (1995) three characteristics that affect the formation of trust are the ability, benevolence, and integrity. Meanwhile, according to Ramadania (2003), the dimensions of trust covering reputation owned products, security and comfort in using the product, and the benefits that exist in the product. In this study, using three dimensions of

trust by Ramadania (2003) includes the reputation of the product, the safety and convenience of using the product, the benefits of the product, and then one dimension of trust by Mayer et al. (1995) namely integrity.

Attitude

Attitude defines as a learned individual's predisposition to respond like it or not consistently with the attitude object (Ajzen, 1988). Attitudes are often formed as a result of direct contact with the object of the attitude, but the attitude can also be formed even in the absence of actual experience with a particular object. Attitude is an evaluation or assessment of a person's attitude toward an object is reflected in the form of feelings of approval or disapproval, support or do not supports, as a potential reaction to an attitude object.

In this study using the dimensions of attitude by Engel. According to Engel et al. (1995), attitude consists of five dimensions. First, valance, which refers to a positive attitude, a negative attitude, or a neutral object. Second, the extremity, extremes is the intensity of likes and dislikes. Third, the resistance is the degree to which attitudes resistant to change. Fourth, persistence reflected that attitude is settled, meaning that attitudes held by consumers within a certain timeframe. Fifth, confidence, a level of confidence those consumers, that is, not all attitudes are at the same level of confidence.

Perceived Risk

The general definition of risk perception in marketing is the nature and amount of risk perceived by a consumer in contemplating a particular purchase action (Cox & Rich, 1964). The greater the perceived risk consumers less likely they are to buy. Perceived risk is very powerful in explaining consumer behavior because consumers are more often motivated to avoid mistakes than to maximize utility in purchasing (Mitchell, 1999). To measure perceptions of risk on the intention to buy environmentally friendly air conditioning products, then this study will use a four-dimensional perception of the risk of the nine dimensions of perceived risk by Korgaonkar (1982), the risk of product performance (if the product is not working as expected), financial risks (financial loss due to value for money), psychological risk (disappointment because the product is not as expected), and the risk of losing time when products are purchased damaged and had to get repairs.

Perceived Quality

Perceived quality is consumer opinions about the ability of a product to meet expectations. Keller (2003) defines perceived quality as consumer perceptions of quality/superiority of the product as a whole is relatively associated with alternatives that are relevant and related to the expected goals.

According to Aaker (1991) there are two context in perceived quality, context of product and service context. In the context of product, the dimensions of perceived quality consist of performance, features, conformance, reliability, durability, serviceability, and fit and finish. While in the context of service then perceived quality dimensions consisting of tangibles, reliability, competence, responsiveness, and empathy. In this study, using the dimensions of perceived quality according to Aaker (1991) and more focused on the context of the perception quality of the product not in the context of the perception of service quality.

Purchase Intention

Ajzen (2005) defines intention as behavioral dispositions, that until there are a proper time and opportunity, will be realized in the form of action. While Assael (2001) stated that buying interest is the tendency of consumers to buy a brand or take action relating to the

purchase of which is measured by how likely consumers make purchases. According to Zeithaml et al. (1996) dimensions of customer behavioral intention includes repeat visits, recommendation to others, positive remarks or comment, and repeat purchase. In this study, using a three-dimensional being used Yoo et al. (2000) in his research that includes, intention to purchase, more often, and recommend to other.

HYPOTHESES

- (1) Individualism/collectivism value significantly effect on consumer trust in South Sumatera for environmentally friendly air conditioning products.
- (2) Individualism/collectivism value significantly effect on attitude for environmentally friendly air conditioning products in South Sumatera.
- (3) Consumer trust significantly effect on attitude for environmentally friendly air conditioning products in South Sumatera.
- (4) Consumer trust significantly influences the perceived risk environmentally friendly air conditioning products in South Sumatera.
- (5) Consumer trust significantly influence the intention to purchase environmentally friendly air conditioning products in South Sumatera.
- (6) Consumer trust significantly effect on the perception of quality environmentally friendly air conditioning products in South Sumatera.
- (7) The perceived risk significantly influence the intention to purchase environmentally friendly air conditioning products in South Sumatera.
- (8) Attitude significantly effect on the perception of quality environmentally friendly air conditioning products in South Sumatera.
- (9) The perception quality significantly influences the intention to purchase environmentally friendly air conditioning products in South Sumatera.

