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The Influence of Green Knowledge, Green Product, and Perceived Price on Repurchase Intention of Environmentally Friendly Plastic Products with Green Satisfaction as a Mediating Variable

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Abstract

Growing environmental concerns have encouraged the increasing use of environmentally friendly plastic products. However, achieving consistent repurchase behavior remains a challenge. This study examines the effects of Green Knowledge, Green Product, and Perceived Price on Repurchase Intention, with Green Satisfaction as a mediating variable. Using a quantitative survey approach, data were collected from 278 users of eco-friendly plastic products in the Jabodetabek area. The data were analyzed using Partial Least Square–Structural Equation Modeling (PLS-SEM) with SmartPLS. The results indicate that Green Knowledge has a positive and significant effect on Repurchase Intention, but does not significantly influence Green Satisfaction. Green Product has a positive and significant effect on Green Satisfaction, yet shows a negative and significant effect on Repurchase Intention. Perceived Price positively and significantly affects both Green Satisfaction and Repurchase Intention. Furthermore, Green Satisfaction has a positive and significant effect on Repurchase Intention. The mediation analysis reveals that Green Satisfaction mediates the effects of Green Product and Perceived Price on Repurchase Intention, but fails to mediate the effect of Green Knowledge on Repurchase Intention. These findings suggest that consumer satisfaction with environmentally friendly products is driven more by product attributes and price perceptions than by environmental knowledge alone. This study provides theoretical implications for the development of sustainable consumer behavior and practical implications for businesses to prioritize product quality and competitive pricing strategies in order to enhance consumer satisfaction and repurchase intention

Keywords: Green Knowledge, Green Product, Perceived Price, Green Satisfaction, Repurchase Intention

INTRODUCTION

Global environmental issues, particularly pollution from plastic waste, have become a multidimensional problem with ecological, social, and economic impacts. The continuous increase in global plastic production is not matched by adequate waste management capabilities, triggering significant environmental degradation. Indonesia, as a country with high plastic consumption, faces serious challenges in managing plastic waste, much of which ends up in landfills or polluting marine and terrestrial ecosystems. As regulatory pressure and public awareness of sustainability increase, eco-friendly plastic products are emerging as a strategic alternative. These products are designed to minimize environmental impact through the use of biodegradable materials, recycling, or more efficient production processes. However, initial adoption of eco-friendly products has not been fully followed by consistent repeat purchase behavior. This indicates a gap between positive attitudes toward the environment and actual consumer behavior.

From a sustainable marketing perspective, Repurchase Intention is a critical indicator of the success of Green Products. Repurchase Intention reflects not only market acceptance but also the sustained demand necessary for green innovations to be economically viable. Therefore, understanding the factors influencing Repurchase Intention is crucial. Previous research has identified Green Knowledge, Green Products, and Perceived Price as the main determinants of green consumption behavior. However, research results still show inconsistencies or research gap, particularly regarding the influence of Green Knowledge, Green Product, and Perceived Price on Repurchase Intention.

First, the relationship between Green Knowledge and repurchase intention remains inconclusive. Yuliana and Pantawis (2022) as well as Murniati and Widodo (2024) report that green product knowledge positively influences purchasing decisions. However, Nekmahmud et al. (2022) and Cia (2024) find that green knowledge has a negative or insignificant effect on repurchase intention, indicating that product knowledge alone may not necessarily translate into repeated purchasing behavior. These conflicting findings highlight the need for further empirical investigation.

Second, inconsistencies are also found in the effect of Green Product attributes on repurchase intention. Several studies (Lutfi & Kirono, 2023; Yuliana & Pantawis, 2022; Sukawati et al., 2021) demonstrate a significant positive relationship between green product characteristics and customer repurchase intention. Conversely, Mahmoud et al. (2024) and Wicaksari and Febriatmoko (2024) reveal that green product attributes do not significantly influence repurchase intention, possibly due to limited consumer understanding of environmental benefits. This divergence suggests contextual variations that warrant further research.

Third, the influence of Perceived Price on repurchase intention also presents mixed evidence. While Muchlisna (2024), Ardheta and Shiratina (2024), and Lutfi and Kirono (2023) confirm a significant positive effect, Yulianti and Adialita (2024) report an insignificant relationship. These findings indicate that price perception may operate differently across product categories and consumer segments.

Beyond these direct relationships, prior literature suggests that psychological mechanisms, particularly Green Satisfaction, may play a mediating role. Previous studies demonstrate that green satisfaction successfully mediates the relationship between brand image, perceived value, product quality, and repurchase intention (Muchlisna, 2024; Susanti, 2020; Wicaksari & Febriatmoko, 2024). However, evidence regarding its direct and mediating effects remains fragmented.