RESEARCH METHODOLOGY

Population and Samples

The population in this study is based on the number of residents aged 20-69 years in South Sumatera in the amount of 4,327,969 people with a sample size of 167 respondents.

Sources of Data and Data Collecting Method

Sources of data in this study came from primary data and secondary data. Sampling done in steps. The first step of the sampling area to determine the number of samples in each region in proportion, followed by simple random sampling technique to determine the respondents to be interviewed.

Research Instrument

The main tool of this study is a questionnaire, which is a structured questionnaire using a Likert scale (1-5). The use of questionnaires intended to obtain primary data from the respondents as a subject of research on the variables measured. These questions are used to measure the effect of individualism/collectivism value on attitudes and consumer trust and the influence of risk perception and the quality of its intention to buy environmentally friendly products in South Sumatra.

DATA ANALYSIS

Validity and Reliability of Research instrument

Validity test is intended to determine whether the questions in the questionnaire representative enough. Test validity is done by using confirmatory factor analysis on each latent variable. Test reliability is a value that indicates a measure of consistency in measuring the same phenomenon. To calculate reliability, this study uses a composite (construct) reliability with a cut-off value is at least 0.7. The results in Table 1 show that all research instruments are valid and reliable. So they can be used as instrument for data collection.

Table 1. Results of Validity and Reliability Testing of Research Instruments

<i>Variables</i>	<i>Indicator</i>	<i>Loading</i>	<i>Validity</i>	<i>C-R (Reliability)</i>
Individualism/Collectivism Value (X ₁)	X _{1,1}	0,901	Valid	0,954 (Reliable)
	X _{1,2}	0,928	Valid	
	X _{1,3}	0,949	Valid	
	X _{1,4}	0,862	Valid	
	X _{1,5}	0,846	Valid	
Consumer Trust (Y ₁)	Y _{1,1}	0,898	Valid	0,949 (Reliable)
	Y _{1,2}	0,876	Valid	
	Y _{1,3}	0,921	Valid	
	Y _{1,4}	0,931	Valid	
	Y _{2,1}	0,837	Valid	
Attitude (Y ₂)	Y _{2,2}	0,900	Valid	0,929 (Reliable)
	Y _{2,3}	0,932	Valid	
	Y _{2,4}	0,829	Valid	
	Y _{2,5}	0,743	Valid	
	Y _{3,1}	0,897	Valid	
Perceive Risk (Y ₃)	Y _{3,2}	0,923	Valid	0,942 (Reliable)
	Y _{3,3}	0,869	Valid	
	Y _{3,4}	0,896	Valid	
	Y _{4,1}	0,745	Valid	
Perceive Quality (Y ₄)	Y _{4,2}	0,721	Valid	0,902 (Reliable)
	Y _{4,3}	0,835	Valid	
	Y _{4,4}	0,650	Valid	
	Y _{4,5}	0,679	Valid	
	Y _{4,6}	0,736	Valid	
Purchase Intention (Y ₅)	Y _{4,7}	0,903	Valid	0,902 (Reliable)
	Y _{5,1}	0,734	Valid	
	Y _{5,2}	0,999	Valid	
	Y _{5,3}	0,857	Valid	

Test Phase Model

In this stage produce a model that describes the structure of causality between latent variables or constructs. To answer the research hypothesis used structural equation modeling (SEM) using the program AMOS 18 and SPSS 15.0.

FINDING AND DISCUSSION

Based on the tests performed, all the indicators in this study are valid and reliable, then the data were normally distributed, there is no singularity problem in the data being analyzed, and there is no outlier. Then, based on the results of the overall suitability test model showed that six (RMSEA, GFI, AGFI, CMIN/DF, TLI, and CFI) of the eight criteria were good. It can be said that the model is acceptable, which means there is a match between the model with data.

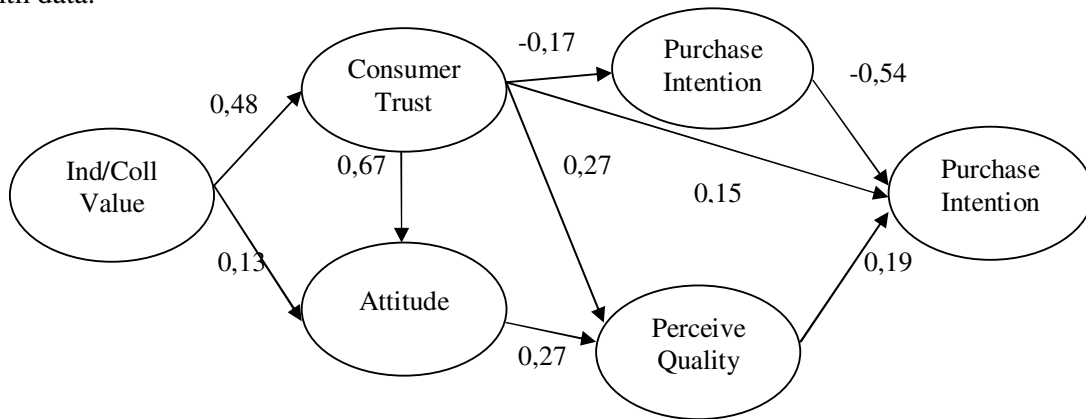


Figure 1. Effect of Exogenous Variable on Endogenous Variables

Table 2. Hypothesis Testing Results

<i>Independent variables</i>	<i>Dependent Variables</i>	<i>Path Coef.</i>	<i>C.R.</i>	<i>Prob.</i>	<i>Remark</i>
Ind/Coll Value (X ₁)	Consumer Trust(Y ₁)	0,478	6,382	0,000	Significant
Ind/Coll Value (X ₁)	Attitude (Y ₂)	0,135	2,071	0,038	Significant
Consumer Trust (Y ₁)	Attitude (Y ₂)	0,665	8,781	0,000	Significant
Consumer Trust (Y ₁)	Perceive Risk (Y ₃)	-0,171	-2,184	0,029	Significant
Consumer Trust (Y ₁)	Perceive Quality (Y ₄)	0,267	2,428	0,015	Significant
Attitude (Y ₂)	Perceive Quality (Y ₄)	0,271	2,451	0,014	Significant
Consumer Trust (Y ₁)	Purchase Intention (Y ₅)	0,147	2,041	0,041	Significant
Perceive Risk (Y ₃)	Purchase Intention (Y ₅)	-0,541	-7,157	0,000	Significant
Perceive Quality (Y ₄)	Purchase Intention (Y ₅)	0,186	2,557	0,011	Significant

Based on Figure 1 and Table 2, the results of hypothesis testing are as follows:

The Effect of individualism/collectivism value on consumer trust ($X_1 \rightarrow Y_1$)

The results presented in Table 2 show that individualism/collectivism value (X_1) has positive and significant impact on the Consumer Trust (Y_1). This can be seen from the path coefficient is positive with a value of 0.478 for CR obtained at 6.382 and significance probability (p) of 0.000 which is smaller than the significance level (α) defined by 0.05. Collectivist society is a community where members like to work together, help each other, and more put the interests of the group rather than the individual. To do it certainly much needed trust as a condition of comfort interactions. The results showed that the person of South Sumatra which tends collectivist becomes easier to build and develop trust in the relationship when the interactions are based on goals or interests. Value collectivist society that is more common interests than the interests of individuals will respond positively and believe in environmentally friendly air conditioning products.