Within the Theory of Planned Behavior (TPB) framework, environmental knowledge serves as a cognitive background that shapes attitudes, while product attributes and price influence benefit evaluations and perceived behavioral control. However, the TPB also emphasizes that

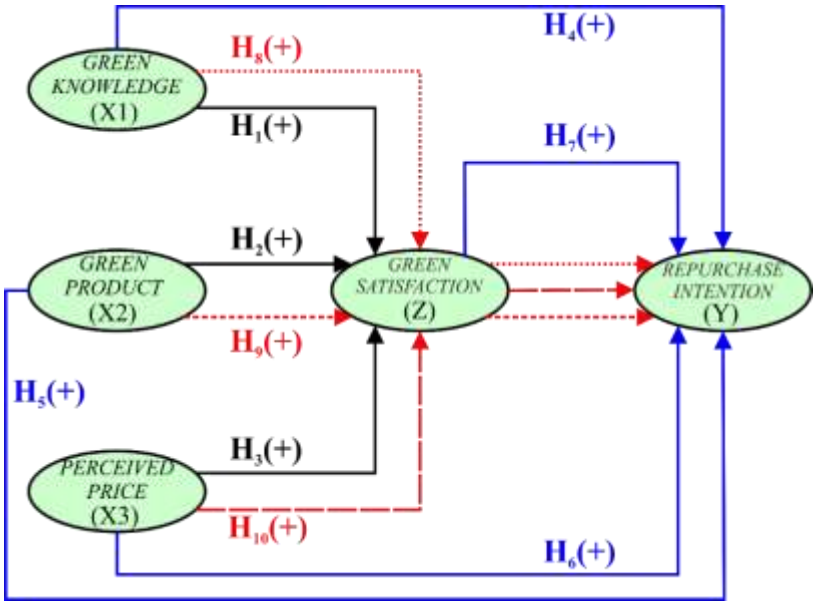
attitudes and intentions do not always lead to actual behavior without an evaluation of the consumption experience.

This research is expected to provide theoretical contributions to the development of sustainable consumer behavior literature and practical implications for marketing strategies for environmentally friendly products.

Conceptual Framework

The proposed model assumes that cognitive and evaluative factors influence repurchase intention both directly and indirectly through satisfaction. Empirical evidence from previous studies supports the significant influence of environmental knowledge, product attributes, perceived price, and satisfaction on repurchase intention. Therefore, this conceptual framework provides a comprehensive explanation of consumer decision-making processes in the context of sustainable consumption.

Figure 1. Conceptual Framework



Research Hypotheses Development

Green Knowledge reflects consumers' understanding of environmental issues and eco-friendly products. Higher knowledge strengthens pro-environmental beliefs and value congruence, which enhances Green Satisfaction and encourages Repurchase Intention.

H1: Green Knowledge positively affects Green Satisfaction.

H2: Green Product positively affects Green Satisfaction.

H3: Perceived Price positively affects Green Satisfaction.

H4: Green Knowledge positively affects Repurchase Intention.

Green Product represents environmentally friendly attributes, quality, and sustainable production processes. When product performance meets environmental and functional expectations, consumers experience higher satisfaction and are more likely to repurchase.

H5: Green Product positively affects Repurchase Intention.

Perceived Price refers to consumers' evaluation of price fairness relative to environmental and functional benefits. A fair and value-consistent price strengthens satisfaction and future purchase intention.

H6: Perceived Price positively affects Repurchase Intention.

Green Satisfaction represents consumers' affective and moral evaluation after consuming eco-friendly products. In line with ECT and TPB, satisfaction strengthens positive attitudes and reinforces behavioral intention.

H7: Green Satisfaction positively affects Repurchase Intention.
Furthermore, satisfaction is positioned as a mediating variable linking cognitive evaluations and behavioral intention. Green Knowledge, Green Product, and Perceived Price are expected to influence Repurchase Intention indirectly through Green Satisfaction.

H8: Green Satisfaction positively mediates the effect of Green Knowledge on Repurchase Intention.

H9: Green Satisfaction positively mediates the effect of Green Product on Repurchase Intention.

H10: Green Satisfaction positively mediates the effect of Perceived Price on Repurchase Intention.

RESEARCH METHODOLOGY

Research Design

This study employs a quantitative, causal–associative research design to examine the relationships among Green Knowledge, Green Product, Perceived Price, Green Satisfaction, and Repurchase Intention toward environmentally friendly plastic products. A quantitative approach is appropriate as it enables hypothesis testing through statistical analysis and objective measurement of variables (Bougie & Sekaran, 2020).

Population and Sample

The population consists of consumers who have purchased environmentally friendly plastic products through online platforms in Indonesia. Since the exact population size is unknown, the minimum sample size follows the recommendation of Hair et al. (2024), which suggests 5–10 times the number of indicators for PLS-SEM analysis. With 36 indicators, the required sample ranges from 180 to 360 respondents. This study uses 278 respondents to ensure statistical adequacy.

Data Analysis Technique

This study uses Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The analysis includes evaluation of the measurement model (outer model) and structural model (inner model).

The outer model assesses validity and reliability. Convergent validity is evaluated using outer loadings (>0.70) and AVE (>0.50). Reliability is measured using Cronbach's Alpha and Composite Reliability (>0.70).

The inner model evaluates relationships between variables using R^2 for explanatory power, f^2 for effect size, and Q^2 for predictive relevance ($Q^2 > 0$).

Hypothesis testing is conducted using bootstrapping with 5,000 resamples. Results are significant when t-statistic > 1.96 and p-value < 0.05 (two-tailed).

Operational Variabel

Tabel 1. Operational Variabel

Variabel	Concept	Dimensions	Indicator	Referensi
		Environmental awareness	Be aware of the issues and Environmental Issues	Lares (2024)
			Concern for the environment	
			Knowing the cause Environmental damage	
	The concept of Green Knowledge is the understanding or knowledge of	Knowledge about Green Product	Knowing the characteristics Green Product	Faizah et al. (2023)

Green Knowledge (X1)	consumers about environmental issues and the impact of products on the environment. Individuals with high green knowledge tend to be more conscious in making friendly purchasing decisions Environment. (Mauliawan & Nurcaya, 2021)		Know the benefits Green Product	
			Preferences about eco-friendly products	
		Understanding of environmental impact	Know the negative impact non-Green Product	Hartanto et al. (2023)
			Knowing the contribution of Green Products to the environment	
			Understanding the importance of Protecting the environment	
Green Product (X2)	The concept of environmentally friendly products is products that are produced using recyclable raw materials, which prioritize environmental sustainability, and do not use components that have a negative impact on the environment. (Wicaksari & Febriatmoko, 2024)	Eco-friendly process	Friendly production Environment	Belycia & Soelasih (2024)
			Energy efficiency and Resources	
			Processes that are not polluting the environment	
		Eco-friendly performance	High quality products	Faizah et al. (2023)
			Durable and well-functioning products	
			Use of products that support sustainability Environment	
		Environmentally friendly products	Friendly materials Environment	
			Products are designed to reduce waste	
			Friendly packaging Environment	
Perceived Price (X3)	The concept of price perception is a consumer's assessment of the price of a product or service based on their personal perception, not just the actual nominal price listed. (Yulianti & Adialita, 2024)	Perception of price affordability	Price conformity with product quality	(Imam, 2022)
			The presence of added value that increases the price	
			Price compatibility with product benefits	
		Perception of value suitability	Price conformity with product quality	Budianti & Nurtjahja di (2023)
			The presence of added value that increases the price	
			Price compatibility with product benefits	
Green Satisfaction (Z)	The concept of environmentally friendly product satisfaction is the level of consumer satisfaction with products or services that are considered environmentally friendly, which emerges after consumers evaluate whether the product meets the hopes, desires, and	Functional Satisfaction	Satisfaction with Eco-friendly product performance	Yohana (2024)
			Consumer expectations are met with products Environmentally friendly	
			Experience using satisfactory products	
		Emotional Satisfaction	Satisfaction with contribution to the environment	Marques & Dewi (2022)
			Emotional satisfaction	

	their needs both in terms of functionality and The product's commitment to the environment. (Susanti, 2020)		to sustainability values	
			Feel proud to use eco-friendly products	
Repurchase Intention (Y)	The concept of buyback intention on environmentally friendly products is Product Purchasing Behavior environmentally friendly and Consumers respond positively on product quality eco-friendly and intend to make a return visit or re-consume friendly products environment of the company the. (Marques & Dewi, 2022)	Loyalitas	Transactional interest (the desire of consumers to make a repurchase of friendly products environment)	Ginting etal. (2023)
			Referential interest (consumers' desire to recommend environmentally friendly products)	
			Preferential interest (consumer habit of choosing the main choice for friendly products environment)	
		Explorative interest The always Looking for information about eco-friendly products)	Looking for information about friendly products Environment	Arianty & Ariska (2023)
			Interested in trying eco-friendly product innovations	
			Previous experience influences repurchase intent	

RESULTS AND DISCUSSION

Data Description and Respondent Profile

Respondent characteristics include gender, age, educational background, occupation, purchase period, purchase location, product type, and purchase amount. The results indicate that the majority of respondents are female (59%), aged 31–45 years, hold a bachelor's degree, and are employed. Most respondents have purchased environmentally friendly plastic products for 1–2 years, with Avanieco.com being the most frequently used purchase platform. The most commonly purchased product category is eco-friendly food containers (31.7%).

Overall, the respondent profile demonstrates that the sample is sufficiently representative and relevant for examining consumer repurchase behavior toward environmentally friendly plastic products.