The Effect of Individualism/Collectivism Value on Attitude ($X_1 \rightarrow Y_2$)

The results presented in Table 2 show that individualism/collectivism value (X_1) has positive and significant impact on attitude (Y_2). This can be seen from the path coefficient is positive with a value of 0.135 for CR obtained at 2.071 and significance probability (p) of 0.038 which is smaller than the significance level (α), which was set at 0.05. The results of the descriptive analysis states that the people of South Sumatra more collectivist than individualist. This collectivist values and significant positive effect on attitudes toward environmentally friendly air conditioning. This means that an increase in the value of collectivists will raise consumer attitudes, and vice versa. Age of the respondents in this study were predominantly located in the range 31-40 years and 41-50 years, as well as the level of education the dominant strata 1 and diplomas, reflecting the attitude of a mature age, the decision, including the underlying factors, and very responsive to information and choice of products (Sumarwan, 2002: 254). Then, education was also greatly affected the values espoused, way of thinking, worldview, even the perception of an object, of course all of that was very influential on their attitude towards something. Value people of South Sumatra will have a more collectivist attitudes that support the eco-friendly air conditioning products.

The Effect of Consumer Trust on Attitude ($Y_1 \rightarrow Y_2$)

The results presented in Table 2 show that the consumer trust (Y_1) have positive and significant impact on attitude (Y_2). This can be seen from the path coefficient is positive with a value of 0.665 for CR obtained at 8.781 and significance probability (p) of 0.000 which is smaller than the significance level (α), which was set at 0.05. This means that consumers in South Sumatera is very strong holding the attitude because it is based on high trust toward environmentally friendly air conditioning products. This high trust can be derived from two factors driving the internal or external. Internal individual means that the individual/consumer is getting better knowledge of how important it is to preserve the environment and prevent global warming by conducting efficient use of electricity and avoid behaviors that harm the environment. Then also could be due to the efficiency factor of interest expenses/fees where there has been a rise in the current base rate electricity were. The second factor is the factor outside the individual that is able to lead to greater trust in the environmentally friendly air conditioning products. These factors are promotion, education, and after-sales service are getting better and that is no less powerful is the campaign from the government that is always called upon for environmentally conscious and make efficient use of electricity through the use of products that are more environmentally friendly.

The Influence of Consumer Trust on Perceive Risk ($Y_1 \rightarrow Y_3$)

The results presented in Table 2 show that the consumer trusts (Y_1) and significant negative effect on perceive risk (Y_3). This is evident from the marked path coefficient of -0.171 with a negative value of CR obtained at -2.184 and significance probability (p) of 0.029 which is smaller than the significance level (α), which was set at 0.05. This is logically acceptable as a result of the company's ability to communicate and promising quality reliable after-sale service, reliable and on target. Reliable after-sales service, fast and reliable can be resulted in increased public trust that perceived risk is lower.

The Effect of Consumer Trust on Purchase Intention ($Y_1 \rightarrow Y_5$)

The results presented in Table 2 show that the consumer trust (Y_1) have positive and significant effect on purchase intention (Y_5). This can be seen from the path coefficient is positive with a value of 0.147 for CR obtained at 2.041 and significance probability (p) of 0.041 which is smaller than the significance level (α), which was set at 0.05. The findings in this study suggest the importance of reputation logically products, safety and comfort in using the product, the benefits of the product as well as integrity, overall it is an aspect of trust strong influence in driving purchase intent of consumers in South Sumatera. Maintaining the reputation of the product to continue to provide appropriate benefits to consumers, providing safety and convenience of using the product should be the long-term plans in a systematic and integrated with all aspects of the company.

The Effect of Consumer Trust on Perceive Quality ($Y_1 \rightarrow Y_4$)

The results presented in Table 2 shows that the consumer trust (Y_1) have positive and significant impact on perceive quality (Y_4). This can be seen from the path coefficient is positive with a value of 0.267 for CR obtained at 2.428 and significance probability (p) of 0.015 which is smaller than the significance level (α), which was set at 0.05. Every effort manufacturer and marketer of innovative products continuously that can solve the problem of consumers will increase consumer expectations. Increasing consumer expectations if answered by preserving and communicating environmentally friendly air conditioning products effectively and maintain long term relationships with satisfactory after-sales service, it can increase consumer trust in environmentally friendly air conditioning products. High trust will affects good perception of quality environmentally friendly air conditioning products.