Descriptive Analysis

The mean values were subsequently classified into predefined categories ranging from very low to very high to facilitate interpretation, following the criteria proposed by Sugiyono and Lestari (2021). This approach provides a structured overview of respondents' perceptions and serves as a foundation for further inferential analysis.

Table 2. Descriptive Analysis

VARIABLE	DIMENSION	INDICATOR	VALUE	MIN	MAX	AVERAGE
Green Knowledge (X1)	Environmental awareness	X1.1	3,076	3,076	3,568	3,315
		X1.2	3,187			
		X1.3	3,507			
	Knowledge about Green Products	X1.4	3,273			
		X1.5	3,295			
		X1.6	3,568			

VARIABLE	DIMENSION	INDICATOR	VALUE	MIN	MAX	AVERAGE
	Understanding environmental impact	X1.7	3,309			
		X1.8	3,403			
		X1.9	3,219			
Green Product (X2)	Environmentally Friendly Process	X2.1	3,914	3,331	3,914	3,720
		X2.2	3,838			
		X2.3	3,817			
	Environmentally friendly performance	X2.4	3,737			
		X2.5	3,885			
		X2.6	3,637			
	Environmentally friendly products	X2.7	3,777			
		X2.8	3,547			
		X2.9	3,331			
Perceived Price (X3)	Perception of affordability	X3.1	3,381	3,342	3,594	3,445
		X3.2	3,594			
		X3.3	3,342			
	Perception of value conformity	X3.4	3,432			
		X3.5	3,493			
		X3.6	3,432			
Green Satisfaction (Z)	Functional Satisfaction	Z1	3,594	3,594	4,122	3,762
		Z2	4,122			
		Z3	3,705			
	Emotional Satisfaction	Z4	3,730			
		Z5	3,716			
		Z6	3,705			
Repurchase Intention (Y)	Loyalty	Y1	3,421	3,219	3,468	3,350
		Y2	3,468			
		Y3	3,345			
	Explorative interest	Y4	3,263			
		Y5	3,219			
		Y6	3,385			

Source: Authors' calculation based on survey data (2026)

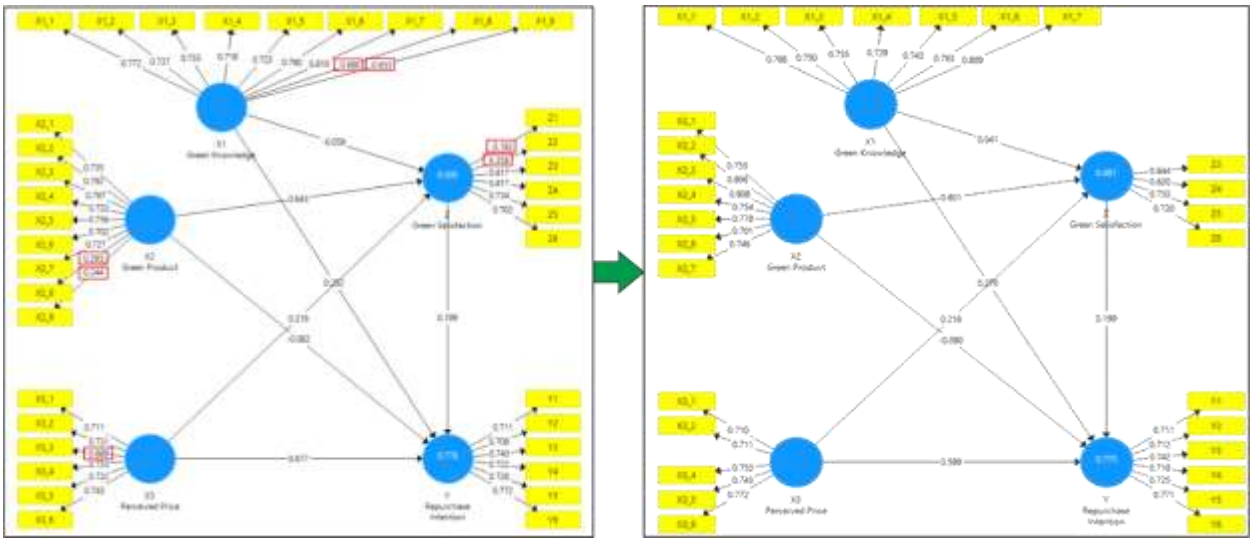
Outer Model Analysis

The outer model analysis examines the relationship between latent variables and their indicators. This study employs reflective indicators, which represent manifestations of the underlying latent constructs. Indicator validity was assessed using outer loading values, with a recommended threshold of 0.70, indicating that the latent variable explains a substantial portion of the variance in its indicators and can therefore be considered valid and fit (Tambun et al., 2024).

To achieve a valid and well-fitting measurement model, indicators with outer loading values below 0.70 were eliminated. As the indicators used in this study are reflective, the elimination process does not alter the conceptual meaning of the latent variables. Specifically, indicators X1.8 and X1.9 demonstrated insufficient loadings, indicating limited respondent understanding regarding the contribution of green products to environmental protection and the importance of environmental preservation. Indicators X2.8 and X2.9 showed very low loadings, suggesting that respondents did not perceive product design aimed at waste reduction and environmentally friendly packaging as necessary. Indicator X3.3 indicated a relatively weak perception of the importance of affordable pricing, while indicators Z1 and Z2 reflected low levels of satisfaction and unmet expectations toward green products. Although some indicators exhibited loadings slightly below 0.70 but above 0.50, they were nevertheless excluded to ensure the robustness and overall fit of the measurement model.

After removing the seven indicators with inadequate loadings, the measurement model was re-estimated. The results of the revised model demonstrate that all remaining indicators achieved outer loading values above 0.70, indicating satisfactory indicator validity and confirming that the measurement model is valid and fit for further analysis.

Figure 2. Loading Factor Research Model



Source: Authors' calculation based on survey data (2026)

Subsequently, construct reliability and validity were reassessed using Cronbach's Alpha, rho_A, Composite Reliability, and Average Variance Extracted (AVE) (Hair et al., 2021). The results show that all constructs exhibit Cronbach's Alpha, rho_A, and Composite Reliability values exceeding 0.70, indicating adequate internal consistency and reliability. Furthermore, all AVE values surpass the minimum threshold of 0.50, demonstrating that more than 50% of the variance in the indicators is explained by their respective latent constructs. These findings confirm that the measurement model possesses satisfactory convergent validity and reliability, thereby supporting the use of the constructs for hypothesis testing in the structural model analysis.

Table 3. Validity And Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
X1_Green Knowledge	0.881	0.888	0.907	0.582
X2_Green Product	0.882	0.886	0.908	0.585
X3_Perceived Price	0.792	0.798	0.857	0.545
Y_Repurchase Intention	0.825	0.825	0.873	0.533
Z_Green Satisfaction	0.785	0.790	0.862	0.610

Source: Authors' calculation based on survey data (2026)

Multicollinearity Test

Multicollinearity refers to a condition in which two or more exogenous variables are highly intercorrelated, potentially undermining the predictive accuracy and stability of the structural model (Sekaran & Bougie, 2016). A well-specified regression or structural model should therefore exhibit minimal correlation among independent constructs.

Multicollinearity was assessed using the Variance Inflation Factor (VIF), with a threshold value below 5 indicating the absence of multicollinearity issues. The evaluation of both outer VIF (indicator level) and inner VIF (construct level) values revealed that all VIF estimates were below the recommended cutoff. Specifically, outer VIF values ranged from 1.401 to 2.525, while inner VIF values ranged from 1.043 to 2.124.

Table 4. Multicollinearity Test

Inner VIF	X1	X2	X3	Y	Z	Explanation
X1_Green Knowledge				2.042	2.039	no symptoms of multicollinearity
X2_Green Product				1.739	1.043	
X3_Perceived Price				2.124	2.033	
Y_Repurchase Intention						
Z_Green Satisfaction				1.926		

Source: Authors' calculation based on survey data (2026)

Inner Model Analysis

The inner model analysis was conducted to assess the explanatory and predictive capability of the proposed structural model using PLS-SEM. In line with established guidelines, the evaluation focused on the coefficient of determination (R^2), path coefficients (β), and effect size (f^2) (Hair et al., 2023).

Coefficient of determination (R^2)

The coefficient of determination indicates the proportion of variance in the endogenous constructs explained by their predictors. Green Satisfaction yielded an R^2 value of 0.481, indicating moderate explanatory power, with 48.1% of its variance explained by Green Knowledge, Green Product, and Perceived Price. The remaining variance may be attributed to other factors not included in the model. In contrast, Repurchase Intention demonstrated a high R^2 value of 0.775, suggesting that Green Knowledge, Green Product, Perceived Price, and Green Satisfaction jointly explain 77.5% of its variance. This result confirms that the model exhibits strong predictive accuracy and is suitable for hypothesis testing.

Table 5. Coefficient of Determination (R^2)

	R Square	R Square Adjusted
Y_Repurchase Intention	0.775	0.772
Z_Green Satisfaction	0.481	0.475

Source: Authors' calculation based on survey data (2026)

Path coefficient analysis

Path coefficient analysis was performed to examine the direction and magnitude of the structural relationships. Most relationships display positive coefficients exceeding the recommended threshold of 0.10, indicating meaningful positive associations (Hair et al., 2023). However, the effect of Green Knowledge on Green Satisfaction is weak (β = 0.041), suggesting a limited contribution of environmental knowledge to satisfaction. Additionally, Green Product shows a negative and negligible direct effect on Repurchase Intention (β = −0.090), indicating that environmentally friendly product attributes do not directly translate into repeat purchase behavior without the presence of other evaluative factors.