The Influence of Perceive Risk on Purchase Intention ($Y_3 \rightarrow Y_5$)

The results presented in Table 2 shows that the perceive risk (Y_3) and significant negative effect on Intention Buy (Y_5). This is evident from the marked path coefficient of -0.541 with a negative value of CR obtained at -7.157 and significance probability (p) of 0.000 which is smaller than the significance level (α), which was set at 0.05. People in South Sumatera assess the overall risk includes the risk of product performance, financial risk, psychological risk, and the risk of loss of time is low. The low risk perception is logically a result of the improving quality of products and after sales services ensuring delivery benefits for consumers. Warranty service, spare parts, and even full unit replacement when damage occurs because the manufacturing process can reduce the risk perceived by the public in South Sumatra. Besides this, in South Sumatera also have a growing number of companies that offer services, maintenance, repairs when damage occurs, even if people want to do the trade for environmentally friendly air conditioning products better. This phenomenon is of course bringing the lower level of risk perceived by the community that wants to buy environmentally friendly air conditioning products. The implications of these findings for the

manufacturer or marketer is to continue to find the effort in order to increase trust and reduce the level of perceived risk pushing consumers purchase intention towards environmentally friendly air conditioning products.

The Effect of Attitude on Perceive Quality ($Y_2 \rightarrow Y_4$)

The results presented in Table 2 shows that the attitude (Y_2) has positive and significant impact on perceive quality (Y_4). This can be seen from the path coefficient is positive with a value of 0.271 for CR obtained at 2.451 and significance probability (p) of 0.014 which is smaller than the significance level (α), which was set at 0.05. The findings in this study indicate the importance for manufacturers and marketers to build consumer attitudes are more like, support and belief in the product and reject other products. South Sumatera Community considers that the performance environmentally friendly air conditioning products is good, it has a suitable and appropriate models, as well as reliable, but pretty good judging the suitability of features, durability, and can be repaired. Durability of the product is perceived not so good because of the assumption that the materials used to make air conditioning products today are not as strong or as good as the materials used to make conventional air conditioning products. Then, there is little doubt that in the event of damage to the inverter technology or plasma ion/plasma cluster be easily fixed. Although the company has been providing after-sales service warranty and there are already enough companies that offer the ability to maintain and repair air conditioners are environmentally friendly, a little doubt in the community about it still appears. Overall consumer attitudes in South Sumatera and support for environmentally friendly products are a form of better consciousness of the importance to energy-efficient lifestyle and protecting the environment.

The Influence of Perceive Quality on Purchase Intention ($Y_4 \rightarrow Y_5$)

The results presented in Table 2 shows that the perceive quality (Y_4) have positive and significant effect on purchase intention (Y_5). This can be seen from the path coefficient is positive with a value of 0.186 for CR obtained at 2.557 and significance probability (p) of 0.011 which is smaller than the significance level (α), which was set at 0.05. The findings of this study demonstrate the importance logically influence consumer perceptions about the performance, features, product reliability, durability, ease of repair when damage occurs, according hopes/expectations, and match or meet the standards of environmentally friendly products, which is the whole aspect of product quality strongly influences to encourage consumer purchase intention. Of course, consumer perception and support is the result of communication and education conducted by the marketers and sellers in a planned and continuous.

CONCLUSION

Research with the value-attitude-intentions model gives the general conclusion that the variable consumer trust is an important factor and a central point which variables significantly influence attitudes, perceive risk, perceived quality and purchase intention. The study found that consumer confidence variables have the greatest direct influence on attitude variables of 0.665. Followed by a direct influence perceive risk on purchase intention of - 0.541. The study found that the individualism/collectivism value has a largest indirect effect on attitude variables of 0.318. The study also found that consumer trust variables have the greatest total influence on the attitude of 0.665.

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