Table 6. Path Coefficient Analysis

PATH COEFFICIENT	X1	X2	X3	Repurchase Intention	Green Satisfaction
X1_Green Knowledge				0.270	0.041
X2_Green Product				-0.090	0.601
X3_Perceived Price				0.599	0.218
Y_Repurchase Intention					

Z_Green Satisfaction				0.199	

Source: Authors' calculation based on survey data (2026)

Effect Size (f^2)

To evaluate the practical relevance of each predictor, effect size (f^2) values were examined. Green Knowledge exhibits a moderate effect on Repurchase Intention ($f^2 = 0.159$) but a negligible effect on Green Satisfaction ($f^2 = 0.002$), indicating that cognitive awareness alone plays a limited role in shaping satisfaction and is not a dominant driver in the model. Green Product demonstrates a large effect on Green Satisfaction ($f^2 = 0.668$) but only a small effect on Repurchase Intention ($f^2 = 0.021$), highlighting that tangible green attributes strongly enhance satisfaction but do not directly encourage repurchase. Perceived Price emerges as the most influential predictor of Repurchase Intention, with a large effect size ($f^2 = 0.751$), underscoring the importance of price considerations in repeat purchase decisions, even within a green consumption context.

Table 7. Effect Size (f^2)

EFFECT SIZE	X1	X2	X3	Repurchase Intention	Green Satisfaction
X1_Green Knowledge				0.159	0.002
X2_Green Product				0.021	0.668
X3_Perceived Price				0.751	0.045
Y_Repurchase Intention					
Z_Green Satisfaction				0.091	

Source: Authors' calculation based on survey data (2026)

Model fit

Model fit assessment aims to determine whether the theoretical model is consistent with the empirical data. In this study, overall model fit was examined using the Goodness of Fit (GoF) index and the Standardized Root Mean Square Residual (SRMR), as recommended in the PLS-SEM literature (Hair et al., 2023). The GoF value was calculated using the square root of the product of the average AVE and the average R^2 values, resulting in a GoF value of 0.599. This value exceeds the threshold for a large GoF, indicating that the proposed model demonstrates a high level of overall fit and that the theoretical framework is well supported by the empirical data. Model fit was further assessed using the Standardized Root Mean Square Residual (SRMR), which measures the standardized difference between the observed and model-implied correlation matrices. SRMR value is 0.091, which is below the recommended cutoff value of 0.10. This result indicates that the average residuals between the observed and predicted values are relatively small, suggesting an acceptable level of model fit.

Table 8. Model Fit

MODEL FIT	
GoF Index	0,599
SRMR	0.091

Source: Authors' calculation based on survey data (2026)

Hypothesis Testing

After confirming that the measurement model satisfied the validity and reliability criteria, hypothesis testing was conducted to evaluate the proposed structural relationships among the latent variables. Hypotheses were tested using the bootstrapping procedure in SmartPLS with a one-tailed test at a significance level of 0.025. Following Hair et al. (2023), path coefficients were considered statistically significant when the t-statistic exceeded 1.65 and the p-value was below 0.025.

Table 9. Hypothesis Testing

		Original	*T Statistics*	*P Values*	*Explanation*
H1	X1 → Z	0.041	0.644	0.260	H1 rejected
H2	X2 → Z	0.601	13.510	0.000	H2 accepted
H3	X3 → Z	0.218	2.938	0.002	H3 accepted
H4	X1 → Y	0.270	6.170	0.000	H4 accepted
H5	X2 → Y	-0.090	2.516	0.006	H5 rejected
H6	X3 → Y	0.599	11.774	0.000	H6 accepted
H7	Z → Y	0.199	3.812	0.000	H7 accepted
H8	X1 → Z → Y	0.008	0.640	0.261	H8 rejected
H9	X2 → Z → Y	0.119	3.586	0.000	H9 accepted
H10	X3 → Z → Y	0.043	2.174	0.015	H10 accepted

Source: Authors' calculation based on survey data (2026)

Interpretation of Hypothesis H1

This finding contradicts prior studies that reported a positive and significant relationship between Green Knowledge and Green Satisfaction (Ardiansyah, 2022; Elbarky et al., 2023; Waqas et al., 2023). This inconsistency highlights an important research gap. While earlier studies often assumed that higher environmental knowledge automatically enhances satisfaction with green products, the present findings suggest that this relationship is not necessarily direct. In contexts where consumers possess relatively high levels of Green Knowledge, knowledge may function more as a critical evaluative tool rather than an affective driver of satisfaction. Knowledgeable consumers tend to hold higher and more complex expectations regarding environmental claims, transparency, and actual ecological impact. When such expectations are not fully met, satisfaction may fail to materialize.

Interpretation of Hypothesis H2

This result is consistent with prior research (Aprina & Hadi, 2024; Wicaksari & Febriatmoko, 2024; Susanti, 2020), which emphasizes that environmentally friendly product attributes enhance consumer satisfaction. Green products that demonstrate tangible environmental benefits, tend to align with consumers' environmental values. According to Expectation–Confirmation Theory (ECT), satisfaction emerges when perceived product performance meets or exceeds prior expectations. Additionally, TPB suggests that consuming green products reinforces positive attitudes and social norms, thereby strengthening satisfaction derived from morally and socially responsible consumption.

Interpretation of Hypothesis H3

This finding supports previous studies (Muchlisna, 2024; Walia & Kumar, 2022; Creignou & Nuangjamnong, 2022), which argue that consumers are willing to pay a premium for green products when the price is perceived as fair and proportional to the environmental benefits received. From the ECT perspective, price constitutes an important component of pre-purchase expectations. When consumers perceive the price as reasonable relative to product quality and ecological value, satisfaction increases. TPB further explains that fair pricing enhances perceived behavioral control and reinforces positive attitudes toward green consumption.

Interpretation of Hypothesis H4

This finding aligns with prior studies (Yuliana & Pantawis, 2022; Mahmoud et al., 2024; Aisyah & Shihab, 2023), which suggest that environmentally knowledgeable consumers are more likely to consistently choose green products. According to TPB and VBN Theory, Green Knowledge strengthens cognitive evaluations and moral beliefs, encouraging consumers to repeatedly engage in environmentally responsible behavior. Knowledge enhances confidence, reduces perceived risk,

and supports long-term behavioral consistency, which translates into stronger repurchase intentions.

Interpretation of Hypothesis H5

This result diverges from much of the prior literature but aligns with findings by Mahmoud et al. (2024) and Wicaksari and Febriatmoko (2024). This outcome suggests that the presence of green attributes alone does not guarantee repeat purchase behavior. Consumers may remain skeptical of green claims or perceive green products as underperforming relative to conventional alternatives. Within the TPB framework, such skepticism weakens attitudes and subjective norms, while ECT explains that unmet expectations regarding product performance may reduce repurchase intentions despite initial satisfaction.

Interpretation of Hypothesis H6

This result is consistent with earlier studies (Muchlisna, 2024; Lutfi & Kirono, 2023; Mahmoud et al., 2024). When consumers perceive green product prices as fair and justified by functional and ecological benefits, they are more inclined to repurchase. TPB suggests that fair pricing strengthens perceived behavioral control, while ECT highlights the role of price-performance congruence in shaping repeat purchase decisions.

Interpretation of Hypothesis H7

This finding is consistent with prior research (Ginting et al., 2023; Marques & Dewi, 2022). Satisfied consumers tend to develop positive attitudes, stronger commitment, and favorable word-of-mouth, reinforcing both subjective norms and behavioral control. In line with ECT, satisfaction derived from prior consumption experiences serves as a key driver of repurchase intention.

Interpretation of Hypothesis H8

This result contrasts with several prior studies and underscores a novel contribution of this research. Green Knowledge may elevate evaluative standards rather than generate affective satisfaction, thereby weakening the mediating mechanism. This suggests that knowledge alone is insufficient to trigger satisfaction-based repurchase behavior without experiential confirmation.

Interpretation of Hypothesis H9

This finding aligns with earlier studies (Aprina & Hadi, 2024; Susanti, 2020). Green products that deliver tangible environmental and functional benefits enhance satisfaction, which in turn strengthens repurchase intention. This mediation mechanism is consistent with TPB and ECT, highlighting satisfaction as a key psychological pathway linking product attributes to behavioral outcomes.

Interpretation of Hypothesis H10

This finding corroborates prior research (Walia & Kumar, 2022; Safitri et al., 2024). Perceived price fairness fosters satisfaction, which subsequently reinforces positive attitudes, perceived control, and supportive social norms. This mechanism reflects the integrative role of satisfaction within TPB and ECT in shaping sustainable repurchase behavior.

Mediation Analysis

Table 10. Mediation Analysis

Green Knowledge			
Indirect Effect	X1 → Z → Y	0,008	2,88%
Total Effect	X1 → Y	0,278	
Green Product			
Indirect Effect	X2 → Z → Y	0,119	396,67%
Total Effect	X2 → Y	0,03	

Perceived Price			
Indirect Effect	X3 → Z → Y	0,043	6,70%
Total Effect	X3 → Y	0,642	

Source: Authors' calculation based on survey data (2026)

Mediation Effect of Green Satisfaction on the Relationship between Green Knowledge and Repurchase Intention

The VAF value for the mediation of Green Satisfaction in the relationship between Green Knowledge and Repurchase Intention is 2.88%, indicating no mediation.

This finding implies that consumers' environmental knowledge does not translate into satisfaction with green products, and therefore does not indirectly stimulate repurchase intention.

Mediation Effect of Green Satisfaction on the Relationship between Green Product and Repurchase Intention

The mediation analysis reveals a substantial indirect effect of Green Product on Repurchase Intention through Green Satisfaction, with a VAF value of 396.67%, serves as a full mediator in this relationship.

This result demonstrates that green product attributes alone do not directly drive repurchase intention unless consumers experience satisfaction derived from product performance, quality, and perceived environmental benefits.

Mediation Effect of Green Satisfaction on the Relationship between Perceived Price and Repurchase Intention

The mediation effect of Green Satisfaction on the relationship between Perceived Price and Repurchase Intention yields a VAF value of 6.70%, indicating a partial mediation.

This result suggests that consumers primarily form repurchase intentions based on their perception of price fairness and affordability.

Discussion

The findings show that Green Knowledge does not significantly influence Green Satisfaction. This indicates that environmental knowledge functions at the cognitive level and does not directly generate affective responses. Consumers with higher knowledge tend to evaluate green products more critically. When product performance does not meet expectations, satisfaction does not emerge.

Green Product has a strong effect on Green Satisfaction but does not directly influence Repurchase Intention. This result shows that product attributes alone are not sufficient to drive repeat purchase behavior. Consumers require positive usage experience. This finding supports Expectation Confirmation Theory, where satisfaction is formed when performance matches expectations.

Perceived Price has a significant effect on both Green Satisfaction and Repurchase Intention. This indicates that consumers remain sensitive to price even in green consumption. Price fairness becomes an important factor in evaluating product value. Consumers are more likely to repurchase when price is perceived as reasonable compared to benefits received.

Green Satisfaction has a positive effect on Repurchase Intention. Satisfaction acts as a key mechanism that transforms evaluation into behavior. Consumers who feel satisfied tend to show loyalty and willingness to repurchase.

The mediation results show different patterns. Green Satisfaction does not mediate the effect of Green Knowledge. This confirms that knowledge alone is not sufficient to create satisfaction. In contrast, Green Satisfaction mediates the relationship between Green Product and Repurchase Intention. This indicates that product attributes influence behavior only through satisfaction.

An inconsistent mediation is found in the relationship between Green Product and Repurchase Intention. The indirect effect is stronger than the direct effect, while the direct effect is negative. This suggests a suppression effect. Green Product may initially create doubt or perceived trade-offs, but satisfaction from actual use strengthens repurchase intention.

For Perceived Price, Green Satisfaction shows partial mediation. This indicates that price directly influences repurchase intention and also indirectly through satisfaction.

Overall, the results confirm that green consumer behavior is driven more by evaluation and experience than by knowledge alone. The integration of Theory of Planned Behavior and Expectation Confirmation Theory explains that intention is shaped by perceived value and consumption experience.

CONCLUSION

The findings reveal several important conclusions. First, Green Knowledge does not have a significant effect on Green Satisfaction, indicating that consumers' environmental knowledge alone is insufficient to generate satisfaction with green products. This suggests that cognitive awareness of environmental issues does not automatically translate into positive affective evaluations. However, Green Knowledge exerts a direct and significant influence on Repurchase Intention, implying that knowledgeable consumers may be motivated to repurchase green products based on value-driven or moral considerations, even in the absence of satisfaction.

Second, Green Product has a strong and positive effect on Green Satisfaction, confirming that product quality, functional performance, and credible green attributes are critical drivers of consumer satisfaction. Nevertheless, Green Product does not directly increase Repurchase Intention; instead, its effect operates entirely through Green Satisfaction. The mediation analysis confirms full mediation, indicating that green product attributes influence repurchase behavior only when they are successfully converted into satisfying consumption experiences.

Third, Perceived Price positively affects both Green Satisfaction and Repurchase Intention. Price perceptions play a dominant role in shaping repurchase decisions, as consumers are more willing to repurchase when prices are perceived as fair and commensurate with functional and environmental benefits. The mediating role of Green Satisfaction in this relationship is partial, suggesting that while satisfaction enhances repurchase intention, price fairness alone can directly motivate repeat purchasing behavior.

Fourth, Green Satisfaction has a significant and positive effect on Repurchase Intention, confirming its central role as an affective mechanism that transforms product evaluation and price perception into loyalty behavior. However, Green Satisfaction does not mediate the relationship between Green Knowledge and Repurchase Intention, as the indirect effect is negligible. This finding underscores that knowledge functions primarily at the cognitive level and does not necessarily produce satisfaction unless supported by positive product experiences.

Overall, the model demonstrates strong explanatory power, with 48.1% of the variance in Green Satisfaction explained by Green Knowledge, Green Product, and Perceived Price, and 75.5% of the variance in Repurchase Intention explained by the combined effects of Green Knowledge, Green Product, Perceived Price, and Green Satisfaction. These results confirm that repurchase intention toward green plastic products is predominantly driven by experiential satisfaction and price-related evaluations rather than environmental knowledge alone.

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